

TODAY'S GROCER

© TGLLP / Volume 56 / No. 7

www.todaysgrocer.com

THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

Price \$8.00

■ Weis Markets Names

Jonathan Weis as President & CEO



■ JONATHAN WEIS

The Board of Directors of Weis Markets has approved Jonathan Weis as Company President and Chief Executive officer (CEO). Weis, will also retain his role as Company Vice Chairman.

Previously, Weis had been serving as the company's interim CEO. As President and CEO, Weis will oversee all aspects of the company's retail, supply chain, merchandising, human resources, information technology, finance, real estate, and manufacturing operations.

Weis, who joined the company in 1989, is the son of Robert F. Weis, who remains Chairman of Weis Markets. During his 25 year career, he worked in positions throughout the company including produce merchandising, grocery procurement and store operations. He later worked in the company's real estate department where he was vice president of property management and development. In 2004, he became company Vice Chairman and Corporate Secretary.

Weis is a graduate of Shikellamy High

Continued on **PAGE 39**

A-B Purchasing Blue Point Brewing

Anheuser-Busch is purchasing Blue Point Brewing Co., one of the nation's top craft brewers with more than 40 beers and sales concentrated along the East Coast, in a move that will bring additional resources to Blue Point's operations, allowing it to meet growing consumer demand for its award-winning brands. Terms of the agreement were not disclosed.

Blue Point, known for its creativity, was founded by Mark Burford and Peter Cotter 15 years ago in Patchogue, NY, where the brewery will continue to operate. Anheuser-Busch also plans to invest in the brewery to grow its operational capabilities and enhance the consumer experience over the next few years.

"We are deeply grateful to our family of loyal employees and customers. Our success was made possible by the hard work of good people and good beer in Patchogue," said Peter Cotter, who will continue to be instrumental in the success of the brands along with co-founder Mark Burford. "Together, our talented brewing team and Anheuser-Busch

Continued on **PAGE 39**



Man at the Top

Todd Schnuck Assumes Reins at Family-Owned Grocery Company, Schnuck Markets, Inc.

See Story on Page 12

TODD SCHNUCK
President/CEO

2 RAVITZ FAMILY SHOPRITES RECOGNIZED BY EPA

8 STATER BROS. PROMOTES JOHN CIRAULO TO V.P. - MEAT

ASSOCIATED GROCERS OF FLORIDA
22 TRADE SHOW AND POWER BUY SESSION
Photo Highlights!

33 CULVER'S RESTAURANTS EYES EXPANSION THROUGHOUT FLORIDA

TODAY'S GROCER
P.O. BOX 430780
SOUTH MAAMI, FL 33243-0780
Change Service Requested



A Real Company For Real Merchants
Technica
...with real solutions
info@tecnicasystems.com

FIRST STD
U.S. POSTAGE
PAID
PERMIT NO. 7615
MAAMI, FL 331

NGA Honors Top Industry Leaders

The National Grocers Association (NGA) recognized five top industry leaders with distinguished leadership awards during the recent 2014 NGA Show in Las Vegas. The following individuals were honored with the below industry awards:

THOMAS K. ZAUCHA ENTREPRENEURIAL EXCELLENCE AWARD was presented to Kevin Doris, President and CEO, Gerland Corporation. Doris, a successful entrepreneur who began his career in the grocery industry in 1970, had the vision and commitment over the years to change his business to meet the ever-changing ethnic and competitive landscape in Houston, TX. He has been a long supporter of NGA,

most recently serving as Treasurer of the Association.

Since 2009, the Thomas K. Zaucha Award, named after NGA's first President and CEO and presented by Mondel z International, has been presented annually to recognize an independent grocer that exemplifies persistence, vision, and creative entrepreneurship. The award is one of the most prestigious honors awarded to independent grocers.

CLARENCE G. ADAMY GREAT AMERICAN AWARD was given to Trygve "Trig" Solberg, Chairman, T.A. Solberg Company. Trig is the current Chairman of the

Continued on **PAGE 39**

Stater Bros. Promotes Darold Fero To Senior Vice President Distribution

Jack H. Brown, Chairman of the Board and Chief Executive Officer of Stater Bros. Markets, has announced the promotion of Darold Fero to the position of Senior Vice President Distribution of Stater Bros. Markets.

Fero has been a member of the Stater Bros. "Family" for over 33 years and has progressed through a range of distribution center positions and responsibilities. In his new position, Fero will oversee the total operation of the company's 2.1 million sq. ft. Norton Distribution Center which includes the dry and refrigerated distribution centers in addition to the company's transportation and fleet maintenance departments.

Fero will report to George Frahm, Executive Vice Administration and Distribution.

Fero first joined Stater Bros. in 1981 as a Marker in the company's distribution center and was promoted to an Order Selector later that year. In 1984, Fero was promoted to a Forklift Receiver and in 1986 promoted to Foreman in the distribution center.

Fero was promoted to a Distribution Center Supervisor in 1988 and in 2000 he was promoted to Director Dry Distribution. In September 2010, Fero was promoted Director Distribution and later that year promoted to



DAROLD FERRO

Continued on **PAGE 39**

Rick Herring Retires As Giant Carlisle Head

Rick Herring, president of the Giant Carlisle Division, has made the decision to retire. Herring has had a successful career at Ahold companies for nearly 25 years and has made many contributions to the Ahold organization.

Ahold USA COO James McCann said, "We would like to thank Rick for his numerous contributions to our companies, as well as for his leadership, dedication, and years of service. We wish him all the best in this next phase of his life and career."

Bravdeep Singh, executive vice president of operations, Ahold USA, will oversee the Giant Carlisle Division on an interim basis until a permanent replacement is named.

The Giant Carlisle Division, headquartered in Carlisle, PA, operates nearly 200 supermarkets in Pennsylvania, Maryland, Virginia, and West Virginia under the banner of Giant/Martin's.



RICK HERRING



Dove Men+Care Antiperspirant Deodorant Awards Detroit Fireman

Deputy Chief Douglas Lyon of the Detroit Fire Department enjoys a free "Food Truck Bonanza" at the Detroit Public Safety Headquarters, along with 200 fellow fire fighters and police officers. Irritatingly, the area has few lunch spots, so as part of its national #IrritationFreeMondays contest, Dove Men+Care Antiperspirant Deodorant awarded Lyons and team with Detroit favorite food trucks Mac Shack, El Guapo and The Grindhouse. Dove Men+Care Antiperspirant Deodorant, with its clinically proven non-irritating formula and 48-hour odor and wetness protection, wants to help men overcome irritation in other areas of their lives, especially on Mondays - the most irritating day.

Ravitz Family ShopRites Recognized by EPA

Supermarket of Cherry Hill, Inc. a family-owned business that operates five ShopRite stores in southern New Jersey, has been recognized by the Environmental Protection Agency (EPA) for its numerous efforts in food recovery and reduction of waste. All five Ravitz family ShopRites have been awarded the EPA's Certificate of Achievement for significantly decreasing waste marked for landfills.

Earlier this year, Supermarkets of Cherry Hill joined the EPA's Food Recovery Challenge, a program which encourages organizations to reduce, donate and recycle as much of their excess food as possible to feed families in need, protect the environment and save money.

"We are so honored to be recognized by the EPA not only for our commitment to the environment but also for our commitment to the southern New Jersey communities where we do business," said Jason Ravitz, vice president of Retail Operations for Supermarkets of Cherry Hill, Inc. "Partnering with the EPA to reduce our environmental impact and simultaneously help our neighbors in need sets a new stan-

Continued on **PAGE 39**



Shawn and Brett Ravitz accept the EPA award on behalf of Supermarkets of Cherry Hill, NJ.

Kroger Completes Merger with Harris Teeter

The Kroger Co. and Harris Teeter Supermarkets, Inc. completed the recently announced merger transaction between the two companies on January 28. Under the terms of the merger agreement, Harris Teeter shareholders receive \$49.38 per share of Harris Teeter common stock.

"We are pleased that our merger is complete and look forward to bringing together the best of Kroger and Harris Teeter to benefit our customers, associates and shareholders," said W. Rodney McMullen, Chief Executive Officer of Kroger. "This merger brings the

exceptional Harris Teeter brand and a complementary base of stores in attractive markets to the Kroger family. We have long respected Harris Teeter's customer orientation, friendly and professional associates, strong management team, and company values - which are consistent with ours. Together, through our Customer 1st Strategy, we are going to be an outstanding combination."

Thomas W. Dickson, the outgoing Chairman and CEO of Harris Teeter Supermarkets, Inc., stated, "We are excited that Kroger, one of the best food retailers in the U.S.,

has recognized the value in Harris Teeter. This successful transaction is, first and foremost, a tribute to our outstanding management teams and associates. Their tireless commitment to delivering great value and excellent customer service has been instrumental in building Harris Teeter into the unique brand that it is today. The merger with Kroger provides the opportunity to continue to expand the Harris Teeter brand as well as to provide future employment and career advancement opportuni-

Continued on **PAGE 39**

PepsiCo to Invest \$5 Billion Mexico

PepsiCo, Inc. plans to invest \$5 billion in Mexico over the next five years. The investment is designed to further strengthen PepsiCo's food and beverage business in Mexico, one of the most attractive markets in Latin America with a growing middle class and numerous opportunities for long-term economic growth.

PepsiCo has a long and successful history in Mexico, a key country in the company's global growth plans. PepsiCo has invested aggressively in recent years to strengthen its presence in developing and emerging markets, which in 2012 represented 35 percent of PepsiCo's net revenue.

"The investments we've made to bolster our position in key markets around the world are fueling our success and positioning PepsiCo to deliver sustainable long-term growth," said PepsiCo Chairman and CEO Indra Nooyi. "PepsiCo brands have been enjoyed by Mexican consumers for more than a century and we see tremendous opportunities to further expand our food and beverage business. We're confident in Mexico's future and we believe this investment will

Continued on **PAGE 39**

TODAY'S GROCER

The Readers' Choice in the Food Industry

TODAY'S GROCER LLC. PUBLICATIONS
ISSN 1529-4420

Serving the Food Industry Since 1956

PEDRO PENTON
Publisher

DENNIS KANE
Editor

VANESSA ACOSTA
Dir. of Sales & Marketing

LEO MORELL
Graphic Designer

Editorial and business offices located at:
P.O. Box 430760, South Miami, FL 33248-0760

Tel: 305-994-8100
1-800-440-3067
Fax: 305-990-5360

Each month over 20,000 copies of TODAY'S GROCER are distributed to chain and independent retailers (of all sizes) at both headquarter and store levels, as well as manufacturers, brokers, wholesalers, distributors, and other allied members of the trade.

To subscribe, or for advertising information, call or write our business office or visit our website.

All signed articles published in this paper represent solely the individual opinion of the writer and not necessarily those of TODAY'S GROCER.

SUBSCRIPTION RATES:
1 Year: \$59.00
2 Years: \$98.00
3 Years: \$135.00



SOUTHEAST FOOD DISTRIBUTION

An Employee Owned Company



- **Traditional Grocery Distribution**
 - **Perishable and Dry Storage**
- **Flexible Supply Chain Solutions Including: Procurement, Warehousing and Transportation**

- Over 30 Million Cubic Feet of Warehouse Space
- Over 300 Pieces of State-of-the-Art Transportation Equipment
- Supporting a Full Line of: Grocery/Supplies/Dairy/Meat/Lunch Meats/Specialty/Frozen/HBC/GM



- Over 3,000 Retailers Serviced in 49 countries
- Quarterly Retailer Promotional Buying Opportunities
- A Business Model That is Easily Expanded to Other Markets
- A Comprehensive Two-Tier Private Label Program

Efficiently Servicing 23 States, The District of Columbia, The Caribbean, Central and South America

Call for complete sales and/or merchandising assistance:



BOB DERNBACH
Tel: 954-882-1044

PEPE ROHAIDY
Tel: 786-213-9833

4 Produce



José Andrés Foods Brings Ajo Morado to U.S. Market

Marrying modern cuisine with Spanish passion and tradition, José Andrés Foods launched in 2013 to bring a new line of products from Spain's most prestigious small producers hand-picked by Chef José Andrés to the U.S. market. Today, the chef's new non-GMO heirloom purple garlic product, Ajo Morado, is available for national distribution and purchase.

"This is the garlic of connoisseurs," said James Beard Award-winning "Outstanding Chef" Andrés. "The Ajo Morado offers an initially intense flavor which mellows perfectly when cooked, taking any dish to new heights." Grown in Castilla-La Mancha, the garlic capital of Spain, the José Andrés Foods Ajo Morado is packed for freshness and imparts a vibrant, luscious component to any dish.

The flavorful Ajo Morado can be substituted for traditional garlic in any dish, imparting a more complex flavor profile than white garlic. This high quality, non-GMO purple garlic also makes a beautiful aioli (or allioli in Spanish) to use as a sauce, dip, or even spread on sandwiches.



Wonderful Sweet Scarletts Bring the Sweet Taste of Texas to the Midwest

The growers of Wonderful Pistachios, POM Wonderful and most recently, Wonderful Halos, are making winter sweet for families in the Midwest with new Wonderful Sweet Scarletts Texas Red Grapefruits. Grown, packed and shipped by Paramount Citrus, North America's largest citrus grower, the premium red grapefruits are available now through April in select Midwest cities, including Chicago, Columbus, Detroit, Indianapolis and more.

Texas red grapefruit has a number of benefits to offer and can be easily incorporated into a healthy eating or weight management plan. Half of a medium grapefruit is roughly 60 calories, yet provides 100 percent of the recommended daily value of vitamin C. In addition, Sweet Scarletts grapefruit is certified by the Non-GMO Project.

Wonderful Sweet Scarletts are making a sweet splash in the Midwest's produce aisles of leading grocery, mass merchant and club stores. Sweet Scarletts are sold in 5-pound bags, 8-pound boxes, and as loose individual fruit.

Jennie Garth and Mario Lopez Celebrate a Day of Pure Goodness

With Wonderful Halos and Feeding America

Actress Jennie Garth and TV personality and actor Mario Lopez officially kicked off a partnership between Wonderful Halos mandarins and Feeding America, February 6. Wonderful Halos - the sweet, easy to peel and seedless mandarins - is taking their Pure Goodness message to schools across America by providing nutritious food to children through the Feeding America Backpack program.

Lopez, host of EXTRA and "THE X FACTOR", and Garth, one of the stars of the new ABC Family comedy series "Mystery Girls", author of her upcoming memoir, "Deep Thoughts From a Hollywood Blonde," to be released on March 4 and best known for her role as Kelly Taylor on the iconic television series "90210," and family joined volunteers at the Los Angeles Regional Food Bank to pack Halos and other meals for students in the Los Angeles and Compton Unified School Districts. The event kicks off a larger partnership between Wonderful Halos and Feeding America that will provide more than 1.3



Actors Jennie Garth and Mario Lopez celebrate a day of pure goodness with Wonderful Halos and Feeding America at the Los Angeles Regional Food Bank.

million meals to people in need.

"My family and I love that Wonderful Halos is spreading pure goodness to children across the country by providing them with the fresh produce they need," said Jennie Garth. "Our family enjoys Halos together, so it makes sense for us to join Wonderful Halos to help eliminate the problem of hunger in

our own backyards."

"As a dad with young kids, I know how important it is for children to eat well," said Mario Lopez. "That's why I'm committed to working together with Halos mandarins to make sure families in need can get fresh, nutritious fruit to stay strong and healthy."

BrightFarms Upgrades PA Greenhouse

BrightFarms, Inc., the leading urban agriculture company is upgrading its greenhouse in Bucks County, PA.

The 56,000 sq. ft. facility supplies fresh produce to BrightFarms' retail partners: McCaffrey's Market and the Great Atlantic & Pacific Tea Company.

In its efforts to provide the highest quality produce to its customers, BrightFarms is committed to constant innovation and improvement. Having identified a region in Italy where farmers uniquely grow world-class baby greens, the BrightFarms team decided to bring back the region's proven technologies and methods.

With this upgrade, BrightFarms is installing state-of-the-art growing systems and harvesting equipment. The objective of this upgrade is to more efficiently grow baby greens of superior quality. The new growing systems will improve quality by reducing handling and streamlining harvesting and post-harvesting. It will also allow BrightFarms to meet increasing demand by planting more densely in the same structure. In line with BrightFarms' environmental mission, the system will also reduce water consumption.

"The new system will improve the quality and consistency of our growing operations," said Paul Lightfoot,



BRIGHTFARMS, INC is upgrading its greenhouse in Bucks County, PA. With this upgrade, BrightFarms is installing state-of-the-art growing systems and harvesting equipment. The objective of this upgrade is to more efficiently grow baby greens of superior quality.

BrightFarms' CEO. "It was a difficult decision to interrupt our year-round production schedule, but we look forward to delivering an even better product to our customers."

"Sourcing great tasting and local produce from BrightFarms has been a great experience for our customers," stated Jim McCaffrey, owner and CEO of McCaffrey's Market. "We eagerly look forward to selling produce from BrightFarms again after this upgrade project has been completed."

BrightFarms expects to be back on retailer's shelves in April.



"Growing Your Company by Financing Your Business"

Miami Produce Exporter/Consolidator

We specialize in the exporting of the freshest quality produce, meat, dairy and dry goods for all your Caribbean and International Shipping needs.

Directfresh
marketing

6796 Lantana Road, Lake Worth, FL 33467

Tel: 561-967-9655 • Fax: 561-967-9614 • Email: info@directfreshmarketing.com • www.directfreshmarketing.com

Standing for Something

In the last few years the supermarket industry has experienced a flood of new players and existing players that seem to be giving organic growth a "WHOLE" new meaning. The Top 50 Players of the industry represent close to 1 trillion dollars in revenue and employ almost 4 million people. How can you future proof your business with cutting edge concepts that can compete with the likes of companies that specialize in serving the fastest growing population in the country. Health conscious mature middle age are the largest growing group in the Western countries – with females in the workforce now exceeding 65% and with over 55% that earn 50% or more of the entire family's income.

WE DON'T EAT TOGETHER - In the later part of the century there was a paradigm shift in the demographics of our country from families that consumed food at home to families that are now eating out more.

The Publisher Speaks...

By: **PEDRO PENTON**
TODAY'S GROCER Publisher
President, Técnica Business Systems



USDA Economics indicates that in 2010 over 50% of families consumed food away from the home environment. The lifestyle of preparing food at home has in fact become a special occasion; use to be the reverse getting to go out with the entire family was an extraordinary circumstance. Baby boomers (45+) demand more service and are staying young by being cognizant of what they consume and have a propensity for technology.

With stores that bring the kitchen to you and have the look and feel of a natural habitat, with streamline operations and technology changing the business to an effective well oil machine at a frantic pace, independents today need to embrace the disruption. We have move beyond

the time of the "Horseless Carriage", from the early General Store Open Market concept to plush indoor shops that are more than just a shopping experience. Charging into the food / grocery business almost 25 years ago, Walmart today has revenues that are 3 times that of Kroger, the second largest Food Retailer in the U.S. With "Market Basket Challenge" documentary style TV Commercials and very aggressive low prices, it's vital that as an independent you have an identity that is consistent and encompasses a solution to the consumer rather than just another product.

Today's knowledgeable consumer is facing the fight over convenience, they have a comfort with technology and more importantly they are value

conscious and are time starved. With the decline of the nuclear family and with over 25% of the U.S. Households being single persons, a retail food store needs to provide additional services that are not necessarily products at aggressive pricing, but rather results that will fulfill the new consumer profile's way of life.

As retail concepts evolve, retail stores will encompass a wireless concept, there will be mobile everywhere. Your sales versus the labor you spend will need to increase dramatically. The incorporating of smart signage programs and the service levels that will be necessary will need to be powered by technology. Self-service is here to stay and adopting a self-service concept will be necessary to decrease the impact of the labor factor. We have seen retail formats move to neighborhoods and this trend will continue and become more relevant as we move away from a

conventional supermarket and to a convenient format that is influenced by the food market basket value that is pressured by the consumer's lifestyle.

What are you doing that makes you different? That is the question that you need to ask yourself, what is it that you do that will draw attention and bring the consumer to your business? Who are you and why should I go to your store? Today's consumer will drive up to 5 miles, pass several retailers to get to a store they feel comfortable in and believe in the products and services that are being provided. Yes, the bottom line is being squeezed that is evolution and the retail segment trying to catch up to changing consumer patterns and the new floor plan that with tough competition all looking for a share of the consumer's stomach; will force the weaker players that take their "eye off the ball" to be shaken out.

iCoffee by Remington Revolutionizes the Coffee Industry

First New Coffee Brewing Technology in 50 Years

Remington has introduced iCoffee, the first new coffee brewing technology in over 50 years.

According to inventor Bruce Burrows, iCoffee took seven years and over 1,257 prototypes to perfect. iCoffee's patented SteamBrew technology makes it the first coffee brewer ever to utilize steam jets inside the coffee brew basket. The SteamBrew jets first pre-steam the coffee and then stir the coffee throughout the brewing process so each of the coffee grounds is com-

pletely suspended and surrounded by hot water at the perfect brewing temperature. Next, a rich coffee crema forms, indicating the elimination of bitter and acidic aftertastes.

"What we've done is redefine coffeemaking," said Burrows. "The 'i' in iCoffee stands for innovation, which is what we strive for in all our products. With iCoffee, we've found a way to use all the goodness of steam to release the locked-in flavors of your favorite coffee grounds, just like steaming rice and vegetables. This eliminates any bitterness and the result is impossibly smooth tasting coffee. There's never been a machine in coffee brewing history that uses this technology. The dif-

ference in taste is unprecedented."

iCoffee also features an exclusive brew viewing window, which allows coffee lovers to watch the SteamBrew process in action, including the formation of rich coffee crema.

According to Burrows, because SteamBrew technology enables maximum flavor extraction, users should experiment to determine the optimal ratio of water to coffee they prefer. "For the first pot, we suggest using the amount of coffee you normally add per cup when brewing. After the first pot, you can adjust the amount of coffee used by adding more or using less coffee in the SteamBrew basket to achieve the strength and flavor you prefer. Many

people find they need less coffee than they did when using other coffee brewers."

Burrows also notes that with iCoffee, finely extracted coffee essence, or sediment, may be visible after brewing. "This is normal and a result of our patented SteamBrew extraction technology," he says. "Presently, coffee drinkers have a choice of using a reusable goldtone filter or disposable paper filters. Goldtone allows more coffee essence, paper allows less. It's a matter of personal preference. If you prefer less finely extracted coffee essence, we have included an optional filter that provides a paper filter experience."



Southeast Food Distribution Relocating Corporate Offices

Miami-based Southeast Food Distribution (SFD) will relocate its corporate offices to Miramar, Florida this coming April. The move to the Miramar Park of Commerce (MPC) in western Broward County will provide a number of benefits to the large grocery, frozen food, and logistics company according to President/CEO Rich Bauer.

Bauer told TODAY'S GROCER that the company would relocate to a new 15,000 sq. ft. office located at 3261 Executive Way, effective April 15. "We selected this site for the combination this offers us of strategic location to major highways and its excellent access for our associates that live in Miami-Dade and Broward Counties."

Miramar was recently named one of the Top 100 Places to Live by Money Magazine. The Miramar Park of Commerce offers Southeast Food

Distribution and its three operating divisions: Southeast Frozen Foods (frozen foods/perishables), Southeast Wholesale Foods (grocery & non-food distribution), and The American Logistics Group/TALG (refrigerated storage/logistics/transportation), many benefits by now being located in one of the largest commerce parks in the region. MPC, located off of Miramar Parkway and Red Rd, offers over 5.2 million sq ft of space and is home to many Fortune 500 companies. It includes a foreign trade zone and has a highly skilled workforce.

The new corporate offices, currently under construction will enable SFD to consolidate at one location its accounting, accounts payable, accounts receivable, payroll, human resources, MIS, the buying group and executive

staff members. Buyers located at Southeast Wholesale Foods in Medley will continue to be based at the SWF location.

"Our new offices will be strategically located between both our Southeast Frozen Foods' distribution center and our Southeast Wholesale Foods' distribution center," Bauer adds. Currently, the building is receiving new air conditioning system, new interior layout and carpeting for the new office complex which will also feature: a large conference room, two additional conference rooms and an expansive break room. The new facility will enable the company to benefit from compartmentalized functional areas, and establish a strong base for SFD to achieve its current and future expansion

plans throughout the U.S.

Southeast Food Distribution, an employee owned company, and its operating subsidiaries are one of the largest food distribution, storage and transportation companies in the nation, with operations covering the entire Eastern seaboard. The company currently serves 23 states, The District of Columbia, the Caribbean, and Central and South America. In addition to the South Florida distribution sites, the company operates large centers in New Orleans (Destrehan), LA; Cordele, GA; Columbia, SC and Richmond, VA.

The new address will be: Southeast Food Distribution, 3261 Executive Way, Miramar, FL 33025. Telephone number will remain the same: 305-652-4622.

6 On the Promotional front



BrightFarms Partners with Mariano's

Chicagoland Mariano's stores to feature year-round local produce

BrightFarms, Inc. announced today that it and Mariano's, the growth banner of Midwest grocery leader Roundy's Supermarkets, Inc. (Roundy's), have partnered to deliver year-round local produce to Mariano's Chicagoland stores.

BrightFarms will finance, build, and operate a state-of-the-art hydroponic greenhouse to supply Mariano's stores with fresh, local produce year-round. By building a greenhouse in the City of Chicago, BrightFarms will expand Mariano's extensive offering of locally grown produce. BrightFarms is currently evaluating a number of potential greenhouse sites in the City of Chicago.

"We have made a strong commitment to using locally grown

produce from farmers across the three states in which Roundy's operates," said Donald G. Fitzgerald, Group Vice President and Chief Merchandising Officer of Roundy's. "We are pleased to enter into this partnership with BrightFarms as we continue to expand our offerings of 'locally grown'."

"We look forward to our partnership with Mariano's," said BrightFarms CEO Paul Lightfoot. "The Mariano's experience is unique and we're honored that we will be able to contribute to their already extraordinary selection of produce offerings."

In addition to supplying Mariano's stores with year-round local produce, the greenhouse will create permanent green collar jobs, reduce transportation of produce items usually shipped across the country, and help improve the environmental impact of the food supply chain.

Advertising, Pizza and Sports - How to Get Your 'Team' to the Super Bowl!

So, you want to know how to get your "team" to the "big game"? You make a commercial with them in it and have it aired during the Super Bowl. Southeast Michigan based advertising agency, DBA Worldwide, did just that and more!

Consistently ranked in the top 10 of the nation's largest pizza franchises, Hungry Howie's nabbed two half-time Super Bowl spots in an effort to advertise their latest promotion, "Howie's for Life."

Best known throughout 21 states for their delicious, high-quality flavored crust pizza, Howie's thanked their loyal customers by rewarding one lucky grand prize winner free Hungry Howie's pizza for "life," two second place winners received free Hungry Howie's pizza for up to two consecutive years, and fifteen (15) consolation winners received prizes such as: Palace Sports and Entertainment "VIP Experiences" or tickets to a Detroit Pistons' home game. Winners were selected on



■ Hungry Howie's "Howie's for Life" grand prize winner, Lori Tesch.

February 8, at the Palace of Auburn Hills in Auburn Hills, Michigan via random drawings for all who entered the sweepstakes at howiesforlife.com.

With hundreds in attendance, not everyone was a winner, but everyone experienced and met the Pistons' drumline, dancers, Howie's mascot and a coupon for a free medium pizza with one topping - no one left empty handed!

Such an experience and grand promotion coupled with creative production and strategy had been three years in the making for DBA Worldwide. To witness it all come to life during half-time of the 48th annual Super Bowl - the most watched TV show in U.S. history with a record of 111.5 million viewers according to Variety.com, was a momentous and exciting occasion.

Happy 100th Birthday, Morton Salt Girl!

For 100 years, America has celebrated life's moments with the Morton Salt Girl - from birthdays and holidays to the everyday. This year, Morton Salt is inviting America to celebrate her. The company is launching a

year-long campaign in honor of the Morton Salt Girl, who marks her 100th year as the face of the brand in 2014. Morton Salt is also refreshing its brand this year by updating its logo and introducing a new packaging design system.

"This is a milestone year for Morton Salt," said Christian Herrmann, Chief Executive Officer of Morton Salt. "With the Morton Salt Girl's centennial and our Morton brand refresh, we have two major reasons to celebrate our past, present and future."

THE BIRTH OF AN ICON

It was 1914 when the little girl with the umbrella was introduced on the familiar blue round package of Morton Salt and in a print ad in the October issue of *Good Housekeeping*. The Morton Salt Girl and "When It Rains It Pours" slogan were created over a century ago for the company's national advertising campaign to help illustrate that Morton Salt could flow freely even in damp weather, a major product innovation at the time.

Since then, she has grown to serve as a trust mark on a full range of Morton Salt products for consumer and industrial uses. And she still remains a source of inspiration. Even after 100 years, her appeal has stood the test of time as she continues to be brought to life by children and adults in parades, at costume parties, in school art and science projects and in social media.

"The Morton Salt Girl has been a staple in hearts and homes all across America for 100 years," Herrmann said. "And she's still the one that people trust to be part of their life experiences. That's because she is more than just a symbol of our brand. She's an American way of life."

PACKAGING DESIGN

Along with a new logo, Morton Salt is also rolling out a new package design system for its consumer products, starting in the first quarter of 2014. The



new design system preserves the iconic elements of the Morton brand, while using contemporary fonts and simpler communication hierarchies.

The new design system will be applied to all Morton consumer products. For Morton's iconic Iodized and Plain culinary salt products, in 2014 only, the company is featuring the new Morton logo with a birthday graphic treatment in honor of the Morton Salt Girl's 100th Birthday. This limited edition packaging will be sold stores nationwide.

Morton Salt is also marking this milestone year with the first of many new product innovations to come. In 2014, the company is launching two products: Morton Garlic Sea Salt, an industry first; and Morton Sea Salt, Roasted Garlic Sea Salt and Black Peppercorn Grinders in stylish, table-top ready glass bottles. These products will be available nationally.



■ STARKIST and its lead agency, Harrisburg, PA based Pavone Inc., teamed up with Buffalo, NY based animation studio, IBC Digital and Cornerstone Pictures, to bring the Charlie the Tuna animation to life. To make an even larger than life splash, the brand recruited Director Steve "Spaz" Williams - the lead graphics animator and visual effects supervisor on famed movies such as *Jurassic Park*, *Jumangi*, *Terminator 2*, *Return of the Jedi*, among others - to direct the final product. "It doesn't get much more iconic in the animated ad world than a classic like Charlie the Tuna," said Williams. "I was thrilled to work with StarKist, IBC Digital and Cornerstone Pictures to bring one of the most identifiable characters to life in a fresh way, while staying true to Charlie's unique style."

StarKist Brings 'Charlie The Tuna' Back To The Small Screen

StarKist's beloved Charlie the Tuna is swimming back into the television advertising spotlight as a classic hipster with a fresh new look. The leading tuna brand is reintroducing the jive-talking tuna in 3D animation as the starring voice of a new "My Lunch. My Way. My Creations." campaign, inviting consumers to add personalized flavor variety to lunch with the brand's seasoned Tuna CreationsR pouch line.

StarKist enlisted the directorial assistance of renowned animator and visual effects supervisor, Steve "Spaz" Williams, to reintroduce Charlie with modern 3D animation that still harkens back to the classic character that was developed more than

50 years ago.

"Since Charlie's debut in 1961, his red hat, trendy glasses and cool mannerisms have made him a true pop culture icon, and now for the first time in more than a decade, Charlie is reclaiming his starring role in our advertising campaign in a big way," said Mike Brookhart, Director of Marketing, StarKist. "The return of Charlie as the 'Star' marks an evolution in our brand. We are staying true to the classic StarKist taste consumers know and trust, while highlighting the newest individual flavors of our complete StarKist Tuna Creations product line for delicious, convenient and better-for-you lunch options."

Carol Christison

Longtime IDDBA President Dies

The industry is mourning the passing, March 4, of longtime International Dairy-Deli-Bakery Association (IDDBA) President Carol L. Christison. Carol had joined the Madison, WI-based organization in late 1982, replacing then Executive Director, Willard T. Reese. Over the next 31 years she was instrumental in building the association into the leading organization in the industry.

Carol had left an executive position with The American College of Sports Medicine to avoid relocating her family and quickly embraced the vision of the Association—which is to be the essential resource for relevant information and services which add value to all food channels for the dairy, deli, and bakery categories.

"Back in the 80s, Carol Christison added a real spark to the

Association including our annual business meetings in Door County where a mixture of business and fun was the order of the day," added a former Board Chairman. Starting with only a part-time bookkeeper, the organization has grown to a staff of nearly 30 employees; from 100 corporate members to 1,500, and from less than 1,000 attendees to nearly 9,000 at the Annual Seminar & Expo. Having served on industry committees including Random-Weight UPC and Traceability, these voluntary roles were true testaments to Carol's dedication and commitment to retailers, distributors, brokers, manufacturers and others who share a common purpose to better the industry.

Carol Christison expanded and changed the organizational structure to meet new demands and opportunities and to be more



CAROL CHRISTISON

self-sufficient. She was also well-known for her creativity, her annual industry trends presentation, and her abilities in creating a top-notch program for the annual seminar. Ms. Christison was also responsible for writing key promotional pieces and leading the annual research study.

Lucie Arendt, Senior Vice-President and one of the first employees of the IDDBA said, "Carol built an effective, committed team and our operations have grown and improved every year thanks to her inspiring, innovative leadership. We will miss Carol's professionalism, creative mind and friendship."

Voni Woods, 2013 Board Chairman and Sr. Director of Deli at Giant Eagle Supermarkets addressed Carol in this introduction at last year's annual meeting, "You are a leader and visionary and disciplined strategic thinker. You are amazingly perceptive about people and talent. You are a Woman to reckon with in the Industry of Leaders and you do it with such grace and confidence... always with that humor of yours which is scaring me because I 'get it.' You have been a mentor and role model

and such an inspiration to many, including me. I am grateful to know you, thankful that the Lord has watched over you and look forward to your next 30 years."

"We will most assuredly miss her professionalism and her friendship," echoed William Klump, current Chairman of the Board and Sr. VP of Marketing at Butterball. In a previous letter to the Board Mr. Klump had stated, "We are grateful for all that Carol has accomplished in her thirty years of service. She has been a key factor in the growth and success of the Association. Carol has been at the center of the IDDBA's transformation into a leading organization, benefitting the whole industry."

Carol is survived by daughter, Lucie (Norm) Arendt, and son David; eldest son Jim passed away in 2013. A Celebration of Life service was held, March 13.

SuperSeedz and Nourish Our Girls Join Forces

To Educate Adolescent Girls About How to Prevent Breast Cancer

Kathie's Kitchen and Nourish Our Girls have joined forces in an effort to educate adolescent girls about the importance of making healthy and smart food choices to help decrease their risk of breast cancer as an adult.

Breast cancer is currently the fourth most common cause of death among women in the United States. That means one in eight girls both today will face a breast cancer diagnosis in their lifetime.

Early life eating habits and lifestyle choices, according to some recent compelling research, is linked to the risk of breast cancer later on in life. Nourish Our Girls was started by nutritionist Nicole Larizza to raise awareness about the link and provide educational tools to prevent breast cancer for adolescent girls.

"We're extremely excited about teaming up with Kathie's Kitchen and bringing these important issues to light. It is almost unbelievable that there is so little awareness about just how critical early diet and nutrition can be in reducing breast cancer risk," stated Nicole Larizza.

Kathie's Kitchen produces a line of SuperSeedz; a dry roasted no shell pumpkin seed that provides consumers of all ages with a "Healthy Snack" alternative. Among other things, SuperSeedz are a great vegetarian source for protein. They are Gluten Free, Peanut Free, Tree Nut Free, Soy Free, Dairy Free, Vegan, MSG Free and Non-GMO.

"As a mother of five, I know how important it is for children to eat healthy. And, Nicole's mission magnifies the importance of making smart food choices and we are thrilled to be a part of it," stated Kathie Pelliccio of Kathie's Kitchen.



How Clean is Your Toothbrush?

Studies show that an exposed toothbrush is subjected to multiple airborne and surface microbes. Your toothbrush is at risk for contamination if stored in a shared holder or cup with other brushes, enclosed in a plastic cap that can breed germs, or stored in close proximity to a toilet that can spread E. coli and other harmful bacteria.

THE INTELLIDENT TOOTHBRUSH SHIELD:

- Is breathable, quick drying shield acts like a surgical mask for your toothbrush.
- Laboratory tested 99.9% effective barrier against airborne and surface bacteria.
- Replaces plastic caps and holders that trap and breed bacteria.
- Eliminates cross contamination of germs between brushes stored in shared cups.
- Ideal for travel, home, work and everywhere in between.
- Disposable. Effective up to 7 days.
- Available at over 12,000 stores including Walgreens and other major pharmacy retailers.
- 10 pack retails for \$5.99 SRP



NGA Best Bagger Champion Crowned

Defeating 26 other competitors from across the nation, Andrew Hadlock, a bagger from Macey's grocery store in Sandy, Utah, has claimed the title of National Grocers Association (NGA) Best Bagger Champion.

The contest, in its 28th year, with a new title sponsor, PepsiCo, and supporting sponsors Buzl and Pan-Ost, was held, February 11, during the 2014 NGA Show at the Mirage Hotel and Casino in Las Vegas, NV. Contestants were judged by speed of bagging, proper bag-building technique, weight distribution in the bag, as well as style, attitude and appearance.

In addition to taking home "bagging rights" for the year, Andrew was awarded with the \$10,000 grand prize, a coveted "Golden Grocery Bag" trophy, and the Pan-Ost "Best Bagger Golden Lane," a special checkout stand that will be installed in his store.

Cassandra DeMoura of Stop & Shop in Massachusetts was awarded the second place prize of \$5,000, and the third place prize of \$1,000 went to Jennifer "Mackenzie" Mallicoat of Cosentino's Price Chopper in Missouri. Fourth and fifth place winners, winning \$1,000 each, were Sarah Morris of Giant Eagle in Ohio



■ TOP BAGGERS – Finalist pictured (left to right): DeWayne Blair, Sarah Morris, Andrew Hadlock, Cassandra DeMoura, and Jennifer "Mackenzie" Mallicoat

and DeWayne Blair of Food City in Kentucky, respectively.

"I'd like to thank all of our Best Bagger participants for another exciting competition," said Peter J. Larkin, President & CEO, NGA. "Congratulations to Andrew, who showcased his superior bagging techniques, as well as his commitment to exceptional customer service."

The annual Best Bagger Championship is the culminating event of a yearlong nationwide contest, in which one contestant from each participating state who has won the statewide competition is eligible to compete in the national Best Bagger Championship. This year, 27 of the top grocery baggers competed for the national Best Bagger title.

Safeway and Albertsons to Merge

Safeway Inc. and Albertsons announced, March 6, a definitive agreement under which AB Acquisition LLC will acquire all outstanding shares of Safeway. The merger agreement was unanimously approved by the Board of Directors of Safeway.

AB Acquisition is the owner of Albertsons' LLC and New Albertsons, Inc. (collectively "Albertsons") and is controlled by a Cerberus Capital Management, L.P.-led investor group, which also includes Kimco Realty Corporation, Klaff Realty LP, Lubert-Adler Partners LP, and Schottenstein Stores Corporation.

As a result of the Merger, plus other actions to be taken by the Safeway Board of Directors as described below, including the separate sales of certain other primarily non-core assets, and the distribution of Blackhawk shares, Safeway shareholders are expected to receive total value estimated at \$40 per share.

Albertsons' Chief Executive Officer Bob Miller stated, "This transaction offers us the opportunity to better serve customers by adapting more quickly to evolving shopping preferences in diverse regions across the country. It also brings together two

great organizations with talented management teams. Robert Edwards and his team have done an outstanding job in positioning Safeway's core business for success, by investing in its stores and creating innovative strategic marketing programs that contribute to shareholder value. Working together will enable us to create cost savings that translate into price reductions for our customers. Together, we will be able to respond to local needs more quickly and deliver outstanding products at the lowest possible price, more efficiently than ever before."

"This Merger is one of several actions we have taken in recent months as a result of our strategic business review. The combined value of the transactions described above is expected to deliver a premium to Safeway's shareholders of 72% from one year ago, and 56% over the share price six months ago," said Robert Edwards, President & Chief Executive Officer of Safeway Inc. "Safeway has been focused on better meeting shoppers' diverse needs through local, relevant assortment, an improved price/value proposition and a great shopping experience that

has driven improved sales trends. We are excited about continuing this momentum as a combined organization. We look forward to working with Bob Miller and the rest of the Albertsons team as we proceed together on a path towards becoming an even stronger organization."

Under the merger agreement, Safeway shareholders will receive \$32.50 per share in cash.

The Merger will create a diversified network that includes over 2,400 stores, 27 distribution facilities and 20 manufacturing plants with over 250,000 dedicated and loyal employees. No store closures are expected as a result of this transaction.

Bob Miller, Albertsons current Chief Executive Officer, will become Executive Chairman. Robert Edwards, Safeway's current President and Chief Executive Officer, will become President and Chief Executive Officer of the combined company.

Banners will include Safeway, Vons, Pavilions, Randalls, Tom Thumb, Carrs, Albertsons, ACME, Jewel-Osco, Lucky, Shaw's, Star Market, Super Saver, United Supermarkets, Market Street and Amigos.

8 Meat

Great Meat

A Meat-Lovers Guide to Understanding and Working with Beef, Pork, Poultry, and Game

By **Dave Kelly** and **John Hogan**

For thousands of years meat has been a staple of the human diet. Yet mass grocery chains and mass produced product mean that many of us have lost any sort of connection with a local butcher and aren't familiar with the various cuts of meat—be it beef, pork, lamb, poultry, or game—and what to do with them. We can find recipes easily enough, but recipes are only as good as their ingredients, especially when it comes to meat. That's why having a good understanding of how to select, cut, and cook meat makes all of the difference in the world to the quality of the finished meal.

The new book **GREAT MEAT** [Fair Winds Press, \$24.99 US], by Dave Kelly of Ruby & White, one of Britain's leading butcher shops, and John Hogan, debunks myths and misinformation around selecting and cooking meat. It offers up valuable information to meat lovers and serious home cooks who want to learn new and different preparation techniques and

guarantee quality and taste every time.

This go-to guide to meat takes the reader through the technical aspects of meat, while providing recipes along the way that will help them try newfound techniques.

Readers will learn:

- How to identify and use different cuts;
- Why and when free-range and grass-fed is better;
- The basics of home butchery;
- Where different cuts of meat come from and the best preparation techniques;
- Recipes from Keefer's, a top ten steakhouse in the U.S., as well as many of Britain's top restaurants including the Michelin-rated Gidleigh Park and The Bath Priory.

With an international flair to meat selection and preparation—discussing how different cuts are used in the U.S. versus Britain versus France—Great Meat is a

meat cookbook from a top butcher's point of view. This one-stop guide will teach readers how to select the right meat, make the best use of the cut, and get the best flavor and texture just like a professional!



They're Itsy, Bitsy, Teeny, Weenie

New Applegate Mini Pepperoni

Now you can give your customers the opportunity to maximize taste while minimizing fat and sodium with new Applegate Naturals Mini Pepperoni.

Applegate Naturals Mini Pepperonis are 100% vegetarian-fed pork or turkey—no fillers. Applegate Naturals Mini Pepperonis shrinks fat and sodium too. Pork Pepperoni has 30% less sodium and 70% less fat than the leading conventional brand. Turkey has half the fat and over 40% less sodium. Both products are made from humanely raised pork and turkey. They contain no antibiotics and no hormones. They're perfect on pizza, salads, a meat and cheese board and just for snacking!

Applegate Naturals Mini Pepperoni will be sold in supermarkets and grocery stores that sell organic and natural meat products.

They retail for \$4.99 for a 4 oz. (resealable) package.



Stater Bros. Promotes John Ciraulo to V.P. Meat Division

Jack H. Brown, Chairman of the Board and Chief Executive Officer of Stater Bros. Markets, has announced the promotion of John Ciraulo to the position of Vice President Meat Division of Stater Bros. Markets. Ciraulo is replacing Kevin Schubert, who will retire in March with over 39 years of service.

Ciraulo has been a member of the Stater Bros. "Family" for over 28 years and has progressed through a range of both retail and marketing positions. In his new position, Ciraulo will oversee the marketing and retail operations of the company's meat and seafood divisions.

Ciraulo will report to Dennis McIntyre, Executive Vice President Marketing.

Ciraulo first joined Stater Bros. in 1988 as a Meat Clerk at the company's South Fontana location. He was promoted in 1988 to an Apprentice Meat Cutter at the company's Highland/Muscupabe location in San Bernardino and in 1990 was promoted to a Meat Department Manager at the company's South Rialto supermarket.

Ciraulo was promoted to Retail Meat Supervisor in 1999. In 2007, he was promoted to Buyer/Merchandiser in the Marketing Department, and later that year John



■ JOHN CIRAULO

became a Meat Buyer in the Marketing/Meat Division. In 2010, John was promoted to Director Marketing Meat Division, his most recent position.

John earned a vocational teaching credential from California State University, San Bernardino in 2001 and is an instructor for the Stater Bros. Meat Cutting Apprentice Program. He is a 2006 graduate of both the WAFRC Retail Management Program at San Bernardino Valley College and University of Southern California (USC) Food Industry Management Program. John has earned a Bachelor of Science Degree in Business Management from University of Phoenix and a Master of Arts Degree in Business Management from University of Redlands. Most recently, John completed the credential program for Certified Food

Safety Professionals from National Environmental Health Association.

"John is a well-respected and valuable member of our management team," stated Brown. "This promotion is a result of his leadership skills and the contributions that he has made towards the success of the company's Meat Division."

Taste Buds, Get Ready



Glenmark Debuts Four New Burgers

Glenmark, which has the distinction of being the first individually quick frozen (IQF) burger developed for home use, is introducing four new burgers under the Glenmark Premier Label line:

- **BACON & CHEDDAR PUB STYLE BURGERS** (1/3 lb. premium Angus beef) - "This classic combination of two American favorites is flawless all on its own," said Dave Van Kampen, president and COO of Best Chicago Meat Co., the parent company of Glenmark. "Adding any toppings would just make you an over-achiever."
- **BLUE CHEESE PUB STYLE BURGERS** (1/3 lb. premium Angus beef) - "Our Blue Cheese infused burgers are the perfect foundation for any topping," Van Kampen said. "Bring on the lettuce, tomatoes, onions and whatever else your heart desires for a juicy, melt-in-your-mouth burger."
- **JALAPENO & MONTEREY JACK PUB STYLE BURGERS** (1/3 lb. premium Angus beef) - "Jalapeno or Monterey Jack?" Van Kampen said. "We say, why not both? It's a cheesy explosion of favorites blended right into the burger. Talk about flavor..."
- **ROASTED MUSHROOM & SWISS PUB STYLE BURGERS** (1/3 lb. premium Angus beef) - "People will be asking you for the secret ingredient," Van Kampen said. "Go on and tell them."

The new burgers come frozen, six to a box. Glenmark burgers are intended to fry or grill directly from the freezer; there is no need to thaw the product. Burgers are 100 percent USDA beef.

"These new pub style burgers are absolutely packed with flavor," said Van Kampen. "We are very excited to get these Angus burgers in the hands of burger fans; we know they'll be a big hit."

Produced and manufactured in Chicago, Glenmark burgers have been the perfect addition to any backyard grill, campsite or kitchen with unparalleled quality, flavor and taste for more than 40 years. Burgers are 100 percent USDA beef and designed to grill straight from the freezer—no thawing required.

Originally owned by OSI, the Glenmark IQF burger was first developed in the early 1970s. In 1999, Best Chicago Meat Co. entered into a licensing agreement to produce and market the Glenmark brand of retail frozen hamburgers. By the spring of 2007, demand for Glenmark and other products resulted in opening a new state-of-the-art neighborhood manufacturing facility located on Chicago's northwest side. Best Chicago Meat Co., LLC, acquired the Glenmark brand late in 2011.



SLICK'S BIG TIME BBQ has introduced two new retail size rubs—a 12.5 oz. Original Pork Butt & Rib Seasoning Rub and a 15 oz. Original Beef Seasoning Rub. The rubs are lower in sodium and higher in flavor as compared to mainstream brands because Slick's original rubs are made with natural sea salt. They are the perfect blend of spices to deliver the best flavor for any cut of meat, casserole, sauce or dip. The rubs can be used on just about everything before and after grilling—even to spice the rim of your favorite Bloody Mary Cocktail. The suggested retail price is \$10. Slick's Big Time BBQ sells its sauces and rubs in mainstream grocery and specialty foods stores in Oregon and online at www.slicksbigtimbbq.com.

CandyRific Announces New Easter Novelties



CandyRific has many new novelties to offer for Easter 2014. Treats from M&M'S Brand include Embossed Egg Tins, Easter Candy Fans and Easter Small and Large Egg Dispensers. Disney offerings include Disney Princess Character Fans and Mickey and Minnie Helicopter Fans with an Easter motif. Also available are a new assortment of Easter Light Up Fans and Eggs with Legs.

M&M'S BRAND

EMBOSSED EGG

TINS: Enjoy three

M&M'S Characters

embossed on a holiday tin that holds six Fun Size (.53 oz - 3.18 oz total) bags of M&M'S Brand Chocolate Candies. Two, 6-count displays per case. SRP: \$3.99.

EASTER POP UP LIGHT UP BUNNY: Peak-a-boo, the Easter Bunny sees you! Kids of all ages will have fun with this Pop Up Light Up Bunny, and will also enjoy the .53 oz. of microbytes candy. Six, 12-count displays per case. SRP: \$3.99.

EGGS WITH LEGS: This funny little egg, just in time for the Easter holidays, comes complete with .53 oz. of microbytes candy. Six, 12-count displays per case. SRP: \$2.99.



Mars Announces Easter Items

Hop to it! It's time to build a better basket with the wide variety of new and returning shapes, novelty and gifting items from Mars this Easter. Research shows that 78 percent of the U.S. population celebrates Easter, and it's the second most popular holiday for purchasing chocolate and candy.

The Easter 2014 marketing program will include: national free-standing inserts; national television, print and digital advertising; and colorful and dynamic in-store point-of-sale displays.

TWIX BRAND EGG SINGLES: Twix Brand builds on the popularity of seasonal singles with the addition of new Twix Brand Egg Singles. Baskets will be brimming with crunchy cookie and creamy caramel coated in Twix Brand milk chocolate in the season's most sought-after shape. It's exactly what the Easter Bunny ordered. SRP: \$0.79-\$0.99. Package/Weight: 1.06 ounce. Shipping: 96 Ct. Case, 4-24 Ct. Tray.

TWIX BRAND EGGS 6-PACK: Six eggs are better than one, and with new Twix Brand Eggs 6-Pack, there will be plenty for snacking and for sharing. The new 6-pack option satisfies consumers' multiple buying needs during the season. SRP: \$3.99. Package/Weight: 6.36 ounce. Shipping: 24 Ct. Case.

TWIX BRAND CENTERPIECE EGG: The new Twix Brand Centerpiece Egg stands tall in baskets this Easter season. Each egg boasts a crispy cookie that's layered with chewy caramel and covered in creamy milk chocolate. SRP: \$3.50-\$3.99. Package/Weight: 5.0 ounce. Shipping: 12 Ct. Case.

M&M'S BRAND MILK CHOCOLATE CANDIES TWIST 'N POUR DISPENSER: Easter is "Better with M," and Mars makes every bunny happy with a range of exciting new novelty items. The new M&M'S Brand Milk Chocolate Candies TWIST 'N POUR Dispenser brings the fun of the M&M'S Characters to Easter baskets with Red decked out in his very best bunny costume, dispensing delicious M&M'S Candies. SRP: \$2.00. Package/Weight: 1.05 ounce. Shipping: 4-12 Ct. Case.



Hershey Delivers Lancaster Soft Crèmes to Consumers Nationwide

The Hershey Company tells us Lancaster Soft Crèmes are now available to retailers nationwide. The rollout includes three flavors sure to satisfy every sweet tooth - Caramel, Vanilla and Caramel and Vanilla and Raspberry.

Consumers looking for a throwback to the past and a totally new caramel experience will find just that in Lancaster Soft Crèmes. The candies are carefully crafted to ensure a rich, creamy, melt-in-your-mouth sensation. The new brand is rooted in Hershey's heritage and is inspired by Milton Hershey's original confectionery company, The Lancaster Caramel Company.

Lancaster Soft Crèmes offer a long-lasting and unique taste experience that is distinct from the typical caramels that dominate the category. Lancaster Soft Crèmes also deliver creative flavor combinations, including Vanilla and Caramel and Vanilla and Raspberry that appeal to modern traditionalists.

Lancaster Soft Crèmes were inspired by similar candies that company founder, Milton Hershey, made more than 120 years ago in his original candy company located in Lancaster, Pennsylvania. As Mr. Hershey's first successful candy company, The Lancaster Caramel Company established his reputation in the confectionery industry. It provided the foundation for the launch of The Hershey Company, which first produced sweet chocolate as a coating for the caramels before the iconic Hershey's Milk Chocolate bar was created.

Lancaster Soft Crèmes are widely available around the country and will be offered in 8 oz. bags with a suggested retail price of \$3.99 and 4 oz. bags with a suggested retail price of \$2.49.



Hop Into Spring with SweetWorks Candy

SweetWorks is introducing new, high quality and appealing treats this Spring as its fans look to continue the tradition of creating special Easter baskets and other treats. SweetWorks offers the perfect confections from three of its venerable brands: Niagara Chocolates, Celebration by SweetWorks, and Sixlets.

New for Easter 2014! A great selection of new individually wrapped Semi-Solid Milk Chocolate: Bunnies (1 oz.), Eggs (1 oz.), Chicks (.75 oz) and Hens (.75 oz). SweetWorks is also pleased to introduce premium All Natural Solid Mild Chocolate Eggs (3.5 oz. bag) and an All Natural Semi Solid Milk Chocolate Rabbit (3 oz.) - wrapped in detailed, high-quality gold foil.

Basket Must-Haves: Children will cherish Niagara Chocolates all-natural solid and semi-solid creamy chocolate Easter creations shaped as: bunnies, chicks, crosses, cars and even dinosaur "surprise" eggs. Parents will delight in the solid chocolate shapes that are nostalgic, upscale-chocolatier quality, complete with clear wrap, reminiscent of Easters past. The solid chocolate bunnies are available in a variety of sizes in milk, dark and ivory chocolate.

Kathy Brown, SweetWorks Product Manager, commented, "We know that Easter is about family and traditions. In addition to our premium-all-natural chocolate, in all the symbolic Easter shapes, we offer fun basket fillers and beautiful spring-colored candy for decorating baked goods. We are proud that our chocolates and candies can be part of spring celebrations."

Get Fired Up With New Hot Tamales Tropical Heat!

Just Born Quality Confections announces the newest variety of Hot Tamales in the Western United States region. Hot Tamales Tropical Heat is a one of a kind chewy, spicy confection that delivers an intense burst of heat with every bite! Unlike most Hot Tamales candy that is cinnamon flavored, Tropical Heat is a spicy fruit variety mix. Sure to fly off the shelves, it is a perfect treat for the adventurous candy lover.

Flavors of the new Tropical Heat include Mango Tango, Pineapple Picante and Limon Fever. Tropical Heat is available in an 8 ounce peg bag with an SRP of \$1.50 - \$1.80.



Mrs. Weinstein's Toffee Unveils New Product and Redesigned Packaging

Mrs. Weinstein's Toffee recently unveiled a new website for their award-winning toffee collection. The launch of the new website coincides with the company's newly expanded product line and updated packaging which were debuted at the 2013 NY Now Show in August.

Known by many as the "World's Only Gourmet Toffee" and beloved by Julia Child and Former President, Bill Clinton, the award-winning Mrs. Weinstein's toffee was founded by Mrs. Weinstein herself after she emigrated from Copenhagen, Denmark in 1964. For several decades, she created a legacy for her delicious toffee by perfecting her secret recipes and developing a loyal customer base throughout the United States. Sweet Shop USA acquired the Mrs. Weinstein's Toffee brand in August of 2000 and held fast the commitment to provide toffee lovers with the highest quality, most decadent toffee at a reasonable price.

All-natural and made with 100% Real Chocolate, Mrs. Weinstein's Toffee products are OU Kosher Certified and handcrafted in small batches to ensure the highest quality possible. The four signature varieties include: Milk Chocolate Pecan Toffee, Milk Chocolate Almond Toffee, Dark Chocolate Pecan, and Dark Chocolate Almond Toffee Squares, are available in 8 oz. (MSRP \$12.99 to \$14.99) and 16 oz. (MSRP \$24.99 to \$29.99) boxes. The newest product introduction, Dark Chocolate Sea Salt Toffee is available in 8 oz. (MSRP \$12.99 to \$14.99) and 16 oz. (MSRP \$24.99 to \$29.99) boxes. In addition to the 8 oz. and 16 oz. boxes, Mrs. Weinstein's Dark Chocolate Sea Salt Toffee Squares and Milk Chocolate Toffee Squares are now also available in smaller snack-sized clear acetate 2 oz. boxes (MSRP \$3.99).

The new Mrs. Weinstein's Gourmet Toffee Popcorn is available in three flavors including, Sea Salt Caramel Toffee Popcorn, Original Butter Toffee Popcorn and Cinnamon Crunch Toffee Popcorn. All varieties are available in 7 oz. (MSRP \$6.99) and 10 oz. (MSRP \$9.99) bags.

10 Strictly Natural



Better Bean Company Receives 'B Corp' Certification

The Better Bean Company, the pioneer of refrigerated "rethought" beans, has become a Certified Benefit Corporation (B Corp). The prestigious designation is awarded to companies that use the power of business to solve social and environmental problems and meet higher standards of social and environmental performance, transparency and accountability. B Corp is to sustainable business what fair trade is to coffee, or LEED is to buildings.

"From the beginning, we were committed to using the highest quality natural and organic non-GMO ingredients sourced within our region," said Better Bean Company founder Keith Kullberg. "We create positive relationships with our employees, vendors and customers and offer them a level of transparency that speaks to our common goal of creating social change and producing a tasty and healthy product."

The Better Bean Company co-owners Keith and Hannah Kullberg started their company with the purpose of inspiring people to rethink beans. Better Beans are vegan, gluten-free, and Non-GMO Project Verified and feature regionally grown organic and Food Alliance-Certified beans. The all-natural ingredients are slow cooked by hand, sautéed for rich flavor and packaged to seal in the fresh flavors.

The Better Bean Company's unique packaging uses "one-seal" technology for its resource conservation. This system integrates the typical extra layer of plastic into the lid and represents a 30% reduction in carbon footprint. The lid is firmly sealed into place with heat and pressure, creating a food-safety barrier that peels off easily. The container is also BPA-free and fully recyclable.

The product is vegan, gluten-free and uses one seal technology.

Smart Balance Pops into the Snacks Category

Smart Balance, known for heart-healthier buttery spreads, sticks and staple grocery products, is launching its first entry into the snacks category with Smart Balance Peanut Butter Popcorn Nuggets. Made with a tasty blend of Smart Balance peanut butter, crunchy peanuts, oats, and fluffy popcorn, it's a great-tasting snack with benefits.

This new snack delivers an unbeatable taste and crunch that's gluten-free, non-GMO and made with 0g trans fats. Plus, it contains added benefits from ingredients such as flaxseed and peanuts to help balance the fats in your diet.

"As a top healthy food brand, consumers have come to trust Smart Balance as a leader in health, nutrition, and most importantly, great taste," said John Becker, Executive Vice President for Smart Balance. "We know they seek our products across categories, and now, we're delighted to offer that better option in snacks."

Smart Balance Peanut Butter Popcorn Nuggets come in 15-ounce bags.



Healthy Solutions Spice Blends in Re-designed Packaging

Healthy Solutions Spice Blends have launched their line of 16 distinct All Natural spice blends in new re-designed packaging to broaden its consumer appeal and product usage of their spice blends. The new design features a bold image of spice blend scoops with a colorful array of spices in each scoop. As part of the new launch, Healthy Solutions Spice Blends also reformulated each of their spice blends to eliminate any unnecessary ingredients, additives or preservatives to deliver consumers a healthier meal option.

The new packaging also has updated recipes suggesting food pairings to enhance the consumer experience of cooking with Healthy Solutions Spice Blends. Recipes include preparing meals with Healthy Solutions Spice Blends for grilling, stove top cooking or for use in a slow cooker.

"Our new packaging brings a whole new level of sophistication to our spice blends and they really create a strong brand identity for our spice blends at retail. The goal was to introduce packaging that looks as good as the spice blends taste," stated Shelly Wolcott, owner of Healthy Solutions Spice Blends.

Healthy Solutions Spice Blends are made for today's busy families that prefer having homemade meals over fast foods or frozen food. Healthy Solutions Spice Blends offer families an affordable, but even more importantly, a healthy alternative in creating flavorful meals that can be prepared in minutes.

Healthy Solutions Spice Blends is actively seeking out new distributors and brokers for the New England marketplace, including the states of New York and New Jersey.



Cascadian Farm Debuts Bars Made with Organic Pea Protein

Cascadian Farm has introduced a new line of bars made with organic pea protein, a protein source derived solely from plants. The new chewy bars are available nationwide in two flavors—Peanut Butter Chocolate Chip and Honey Roasted Nut—and provide consumers a convenient, great-tasting alternative to protein bars made with dairy and soy proteins. Unlike other protein bars that can be dry and chalky, Cascadian Farm's bars with pea protein offer a chewy, indulgent texture while delivering 9 grams of protein per serving. The bars are ideal for a quick snack or as part of a meal.

The new Cascadian Farm pea protein bars come in two flavors consumers crave—Peanut Butter Chocolate Chip and Honey Roasted Nut—and are made for organic and natural consumers who aren't willing to sacrifice great taste. The new flavors include:

Peanut Butter Chocolate Chip (MSRP - \$4.49/box of five bars) - Made with organic peanut butter and Rainforest Alliance Certified Cocoa, these bars pack a sweet and salty punch.

Honey Roasted Nut (MSRP - \$4.49/box of five bars) - Packed with organic peanuts, organic peanut butter, and organic honey, the new honey roasted nut bars deliver chewy goodness and a nutty crunch.

Cascadian Farm pea protein bars hit shelves in late 2013 and are available now at mainstream supermarkets and select natural food stores nationwide.



New Organic Salsa Debuts

Muir Glen is introducing all-new recipes in two of its delicious organic salsas - Mild and Medium. To us, salsa is a celebration of the tomato season: full of flavor and zest. We also believe that it takes the best tomatoes to make the best salsa. That's why we make our salsa with organic tomatoes, vine-ripened under the California sun and picked at peak flavor, combined with our favorite flavor accents. Our salsa is jarred once a year within hours of the tomato harvest to lock in the joy of summer in every bite. The new Muir Glen Organic Salsa recipes are available in two flavorful varieties - Mild and Medium - and priced at \$5.19 (MSRP) for a 16-oz. jar. Additionally, Muir Glen does still offer our Organic Salsa in three additional flavors, including Garlic Cilantro, Chipotle and Black Bean & Corn. Those varieties are also priced at \$5.19 (MSRP) for a 16-oz. jar.

Here's what's noteworthy with these reintroduced organic salsas:

- Produced once a year at the peak of tomato season and jarred within hours of harvest.
- USDA Certified Organic
- Certified kosher
- **MUIR GLEN ORGANIC MILD SALSA** is a combination of Muir Glen Organic Diced Tomatoes spiked with organic green bell peppers, organic cilantro and organic garlic.
- **MUIR GLEN ORGANIC MEDIUM SALSA** kicks up the spice a notch with organic diced Anaheim pepper and organic jalapeño peppers for a zestier flavor.

Rice n Simple Raises the Bar with



Perfectly Steamed Microwaveable Rice with Delectable Sauces

Rice continues to be valued as one of the most nutritious foods for a healthy lifestyle, however, cooking perfectly steamed rice requires the combination of quality rice, the accurate measure of water and precise cooking time. Rice n Simple's all-natural, microwaveable rice meal components eliminate the complexity and allow the home cook to relax and indulge in delicious 5-Star Restaurant quality rice in just one minute of cooking time.

Rice n Simple's Jasmine Rice is imported from Thailand and selected for its delicious flavor, unique texture and naturally distinctive aroma. Long considered to be the most prestigious rice in the world, it was named after the sweet-smelling jasmine flower and grown in the mountain highlands of Thailand for centuries.

Now, thanks to Rice n Simple, this delicious rice can be enjoyed with just one quick minute of cooking time. What truly sets Rice n Simple apart is their signature premium sauces that add a burst of flavor to the already flavorful Jasmine Rice. Current signature offerings include: Jasmine Rice with Shoyu (Soy) Sauce, Jasmine Rice with Shiitake Mushroom Glaze, Jasmine Rice with Teriyaki Glaze, Brown Rice with Shoyu (Soy) Sauce, Brown Rice with Shiitake Mushroom Glaze, and Brown Rice with Teriyaki Glaze.

Rice n Simple products are also available in brown rice versions for a mild, nutty flavor that is rich in fiber and nutrition. All of the delicious varieties are an excellent source of complex carbohydrates, contain no preservatives and are trans-fat and cholesterol free. They also require no refrigeration so they can be stored in the pantry for easy week night meal prep or a grab 'n go lunch alternative.

Rice n Simple products are available for MSRP \$2.49-2.79.



AKENTON

IMPORT AND EXPORT

100% NATURAL PURE CANE SYRUPS & BROWN SUGAR

Sugar Products From The World's Most Pristine Cane Fields.



NEW ALL NATURAL PURE CANE SYRUP

- ✦ 100 % NATURAL
- ✦ FAT FREE
- ✦ SODIUM FREE
- ✦ GLUTEN FREE
- ✦ NON-GMO
- ✦ KOSHER
- ✦ NO HIGH FRUCTOSE CORN SYRUP
- ✦ NO ARTIFICIAL INGREDIENTS
- ✦ NO CORN SYRUP
- ✦ PASTEURIZED
- ✦ DISSOLVES INSTANTLY IN HOT & COLD BEVERAGES
- ✦ REFRIGERATE AFTER OPENING

* 1 Gallon containers available for restaurant use.

100% PURE CANE SUGAR

All of our products start out as pure sugar cane from the most pristine fields in the world. Pure cane juice is squeezed from freshly harvested sugar cane. That delicious, fresh, and GMO FREE juice is then left to evaporate. Once all the water has evaporated from the pure cane juice, what is left is golden sweet crystals that taste like biting into fresh sugar cane. All our products are Natural, & NON GMO. Akenton sugar products are an unrefined sugar that will give great flavor to your coffee, beverages & recipes.

PREMIUM SUGAR PRODUCTS • DIRECT & COMMERCIAL SALES • RESTAURANT SALES

Akenton Import & Export Inc. USA Toll Free: 1-888-885-6579
13651 SW 143rd CT Suite.104 Phone: (786) 732-2062
Miami, FL 33186 Fax: (786) 732-2813

WWW.AKENTON.COM

■ Cover Feature

Todd Schnuck Named CEO at Schnuck Markets

Change at the Top, as Company Celebrates 75th Anniversary

Scott Schnuck, chairman and CEO of privately-held and family-owned grocery company Schnuck Markets, Inc., announced that after nearly eight years at the helm, he has decided to pass the baton to his brother, Todd Schnuck.

In accordance with the family's succession plan, Todd becomes president and CEO. Scott remains chairman and will assist Todd in the transition through September. In addition, older brother, Craig Schnuck, has retired from the company and becomes chairman emeritus.

Known for their succession planning, this is not the company's first intergenerational transfer. In 1967 Edward Schnuck transitioned to brother, Donald. The third generation, which includes Don's six children (Craig, Scott, Todd, Terry, Mark and Nancy) and Ed's daughter, Stephanie, has maintained the tradition. In 2006, Don's eldest son, Craig, transitioned the office to Scott after 17 years as CEO.

Todd Schnuck joined the family company in 1987 as treasurer. He also served as corporate vice president and CFO before assuming the position of president and COO.

Scott says, "My wife, Julie, and I and my extended family have been planning this for more than a year and Todd has been preparing for this for several years. Todd and I have worked very closely together over the years. I have the greatest confidence in his ability to lead our company to even greater success by working through our teammates to provide our customers with the best values and the highest quality goods and services."

The transition also includes Schnucks newcomer Anthony Hucker who will partner with Todd to lead the management team.



■ SCOTT SCHNUCK



■ ANTHONY HUCKER



Anthony joined the company in September 2013 as executive vice president and chief strategy officer and, with this shift, has risen to executive vice president and COO.

Scott's years as CEO could be characterized as the company's era of innovation and reinvention. He made it his mission to differentiate Schnucks from others in the industry by hiring and training teammates to become food experts. Today, the Schnucks team includes 19 professional chefs, 43 Schnucks Cooks coaches, one certified cheese specialist, one dietitian, 36 certified specialists of wine (CSW), two Cicerones (beer certification), two AIFD certified florists, 86 FTD certified designers and others across the company are working to hone their skills in order to be better resources to customers.



■ REFLECTING ON 75 YEARS OF SERVING CUSTOMERS, Scott Schnuck, chairman and CEO of privately-held and family-owned grocery company Schnuck Markets, Inc., announced that after nearly eight years at the helm, he has decided to pass the baton to his brother, Todd Schnuck (left).

In 2009, Schnucks broke from the mold and created two vastly different store prototypes. At 21,000 sq. ft. (exclusive of mezzanine), the urban format Culinaria in downtown St. Louis is one-third the size of a typical Schnucks store. Schnucks Des Peres, MO. location is a 74,000 sq. ft. store that reintroduced the in-store restaurant. It is designed to appeal equally to the professional chef who cooks for hundreds and the home chef who cooks for family.

Scott said, "Reflecting on 75 years of serving customers, each era of leadership has had an impact in shaping the company we are today. My brother Craig did an incredible job of guiding us into new and innovative formats that fueled growth and expansion. In my time, I've taken the company down a new path, a new direction that should ensure that no matter what challenges come, Schnucks will continue to be a strong and profitable company for our teammates and for our customers. I am looking forward to seeing what exciting turns we will take as Todd moves our company into a new era."

Scott explains that once the transition plan was outlined, the brothers searched the industry for a strong partner. "We were looking for a proven leader who was customer focused and passionate about our business; we found that in Anthony," he said. Todd agrees, "Anthony will be a great partner. Together, he and I will focus on providing the quality, value, variety and services our loyal customers want and need and that will attract new customers in 2014. I am excited and humbled to be leading our family company into the future. We've come a long way over the years, but thanks to our teammates and customers, our best days are ahead."

After more than 30 years in the industry, Hucker is well respected as one of the industry's most successful retail merchants. Formerly president of Giant Food, based in Landover, MD., he oversaw the operation of 169 supermarkets in the Mid-Atlantic region and ensured Giant remained the market share leader in both Washington, D.C. and Baltimore. Prior to joining Giant, Hucker spent seven years at Wal-Mart and ten years at Aldi in a variety of leadership positions.

Hucker says, "Schnucks is a growing company with a strong legacy and visionary family leaders who, in their 75th year of serving customers, are not standing still but rather moving forward. They are reinventing their futures in the grocery world. I am excited about where we will go from here."



■ TODD SCHNUCK (right) talking to store teammates at the company's South City (St. Louis) store.

NSA Golf Classic



Benefitting the
NSA Scholarship
Foundation



SAVE THE DATE

April 30th, 2014

Weston Hills Country Club
Golf Tournament and Scholarship Award Ceremony

For sponsorship information or
to sign up to participate, contact:

**NATIONAL
SUPERMARKET
ASSOCIATION**

Florida Chapter Inc.

1961 NW 150th Ave Suite 203
Pembroke Pines, FL 33028

Tel: **954-704-1188**

Fax: **954-342-5873**

www.nsafloridachapter.org



14 Guest Editorials



By: **PETE GRANDE**

All over the country, plastic shopping bags are being outlawed in grocery stores and other retail outlets. Fees are being imposed on all shoppers who do not bring their own bags. Plastic is no longer an available option at the checkout counter except at stores that carry thicker, certifiable reusable plastic bags.

It's a steep adjustment period for shoppers when they hit the check-out line, so here are a few ways grocers can survive the switch away from t-shirt style plastic bags:

1. Have a plan on how to prepare your customer for this change. Post signs and counter toppers that provide your customer with a clear set of choices for their carry

bags options.

2. Know that initially most customers will not be happy. Many of your customers will be confused by this new policy and will want to know why.

3. Brief your staff on how to respond to customers. Create concise scripts so employees will know how to best respond.

4. When asked what is the 'best choice' be prepared to answer with confidence: a. Paper or Plastic? At the cost of \$0.10 there are only two choices — one is single-use and one is reusable.

5. Have a strategy to encourage reuse and recycling. Showing your understanding and support for the ordinance will help put your customers at ease.

6. Provide your customers fun strategies to remind them to bring in their bags. Encourage customers to keep bags in their car, by the front door or near your car keys as a good visual reminder to take them with them to your store.

7. Don't put meat or liquid in reusable woven or sewn bags. The reason, the pores in these bags hold bacteria easily. Generally, people don't wash woven bags, which is why they have been proven to spread the flu and other illnesses.

8. Encourage recycling of bags when they reach the end of their use. This will help create a closed-loop system similar to Europe where as much as 90 percent of all plastic is recycled and is not buried in a landfill

putting at the center of the solution as it well positions your brand.

Bag bans are intended to force shoppers to change some of their habits, which puts you and your business in the cross hairs of frustration. Using these tips will hopefully make life easier for you but especially your customer — by keeping in mind that not all bags are created equal. Being a part of the smarter solution benefits your business in goodwill and loyalty from your customers.

PETE GRANDE is CEO of Command Packaging and Encore Recycling, a new venture in Salinas, Calif., that will remove 100 million lbs. of Ag plastic from landfills annually to create bag ban compliant plastic bags. More info at www.smarterbags.com.

Becoming The Most Effective Salesperson



By: **JOHN GRAHAM**

One seminar leader opened a workshop for property and casualty insurance agents by asking this question: "Why do people buy insurance?" After the participants offered a variety of responses, he says there's only one right answer: "To take care of claims." What seems rather intuitive to most consumers, may not be quite so clear to insurance salespeople.

How could they miss something that seems so obvious? It's easy. Insurance salespeople are knowledgeable about analyzing and managing risk. This is their job; it's what salespeople know. It's ironic that the strength of knowledge shifts to weakness when they blindly approach solutions from their perspective. But today's customers want their issues and their interests addressed by salespeople. They want to tell their story and expect salespeople to listen.

To be a salesperson today isn't easy — in fact it's difficult. So, here are six ideas that will help you become a more effective salesperson.

1. Embrace a changing role.

A recent Silverpop white paper referred to a study, one that directly affects salespeople: "83% of consumers are willing to spend more on a product or service if they feel a personal connection to the company, while 20% said they would spend up to 50% more if they felt the company put customers first."

While this may help explain the near fanatical customer loyalty enjoyed by such companies as Amazon, Apple and others, it also calls into question the traditional and cherished role of salespeople as intermediaries operating between a company and its customers.

However, this shouldn't cause anyone to conclude the change diminishes the salesperson's value. But it does suggest that salespeople now have the task of aligning a company with its customers in ways that result in ever increasing loyalty. Those salespeople who are most successful in accomplishing this objective, a role some call "customer experience facilitator," deserve to be compensated appropriately for their efforts because of their ability to clearly understand customer needs and expectations.

2. Make 'now' the only acceptable response time.

When business email recipients are asked who they should respond to first, the most common answer is "the boss." And it's downhill from there. Perhaps this explains why so many customer emails fail to receive priority attention or why "I'll get back to as soon as I can" is insulting.

When Boston Business Journal asked Adam Kennedy, 37, the regional property manager for Peabody Properties, Inc., about his guiding management principles, he put communication at the top. "Response needs to be immediate," he said. Those few words say it all. "Now" is the only acceptable answer. This is what customers expect and how they "score" those they do business with.

3. Always think strategically.

"It's absolutely appalling — and I never use that word — that there are large, public companies with CEOs who cannot tell what the company's unique vision and value proposition are," writes management consultant Steve Tobak of Silicone Valley-based Invisor Consulting.

If this is accurate, then is it any wonder that others in companies are focused on what they're doing, but don't have a clue as to the mission of the

enterprise? Ask someone in sales their mission and chances are they will say, "Make the numbers." On and on it goes — no strategy.

"Tell me what your business was born to change?" asks Christoph Becker, Global CEO of gyro. "Who are the people? What is their dream? How is your business set to change the world?" He notes that this is what it takes to make a brand relevant to people.

4. Don't jump to a solution before understanding the need.

Sending customers the message that your goal is "making the sale" rather than "helping to solve a problem" is the most common mistake in sales. Today's customers don't want any part of "being sold." What they're looking for is help. Those salespeople who don't understand the difference are headed for trouble.

The path to the right solution starts with asking questions — taking time to ask lots of questions. "At first it bothered us that she was asking so many questions," said the manager regarding a meeting with a salesperson. "It was irritating because we knew what we wanted." Then, with a sheepish smile, he added, "It didn't take long before we realized that we had been going in the wrong direction."

If there were ever an overlooked truth in selling it's this: Questions, not presentations, close sales. Why? Customers recognize the value of salespeople who understand what it means to help.

5. Make compelling statements that deliver the right message.

Jim Corliss is the owner of Braintree (Mass.) Printing, a successful company that's long been known as an early adopter of new technology. "Some things work better than others," says Jim candidly. "But I feel it's important to be on the leading edge."

When asked about his new 3-D printing capabilities, Jim said, "It's going slower than I would like, but people need to get a feel for what it can do for them and that takes time."

It takes powerful, compelling messages to put a company "out in front," to attract customers and to separate it from the competition.

6. Never stop engaging customers.

This may seem so basic and obvious it's not worth taking time to talk about it. Perhaps, but the evidence suggests otherwise. In effect, most companies don't make engaging customers an ongoing activity; stupidly, they actively promote "anti-loyalty." Customers conclude, "I'm not important to them."

Customers are amazed that so few salespeople ever bother to follow up after a sale, let alone as time goes by. When auto dealers fail to stay in touch with car buyers more than a few months or maybe a year, the customers fall off the database cliff, which then gives them "permission" to shop elsewhere the next time around. If salespeople want loyalty from customers, they must demonstrate loyalty as well.

Today, there are so many available buying channels for customers that continuing to engage them is a salesperson's most important task.

JOHN GRAHAM of GrahamComm is a marketing and sales consultant and business writer. He publishes a free monthly eBulletin, "No Nonsense Marketing & Sales." Contact him at johnrg31@me.com, 617-774-9759 or johngraham.com.



the best produce under the sun

At Sun, we work hard to earn our reputation for excellence

Sun International Produce is the leading exporter of fresh premium produce in the international marketplace. Sun City Produce is the leading distributor of fine produce in the southeastern U.S. With over 100 years of experience, we provide the best quality produce to our customers. Located in South Florida, the gateway to the Caribbean and Latin America, the Sun Companies maintain an enhanced leadership position in the domestic and international marketplaces.

Our commitment to your satisfaction is unrivaled in the industry.

Our commitment to providing "the best produce under the sun" is equaled only by the knowledge and energy of our on-site inspectors, the expertise of our administrative staff, and the experience and skill of our customer service personnel. Your satisfaction is important to us. Your order will receive our full attention and will arrive on time and in excellent condition.

Your satisfaction is always our top priority.



Offering the newest, largest, most state-of-the-art produce facility in the southeastern U.S.!



OUR FACILITIES FEATURE

- 144,000 square feet of refrigerated warehouse space
- Temperature controlled loading area to maintain cold chain
- The capacity to handle over 200 loads of produce at a time
- A great location! We're near all international airports, major ports and expressways
- Back-up generators – we're never without power!



OFFERING YOU QUALITY PRODUCE AND FULL RETAIL ASSISTANCE

We can help build your business.

Please call now to learn more to or place your order.

exclusive distributors for



and



2230 SW 2nd Street • Pompano Beach, Florida 33069 • Tel: 954-972-8383 • Fax: 954-545-6495
www.sunexp.com • www.suncityproduce.com

16 Beverage



Numi Organic Tea Debuts Four Indulgent Teas

Numi Organic Tea, known for delicious organic, non-GMO and fair trade certified teas and teasans, is proud to announce a new product line: Indulgent Tea. A new collection of chocolate teas, Numi's Indulgent Teas celebrate the blending of two of our favorite things: tea and cacao.

While food trends come and go, chocolate has been an object of cravings and affection since the first cacao plant originated in the Amazon in 2000 BC. Today, chocolate is getting its due for being more than delicious, and is heralded for its health benefits and mood-boosting properties. Numi's Indulgent Teas provide the perfect guilt-free way for chocolate lovers to satisfy their sweet tooth and enjoy the good-for-you qualities of cacao.

With only five calories per cup, no sugar, and a SRP of \$7.99 for a box of 12 tea bags, Numi Indulgent Teas make it easy to save on both calories and cash versus a fancy mocha beverage or chocolate bar. Enjoy these exquisite tea blends any time of the day with milk or honey, or simply on their own.

Numi Indulgent Teas are certified organic, verified non-GMO, Fair Trade Certified, and made with 100% real ingredients (not "natural" flavorings, or perfumes) including real cacao powder. Consumers can choose from four flavors, available in boxes containing 12 tea bags each: Chocolate Rooibos, Chocolate Mint, Chocolate Earl Grey, and Chocolate Spice.



The Veri Soda Company Takes Aim at Changing Natural/Organic Soda Category

Faced with continuing mounting evidence that carbonated soft drinks (CSD's) are a major contributor to the growing obesity and diabetes rates in the U.S., the dilemma of how to satisfy the approximately 150 million soda drinkers in the U.S. gives the organic industry new opportunities to respond. The Veri Soda Company is launching the first line of USDA certified organic, non-GMO low calorie sodas. Armed with a full arsenal of high-level professionals in product development, sales and marketing, the company has its sights set on being a change maker in the natural/organic soda category.

The differences between Veri and its competitors in the industry are numerous, but most important is taste – Veri Sodas are made with the best quality certified organic, non-GMO ingredients including a proprietary blend of flavors plus organic cane sugar and organic stevia, to deliver a low calorie soft drink with only 60 calories per can. Consumers give the four flavors – Veri Cola, Veri Orange, Veri Lemon Lime and Veri Ginger Ale – a "thumbs up" for its clean, effervescent flavor without the "after-taste" often associated with stevia-sweetened beverages. Second, but not secondary, is The Veri Soda Company's commitment to rigid climate neutral business practices. Adhering to its "no compromises" mission statement, everything from sourcing ingredients to manufacturing to packaging is scrutinized to ensure the most premium, best-tasting, sustainably manufactured beverages are available to consumers.

In addition to the organic sweeteners, other Veri Soda ingredients include sparkling water and organic fruit juice concentrates that vary depending on the flavor.

Veri Soda is available nationally, with a suggested retail price of \$4.99 for a four-pack.

Three New Flavors Added to-



'Old Orchard for Kids' Line of Reduced Sugar Fruit Juice

Parents determined to limit their family's sugar intake in the new year have a new ally in leading fruit juice innovator, Old Orchard Brands, as it expands its popular Old Orchard for Kids line of reduced-sugar fruit juices today to include Grape, Berry and Fruit Punch varieties. The new flavors join the existing Apple flavor that was introduced earlier this year.

Old Orchard for Kids has a suggested retail price of just \$2.49 per 64-ounce bottle, and it can be purchased at major grocery retailers across the nation.

Old Orchard for Kids provides families with a great tasting alternative to sodas and other sugary drinks because it contains 50 percent less sugar than traditional 100 percent juice varieties and it uses no artificial sweeteners or added sugars to enhance its great taste. In addition, the entire line is 100 percent natural, so it has no artificial flavors, colors or preservatives. Each eight-ounce glass offers 100 percent of the daily recommended amount of vitamin C in addition to providing a boost of calcium and iron.

"Flavors like grape, fruit punch and berry are certainly kid-friendly, but we really developed the Old Orchard for Kids line with parents in mind," said Mark Saur, founder and CEO of Old Orchard Brands. "Parents want to feel good about what they are serving to their children, and in this case we have a fruit juice that we know kids will love but that mom and dad will also feel good about based on its positive nutritional profile. And, to top it off, we offer it at a price point that sets us apart from the competition."

Mulberry Love...

The Miracle Mulberry Juice Launches



Health advocate, author and entrepreneur Dianne Burnett announces the debut of the antioxidant rich, phytonutrient potent new beverage, Mulberry Love. Sourcing her mulberries from organic trees in Izmir, Turkey, naturally sweet Mulberry Love draws on the memory boosting, vision enhancing, heart healthy and inflammation reducing properties inherent in this new super food. Mulberry Love comes in two varieties - a premium organic mulberry juice which contains coconut water from the Philippines and an all natural mulberry superfruit blend.

The distinctive 8.4 oz. heart motif bottles retail for \$3.99 (natural) and \$4.39 (organic) each. The only blended mulberry beverage available in the U.S., the brand plans to

launch an organic mulberry juice/green tea blend as well as three distinct organic juice blend pouches for children's... strawberry, peach and banana. A robust billboard and bus shelter campaign will support the rollout.

Burnett researched mulberries when she was experiencing immunological challenges and needed a super food to boost her immune system. Her search led her to a mountainous region in Turkey, where villagers raved about the health benefits of their native mulberry trees.

Mike Robinson, a 30 year food and beverage industry veteran, joins Mulberry Love as Head of Sales. Prior to joining Burnett, Robinson was the Corporate VP, Brokerage Operations at Tree of Life as well as VP of Sales for Military and Natural channels at Aqua Hydrate. States Robinson, "In my many years in the industry, I have never seen a product received so well at retail."

Avitae Caffeinated Water Expands Distribution

Avitae USA, LLC is expanding retail presence of Avitae Caffeinated Water into Whole Foods Market stores in the mid-Atlantic region. Avitae's partnership with Whole Foods Market strengthens its position in the beverage category, increasing distribution in the natural food channel. The product, distributed by DPI Specialty Foods, will be available in 42 Whole Foods Market stores throughout Kentucky, Maryland, Southern New Jersey, Ohio, Pennsylvania, Virginia and the District of Columbia.

"We're excited to expand distribution into this key channel," said Norman E. Snyder, president and chief executive officer of Avitae. "Whole Foods Market is a respected leader in the industry with a strong philosophy on natural foods, backing Avitae as an all-natural way for those interested in a healthy lifestyle to get a boost from caffeine without drinking coffee, tea, soda or energy drinks. This partnership will allow customers a choice at even more stores within the region."

Avitae retails for \$1.49 per 16.9-fluid-ounce (500-milliliter) bottle.

Avitae offers consumers an all-natural zero-calorie beverage with two different strengths of caffeine: 45 milligrams of natural caffeine, about the same amount of caffeine as a diet soda, and 90 milligrams of natural caffeine, about the same amount of caffeine as a cup of coffee. Avitae Caffeinated Water contains natural caffeine, zero calories, no sugars or artificial ingredients, and no bitter aftertaste.



New Rockin' Refuel Lean Builder Launches

Low Calorie Muscle-Building With Real Milk

Rockin' Refuel by Shamrock Farms has expanded its product portfolio to include new Rockin' Refuel Lean Builder, a 150 calorie protein milk beverage designed specifically for people looking to build and tone lean muscle. Lean Builder is made with real milk for an excellent source of natural protein, and joins the popular Rockin' Refuel line of products designed for muscle development and post workout recovery.

Lean Builder provides 20 grams of high quality protein with only eight grams of carbs and six grams of sugar and is available in delicious chocolate and vanilla varieties. In addition, Lean Builder is lactose free and contains essential nutrients naturally found in milk, including calcium, vitamin D and potassium. It's an extension of Rockin' Refuel Muscle Builder product, which is packed with 30 grams of protein and only eight net carbs for athletes looking to add muscle mass.

"Our new Lean Builder product comes with even fewer calories for everyday active people looking to stay in shape and build lean muscle," said Blake Atkinson, Director of Brand Management for Shamrock Farms. "As one of the pioneers in protein fortified milk, Rockin' Refuel is constantly evaluating the needs of people who lead active lifestyles in order to create new products that are beneficial to achieving their physical goals."

"With the addition of Lean Builder, we have a well-rounded portfolio of the best tasting protein milk beverages for all types of people with active lifestyles," said Atkinson.

Lean Builder is sold nationwide in 12 oz. bottles in the dairy section.



Sparkle Your Life With

**Enjoy our
bold flavors
and taste
the difference...!**



FRES®

**With Export Quality
& Bilingual Data**

**Fress Drinks & Foods
Phone: (305) 863-2718
e-mail: sales@gofress.com
www.gofress.com**

Distributors wanted.

**Manufactured by
Bottling Plant of Miami.
www.bottlingplantofmiami.com**

18 Dairy & Deli



Londoner Double Decker: Two Cheeses in One

More fun than a double decker bus, Londoner Double Decker is a new British cheese that is a merger of two great British cows' milk cheeses. Half the cheese is Red Leicester, a vibrantly colored English classic with a rich, mellow and slightly tangy flavor. The other half is Double Gloucester, a mild, buttery and slightly nutty young cheese and one of the historical cheeses of the U.K.

The Double Decker is one of seven cheeses of the new Londoner brand, featuring a product line of cheeses crafted in the heart of Great Britain's countryside. Packaging and labels feature iconic images — palace guards, London taxis and other illustrations to establish the provenance of these cheeses. The parchment package also incorporates a clear window so consumers can see the cheese inside. The core range of cheeses will be sold in 7-ounce blocks.

"All Londoner cheeses are hand-selected by award-winning graders, representing centuries of cheesemaking know-how," said Conor O'Donovan, Category Sales Manager. "In addition to the Londoner Double Decker, the core range will include Londoner Cheddar, Londoner Red Leicester and Londoner West County Farmhouse Cheddar."

The West County Farmhouse Cheddar carries the coveted Protected Designation of Origin or PDO badge. The designation proclaims that the cheese offers attributes only found in that region, and that traditional, time-honored methods of production are used, resulting in products with specific local provenance. As a PDO cheese, West County Farmhouse Cheddar is handmade and matured on a Devon County family farm.

In addition to the core product line, Londoner will specialize in blended cheeses, introducing new flavors each season, such as salted caramel; and Wensleydale with Harvest Fruits, a blend of cranberries, raisins, and candied lemon and orange peels, with cinnamon. With the biggest and most state-of-the-art facility for making blended cheeses in the U.K., the brand also has the ability to provide custom-created signature cheeses.

Londoner is a new brand of English cheeses sold by the Irish Dairy Board.



- **GRAND CRU ORIGINAL – SHREDS:** An Alpine-style classic inspired by the cheesemaking traditions from the Roth family's homeland, Grand Cru has a smooth and mellow flavor with light floral notes.
- **BUTTERMILK BLUE – CRUMBLES:** A tangy yet mellow blue cheese crafted with raw milk for the creamiest taste and texture.
- **BUTTERMILK GORGONZOLA – CRUMBLES:** An Italian-style blue with an assertive, piquant flavor and a complex, peppery finish.
- **GOAT CHEESE – CRUMBLES:** This classic goat cheese is fresh and mild with a tangy hint of citrus.

"Roth 6th Pan Ready Pouches are an industry-leading packaging innovation for the foodservice and foodservice at retail industries," said Steve Millard, president and CEO of Emmi Roth USA. "Our new packaging technology allows Emmi Roth to share its specialty cheese in the freshest way possible while giving our customers a more convenient way to use our product."



Stonyfield Announces Perfected Line of Stonyfield Organic Greek Yogurt

Stonyfield has announced that its line of organic Greek yogurt now features an even creamier texture and perfected flavors. Two new flavors, Black Cherry and Cafe Latte, are also available, providing a wide variety of satisfying and nutritious snacks that taste great. Stonyfield Greek is made with only the best ingredients and without the use of toxic persistent pesticides, GMOs, artificial hormones and antibiotics offering consumers a rich, creamy yogurt with a clean label.

"Greek yogurt makes an excellent snack with its high protein content and moderate calorie count, and Stonyfield Greek offers the healthiest option available by using only the best, organic ingredients and never any GMOs," said Heather Bauer, RD, founder of Bestowed and nutrition author. "Mindful snacking between meals is ideal to keep energy levels high and maintain satiety. That's why I always stock my fridge with Stonyfield Greek yogurt — it's perfect plain or mixed with nutritious toppings like organic berries, nuts or a drizzle of honey."

For those looking to shape up their snack time, Heather Bauer offers the following tips to satisfy cravings healthfully:

- **CHOOSE ORGANIC:** Shopping organic is a great step toward ensuring that you and your family eat the healthiest foods possible. Look for snacks with the USDA organic seal to ensure your family is getting the safest foods possible throughout the day.
- **SNACK REGULARLY:** Contrary to popular belief, regular snacking can actually help you lose or maintain a healthy weight by controlling cravings throughout the day. Keep snacks low in calories but full of protein to feel your best.
- **CLEAN LABELS:** Beyond fat and calories, look for snacks with clean ingredient labels. The fewer ingredients used in a product, the lower the chance you're eating artificial additives. Aim to choose packaged snacks with ten ingredients or less. Plain Stonyfield Greek yogurt has only one ingredient — organic non-fat milk!
- **PLAN AHEAD:** We all get snack cravings at different times of day depending on everything from meal size to stress. Keep healthy snacks readily available at home or in the office for a nutritious snack at any time. Stock your fridge with a few of your favorite Stonyfield Greek flavors along with fresh fruit and almonds to fight cravings. Heather has also created several tips for snacking your way to better health in the New Year and shared them on the Stonyfield blog. Included in her tips is a refreshing and delicious citrus smoothie recipe, a perfect snack or breakfast to help kick start healthy habits throughout the day.

Stonyfield Greek comes in two sizes, 5.3oz single cups and 4oz 4-packs, and a variety of flavors including Vanilla, Blueberry, Plain, Super Fruits, Strawberry, Chocolate, Peach Mango, Pineapple, Raspberry, Honey, Lemon, Caramel, new Black Cherry and new Cafe Latte. Consumers can purchase Stonyfield Greek yogurt in the dairy aisle at grocers nationwide.



Ehrmann Mixim Greek Yogurt Debuts

Greek yogurt has never been so good or so much fun... or had so much heart. Ehrmann Mixim, a new fat-free Greek yogurt packaged in a distinctive heart-shaped container, is making its debut on store shelves in California, Arizona and Nevada.

"Our heart-shaped container with its three separate chambers is a real attention-getter, and combined with delicious mix-in fruits, chocolates, nuts and granolas to add to our smooth creamy yogurt, it is sure to be a hit with consumers," said Chris Solly, CEO of Ehrmann USA. "Mixim delivers all of the benefits of Greek yogurt, with more taste and with more choices. It's a fresh and exciting way of enjoying Greek yogurt... your way."

"Consumers love that Greek yogurt gives them a good boost of protein to start their morning or as mid-day pick-me-up snack, but they also like to 'dress' it up by adding fruits or toppings," said Solly. "That's great when you are at home, now we're giving consumers a grab-and-go option."

With six flavors, there's a Mixim to match every food mood:

- **DECADENT AND DESSERT-LIKE:** Cherry and Dark Chocolate Curls; Raspberry with Dark and White Chocolate Curls
- **TAKE-ME-AWAY TROPICAL:** Mango & Pineapple with Coconut & Almonds; Honey with Coconut & Almonds
- **FRUITY-CRUNCHY:** Strawberries and Granola; Blackberry & Pomegranate with Granola & Dried Fruits

Mixim fat-free Greek yogurt is made with Cultured Pasteurized Grade A Milk (Live and Active cultures: Lactobacillus Bulgaricus, Streptococcus Thermophilus, Lactobacillus Acidophilus). Each 5.3-oz Mixim container is approx. 150 calories and delivers 10g protein. Mixim retails for \$1.89 to \$1.99.

For 75th Anniversary



Sartori Releases Special Aged Parmesan Cheese

In celebration of Sartori's 75th Anniversary, the artisan cheese producer is releasing a special Family Heirloom 36 month aged Parmesan. This exclusive cheese will be available on a limited basis only in 2014.

To make Sartori's 75th year of hand-crafted award winning cheese making extra special, the company has released an extraordinary treasure that was previously set aside only for family. "Our Family Heirloom 36 month aged Parmesan cheese is a treat we've been able to pass down through the generations and now we're happy to be able to share it with others," stated CEO, Jim Sartori.

Sartori's Family Heirloom 36 month aged Parmesan has a wonderfully fruity, caramelized nutty flavor. "It's a little sweet, a little savory, and has been handled with a lot of extra love and care from our team members. We hope others will experience the joy this cheese brings, just like we have over the years," stated Jim Sartori.

With limited quantities, this cheese will be available during 2014 at specialty cheese shops throughout the United States until the limited quantities are gone.



“El Sabor de nuestra tierra”



8030 W. Sample Rd.
Margate, FL 33065
954.755.5618
Fax: 954.757.1974
www.fedenico.com

Gourmet Ethnic Niche:

We Stand Out Among the Few In America In This All-Important Category



"Proudly Supplying the Preferred Brands of the Caribbean"

KINGSTON-MIAMI TRADING COMPANY

1-305-324-0231 • 1-800-915-5678 • 1-888-700-6163 • 1465 N.W. 21st Ter. • Miami, FL 33142

Web: www.kingstonmiami.com • Email: kmt@kingstonmiami.com • Fax: (305) 324-6559



CHRISTINE CHA-FONG, CEO • PATRICK A. CHA-FONG, PRESIDENT
Quality Products for the International Market



Associated Epic Savings Turned Out Epic Prop



Rafael Castro, AG Board Director and owner of Sabor Tropical Supermarkets in Miami, FL, Lou Moore, AG CFO and Tyler Milam and AJ Milam, Milam's Markets, Miami, FL



Christopher Miller, President, AG, Mauricio Arce, Hipermaxi, La Paz, Bolivia, Ronal Clementelli, Importadora Clementelli, La Paz, Bolivia and Jose Capellades, VP Export



Jose Capellades, VP Export, Kyle Cummings, Sun Produce, Jeff Amon from Le Grand Marché in St. Maarten and Christopher Miller, President, AG.



Lafreda Kelly, Howard Elkin, Kelly Walkin, AG Buying, Jose Herran Jr., Sedano's Supermarkets, Lynda Echelberger and AG Buying and Leo Ramos, AG Sales.

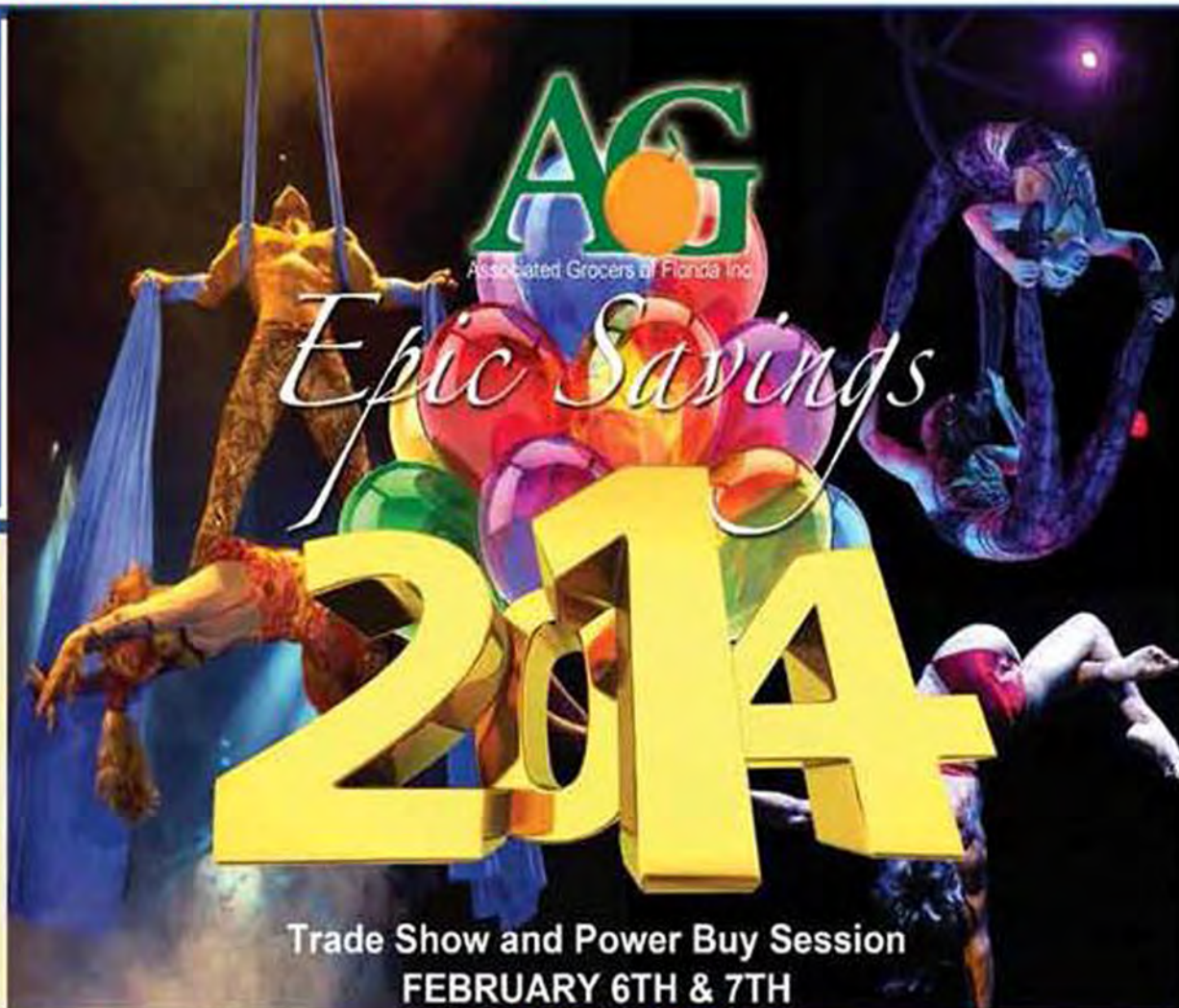


Back Row (L-R): Mahera Strachan and Marc Chow Chung from Food Land, Grenada, Keith Beckles, Deans, Port au Prince, Haiti, Kenroy Charles, Food Land, Grenada, James DiDier, Deans, Port au Prince, Haiti and Jude Celestine, Foodland. Front Row (L-R): Ron-del Wilson, Kenwin Smart and Linton Simpson, Food Land, Grenada



Maria Hernandez and Yolanda Olivero, Export, Yu Jian Wu, Morocho Supermarket, Aruba, Jose Capellades, VP Export and Christopher Miller, President, AG

Grocers' Trade Show not to be of portions...



Jose Capellades, VP Export, Omari Joseph, Bargain Center, Antigua and Christopher Miller, President, AG



Jose Jorge and Connie Pilares Smith from Bravo Supermarket and Gregg Young, Sr. VP Sales and Procurement, AG.



Jose Capellades, VP Export, Maria Urbizo, Rene Sagastume and Francisco Zelaya, Supermercados La Colonia, San Pedro Sula, Honduras



Calvin Miller, AG CEO welcomes Fran Rines and Jim Rines, AG Chairman of the Board to the show.



Jose Lemus, Carmen Yorro and Ramon Valle, AG Meat Department, Manny Hernandez and Ken Engasser, Great American Seafood, Christopher Miller, AG President, James Policanthro, Great American Seafood, Rodolfo Rodriguez, Jorge Gutierrez and Elicio Arguelles, AG Meat Department. Great American is AG's exclusive brand of Frozen Seafood products.



Front Row (Left to Right): David Meyers - Bagcraft, Jose Perez-AG, Johnathan Rivero - AG, Allan Levit - Genpak, Raquel Waxon-Bunzl, Michael Howard - Ecolab. - Back Row (Left To Right): Sheri Saltzman - Waverly Plastics, Joe Wells - Intoplast, John Pascarella-Bunzl, Chris Miller - AG, Rick Silveira - SCA, Mike Ridley - Ecolab, Steve Pawluk - Ecolab.

A family Affair of Savings!



Jose Castro, AG Sales and Amaury Portela, VP Business Development for AG Welcome Nadia Barbara from Comisariato Los Andes in San Pedro Sula, Honduras along with her Children.



Waylan Dabbs and Tim McClelland from Crown with Christopher Miller, President, AG. Crown is AG's preferred equipment vendor.



Rodolfo Gutierrez, AG Meat Department, Lazaro Nuñez, Martinez Supermarket, Miami, FL, Jorge Gutierrez, AG Meat Department



Connie Pilares Smith, Galo Balseca and Alina Leal, Bravo Supermarkets, Miami, FL and Christopher Miller, AG President.



Rafael Rodriguez, Plaza Lama, Dominican Republic, Yolanda Olivero, AG Export and Leopoldo Gonzalez, Plaza Lama, Dominican Republic.



Nelson Martinez from Pilon Coffee, Leo Ramos, AG Sales



Juan Diaz, Grupo Ramos, Dominican Republic, Carolina Savinon, AG Export, Ligia Cruz, Elena Fabian and Manuel Ramos from Grupo Ramos, Dominican Republic.



Bertha Rangel, AG Export and Matilda DeJean from Fine Foods in Dominica

Our Customers make it All Happen!



Yolanda Olivero, AG Export and Rohn Francois from Andall & Associates in Grenada.



Bobby Fortunato, AG Sales and Manny Ruiz, Joe's Market, Miami, FL



Christopher Miller, President, AG, Wilfred Cobussen and Jan Hup from Ling and Sons, Aruba and Pedro Penton, Tecnica Systems



Todd Tedder, AG Sales, Maria Loria and Adriel Roque from Regi Universal, Bonita Springs, FL



Molly Rake and Ross Rossiter from Mussilami Meats, AG's exclusive supplier of Grass Fed Beef.



Mafi Hamed and Willie Hamed from Plaza Extra in St. Thomas and St. Croix with Jose Capellades, VP Export



Raul Morales, AG Sales, Julio Garcia and Yoexy Boente from Extra Supermarket, Miami, FL



Kirk George, VP Distribution and Business Development, AG, Keith Beckles, Deans, Port au Prince, Haiti, Christopher Miller, President, AG and James DiDier, Deans, Port au Prince, Haiti.



Juan Tolentino, Price Choice Supermarket #3, Miami, FL, Manny Chacon, AG Sales, Luis Garcia, Noel Grullon and Domingo Rodriguez, Price Choice Supermarket #3, Miami, FL



Christopher Miller, President, AG welcomes Roger Dryer from Foster's IGA in Grand Cayman along with Calvin Miller, CEO and Chris Lavoy, VP Private Label.



Arthur Oosterom and Rudy Choi from Amajogi International in Surinam, Phillip Garcia, AG Export and Jose Capellades VP Export and MR Michael van den hurk of the VAN TOL FOODRETAIL in the Netherlands



Calvin Miller, AG CEO, Stephen Smollett, Solomon's in the Bahamas and Mario Simmons, AG Sales



Viktor Frengut, Bunzl, Christopher Miller, AG and Fausto Borges, Advantage Sales and Marketing.



Victor Hernandez, AG Meat Department, Ricardo Rodriguez and Antonio Rodriguez, Sedano's Supermarkets, Christopher Miller, President, AG and Doug Davis, VP Perishables, AG



Chris Lavoy, VP Private Label, AG, Jay Patel and Vishnu Patel from Acme General Store in Tampa, Florida and Todd Tedder, AG Sales.



Richie Martinez, Presidente Supermarket #8, Christopher Miller, AG President, Tony Hernandez, Presidente Supermarket #8, Gregg Young, Sr. VP Sales and Procurement and Amaury Portela, VP Business Development, AG



Lafreda Kelly and Bob Sawyer, AG Sales, Sloane Freeman, Janet De La Torre and Ana Santana from Navarro Stores.



Ana Corozo and Roberto Luzzardo from Importadora Ricamar in Panama are happy with their purchases!



Christopher Miller, AG President and Pedro Penton from Tecnica.



Felix Peralta, Placita Supermarket in Daytona Beach, FL and Bud Waddel, AG Sales



Johnathan Rivero, AG Supply Sales, Scott Kristal, Asdrubal Mena and Raul Mena from Hurley's Supermarket in the Cayman Islands.



Alfredo Guante, Joe's Market, Michael Verdes, Josefina Ruiz, Jose Jorge and Kelly Cepeda, Bravo Supermarkets



Maria Hernandez, AG Export, Sebastien Boulos and Reginald Boulos from Delimart in Haiti, and Jose Capellades, VP Export



Jose Capellades, VP Export, Jose Do Estreito and Francisco Do Estreito from Mangusa Supermarket in Curaçao and Christopher Miller, AG President.



Felix Rodriguez, Universal Supermarket in Lakeworth, Florida, Bobby Fortunato, AG Sales and Frank Rodriguez, Bay Supermarket in Miami Beach, FL

I would like to take this opportunity to say THANK YOU to all our wonderful customers who trust their businesses to us every day of the year.

We are honored to know that we have earned that trust. Equally, another big THANK YOU goes to our Vendors. Without your hard work and dedication, events like this one would not be possible.

Together, Customers, Vendors and Associated Grocers have proven during this event, that our industry is alive and well.

We look forward to many, many more years of shared success.

*Christopher Miller
President*



Alexis Reyes and Frank Quintana from Supermercados Colonial in San Pedro Sula, Honduras, and Christopher Miller, AG President



Cecilia Barriga, Pat Lewis and Maria Hernandez, AG Export, Wahid Reyes from Star 2000 in Haiti, Jose Capellades, VP AG Export and Fares Reyes from Big Star in Haiti.



Alton Pinder and Sonia Pinder from Spanish Wells in the Bahamas are greeted by Christopher Miller, President, AG.



Leo Ramos, AG Sales and Juan Carlos Guelmes, Sedano's Supermarkets.



Christopher Miller, AG President greets Edith Cox from Graceway Supermarket in Turks and Caicos.



Sylvia and Richard Buoni from Epicurean Fine Foods in St. Lucia with Manny Chacon, AG Sales and Christopher Miller, AG President.



Heriberto Hernandez, Price Choice, Carlos Hernandez, AG Board Director and owner of National Supermarket in Hialeah, Larry Then, Tropical Supermarket, Miami, FL, Carmen Yorro, AG Meat Department, Domingo Then, Owner, Tropical Supermarket, Miami, FL and Amaury Portela, VP AG Business Development.



Debbie Swan and Clifton Fernander from Super Value Stores, Nassau, Bahamas are welcome to the Show.



Angel Ruiz, AG Sales and Champ Hardee, Rines Market, Indiantown, FL.



Christopher Miller, AG President welcomes Jose Herran Jr. from Sedano's Supermarkets.



Richard Pena, Bravo Supermarkets, Alfredo Guante and Miguel Ruiz from Joe's Market, Miami, FL, Edgar Flores from La Copa Nueva Supermarket in Hialeah, FL and Raifz Vargas, Bravo Supermarket, Miami, FL.

A Magic Night under the stars culminated this astounding event. Featuring the Global Entertainment Brand of Cirque Dreams, AG's customers and vendors alike were treated to a unique night of amusement and fun!



Christopher Miller, President, AG enjoying the music provided by the Pan Wizards, Steel Band comprised of members of our very own Jonas and Brown, Grenada.

Rafael Castro, AG Board Member and owner of Sabor Tropical Supermarkets Miami, FL and his son, Rafael Castro, Jr. are welcomed to the Cocktail Party by Christopher Miller, AG President and his wife, Annie.

From left to right: Fabio Espinal, Ramon Ramos, Victor Castro, Victor de la Cruz, Pablo Raul Areas, Sergio Morales, Guaro Pichardo, Arturo de la Cruz, from Sabor Tropical Supermarkets and Raul Morales, AG Sales.

Most Store Growth Awards.



Kirk George, VP Distribution and Business Development, Mitch Terry, VP HBC, Jose Capellades, Export VP, Christopher Miller, AG President present the award to Adrial Roque from Regi Universal in Bonita Springs, FL for Most Store Growth. Also pictured are Gregg Young, Sr. VP of Sales and Procurement, Amaury Portela, VP Business Development and Chris Lavoy, VP Private Label, AG.



Christopher Miller, President, AG, Mitch Terry, VP HBC, Kirk George, VP Distribution and Business Development and Jose Capellades present the award to Eddie Cohen, Arturo Sayaho, Jacqueline Yu Lin and Melissa Esteriano from Rey Trading in Panama. Also pictured are Gregg Young, Sr. VP Sales and Procurement and Chris Lavoy, VP Private Label, AG.



Carlos Hernandez, AG Board Member and owner of National Supermarket #2 in Hialeah, Florida with his lovely wife, Yvette.



Bob Hengstler and Karen Reich, Ken Reich and Fausto Borges, Advantage Sales and Marketing, Christopher and Annie Miller and Pedro Penton, Tecnica



Dick Noel from Jonas and Brown, Grenada is introduced by Christopher Miller, AG President at the Dinner and Awards representing Pan Wizards.

30 Frozen Food



New Birds Eye Recipe Ready Vegetables Save Time in the Kitchen

Birds Eye Vegetables has expanded the availability of its Recipe Ready product line at retailers nationwide. Recipe Ready is a line of pre-cut, sliced and diced high-quality vegetables that make mealtime easier for families by cutting down the prep time. With Recipe Ready, the only thing you have to cut... is the bag.



Each variety of Recipe Ready - from Tri Color Pepper & Onion and Grilling blends, to Broccoli Stir Fry and more - includes a simple family friendly recipe on the bag that can be made in 30 minutes or less. With the prep done and the recipe at your fingertips, moms can spend less time in the kitchen and more time around the dinner table.

"Birds Eye is committed to being moms' ally in the kitchen with products that speed-up and simplify cooking to bring families together for dinnertime more often," said Mark Schiller, EVP & President, Birds Eye Frozen Division at Pinnacle Foods Inc. "That's why we've developed Recipe Ready and other convenience-based, vegetable products. We want to ensure that moms can spend less time cooking and more quality time with her family."

Birds Eye Vegetables are harvested at the peak of ripeness and flash frozen within hours to lock in color, nutrition and taste, so the vegetables are always in season and always delicious. By adding these veggies to the meal, moms are putting extra nutrition into their kids' daily diet, while also adding flavor to their family meals.

Recipe Ready is available nationwide in sizes 8 oz. - 16 oz. from \$1.59 to \$2.59.



Farm Rich Introduces Three New Products

Farm Rich's newest products - Toasted Ravioli, Crispy Dill Pickles and Chili Cheese Bites - are sure to please snack-lovers nationwide. Available nationally each of these products embraces different tastes and traditions from favorite regional flavors around the U.S.

Inspired by the iconic St. Louis dish, Farm Rich's four-cheese Toasted Ravioli are made with mozzarella, Parmesan, Asiago and Romano cheeses and lightly breaded. After 12 minutes in the oven, the ravioli are served crispy and golden brown with a warm, cheesy center. This St. Louis specialty is a fun spin on traditional ravioli and can be served with sauces such as Orange Salsa Verde, Fiery Feta and Roasted Red Pepper or Quick Alfredo for an easy dinner, or as a unique appetizer for dipping.

Crispy Dill Pickles, a version of fried pickles, is an appetizer popularized in the South. These round, crunchy kosher dill pickle slices are covered in a lightly seasoned breading. They're golden and warm after nine minutes in a conventional oven, ready to be served alone or enhanced with a cool dip such as ranch dressing.

Combining its cheese expertise with the passion of chili experts in Texas, Farm Rich created Chili Cheese Bites, which have smooth cheddar cheese and mild chili sauce in each bite. The annual Terlingua International Chili Cook Off in Terlingua, Texas, where the secret to winning formulas tends to be the layering of different flavors and chilies, inspired the chili sauce recipe.

In addition to these new products, Farm Rich's new and improved Mozzarella Bites recently returned to stores. Made with real mozzarella cheese and pizza dough, these popular bite-sized snacks come out of the oven with a hot cheesy center for an easy-to-share treat.

"These products are a great addition to our popular snack lineup. Farm Rich is known for making outstanding cheese snack products, so the Toasted Ravioli and Chili Cheese Bites play off that heritage, while the Crispy Dill Pickles draw from our southern roots and add a new flavor," said Shannon Gilreath, senior marketing manager for Farm Rich. "Whether it's enhancing pasta night with the family or serving up a fun new appetizer at your next gathering, there's a lot you can do with all of our snacks and appetizers."

Priced around \$5.00 to \$5.50 a package.

Atkins Introduces Frozen Meal Entrees

Atkins Nutritionals, Inc. is introducing six new, indulgent and easy-to-make Frozen entrees. Featuring whole food ingredients like premium meats, real rich creams, freshly picked vegetables and 7g Net Carbs or less in every meal, Atkins Frozen entrees are great options for all phases of the Atkins Diet. With 310-420 calories and more than 16g of protein in every meal, Atkins Frozen entrees will leave you full and satisfied. The line offers low-carb dieters a convenient and satisfying solution to help achieve and maintain their weight loss and include the following:

- **BACON SCRAMBLE** - Scrambled eggs with cheddar cheese and bacon.
- **STEAK SCRAMBLE** - Scrambled eggs with beef strips, green bell peppers, mushrooms and cheddar cheese.
- **SWEDISH MEATBALLS** - Meatballs with mushrooms and onions in a sour cream gravy.
- **MEXICAN-STYLE CHICKEN AND VEGETABLES** - Premium grilled white meat chicken breast with green & red bell peppers, onions and a blend of cheddar and Monterey Jack cheeses in an enchilada sauce.
- **ORANGE CHICKEN** - Premium grilled white meat chicken breast with bok choy, edamame and carrots in an orange sauce.
- **SHRIMP SCAMPI** - Premium shrimp with broccoli florets, red bell peppers and penne pasta in a garlic cream sauce.

In addition to these six new varieties, the current menu of Atkins Frozen entrees includes a variety of options to please every taste bud from traditional comfort classics like Meatloaf with Portobello Mushroom Gravy to more premium Italian entrees such as the Chicken & Broccoli Alfredo with a real cream and Parmesan cheese sauce. Varieties are available nationwide with new meals rolling out in Walmart locations and additional retailers.

Marie Callender's Debuts Breakfast Sandwiches



Marie Callender's is encouraging Americans to rethink their breakfast experience so they can start the day with a meal actually worth savoring. New Marie Callender's Breakfast Sandwiches bring a special touch to the start of the day with quality ingredients including made-from-scratch bread that crisps up warm and toasty right from the micro-

wave, biscuits made with real cheddar cheese and eggs that taste homemade.

With the introduction of Marie Callender's Breakfast Sandwiches, boring and bland mornings are a thing of the past. Consumers can now enjoy an inspired, premium breakfast experience without the hassle of cooking during a busy morning. Thanks to a unique toasting tray, Marie Callender's breakfast sandwiches cook open-face, ensuring bread that is light and fluffy--never hard and soggy--and a fresh, flaky croissant, cheddar biscuit or warm country roll sandwich every time.

"We pride ourselves on quality, homemade-tasting food that people deserve," says Christiane Brocky, Vice President and General Manager for Marie Callender's. "Now, people can enjoy 'weekend quality' meals any day of the week. In less than two minutes, Marie Callender's premium breakfast sandwiches come out of the microwave warm and toasty, giving people something they can truly slow down and enjoy."

New Marie Callender's Breakfast Sandwiches are available in six varieties, including: Cheddar Biscuit with Sausage, Egg and Cheddar; Flaky Croissant with Sausage, Egg and Monterey Jack; Cheddar Biscuit with Bacon, Egg and Cheddar; Country Roll with Ham, Egg and Monterey Jack; Flaky Croissant with Ham and Swiss; and Cheddar Biscuit with Sausage and Cheddar.

The new Marie Callender's Breakfast Sandwiches are available nationwide and are sold in the frozen food aisle for approximately \$4.99 for three sandwiches.

I ♥ Chocolate Ice Cream



Blue Bell Unveils New Flavor

Be still my heart, the new ice cream from Blue Bell is a true chocolate lover's delight! I ♥ Chocolate Ice Cream is chock-full of everything chocolate and is now available but only for a limited time.

I ♥ Chocolate is a smooth Milk Chocolate Ice Cream combined with luscious dark chocolate-filled chocolate hearts, chocolate-coated cake pieces and a chocolate icing swirl.

"This is our first new flavor of the year," said Carl Breed, director of marketing for Blue Bell. "I ♥ Chocolate is loaded with everything chocolate from the ice cream to candies and even cake pieces. I think we have covered all the bases on this one. Chocoholics will love this ice cream!"

Blue Bell will be cranking out several more new ice cream flavors as well as Frozen Snacks throughout the year. Last year Blue Bell introduced Italian Cream Cake Ice Cream and Rockslide Brownie and both became instant favorites and will be available in stores again later this year.

"Our new product line-up last year was probably one of the best we've ever had," Breed said. "We were excited to get back in the lab and push ourselves to create more outstanding flavors for 2014. Our fans will not be disappointed."

I ♥ Chocolate is available in the half gallon and pint-sized containers.

Nathan's Famous Debuts

Bacon & Cheddar Crunchy Crinkle Fries

Inventure Foods, Inc. has expanded its licensed Nathan's Famous snack food line with the addition of Bacon & Cheddar Crunchy Crinkle Fries. The new flavor is currently available in vending, convenience and grocery stores nationwide in 1.25, 2.0 and 3.5 ounce bags with a suggested retail price of \$1.00 - \$2.49 per package.

Bacon & Cheddar Crunchy Crinkle Fries join three other in the ready-to-eat snack line inspired by the New York-based restaurant known for its legendary hot dogs and crinkle-cut fries. Existing crinkle-cut snack flavors include Cheddar Cheese, Chili Cheese and Honey Mustard.

"It's hard to imagine a dish that doesn't get better with bacon," said Steve Sklar, senior vice president of marketing for Phoenix-based Inventure Foods, Inc. "In the case of our Nathan's Bacon & Cheddar Crunchy Crinkle Fries we've infused bold bacon and savory cheddar flavors together to create an irresistible snack experience."

Inventure Foods manufactures the Nathan's Famous snacks under a licensing agreement with Nathan's Famous, Inc., which commenced in the fourth quarter of 2011. Inventure Foods has a proven track record of translating popular restaurant menu items into ready-to-eat snacks, including offerings like TGI Fridays snacks and Seattle's Best Coffee Frozen Coffee Blends, as well as better-for-you offerings like Jamba "at home" smoothie kits.

Nathan's Famous began as an American dream for Polish immigrant Nathan Handwerker, when he opened a single hot dog stand in Coney Island, Brooklyn in 1916. In the nearly 100 years that have passed since opening day, Nathan's has gained worldwide recognition for the unequalled quality and taste of its products and has grown to become an internationally-recognized brand.



Ye Olde Butcher Shoppe in Detroit Closes

Tragic Loss to Motown Food Retailing

Editorial Note: This is a sad story to report. Detroit is a vastly underserved city. In fact, you can count the number of 'First-Class' food retailers on one hand. Now, there will be one less. Sometimes, it just doesn't seem right.

After 16 months in business Ye Olde Butcher Shoppe has closed its doors following a final sale to liquidate its inventory.

Brothers Peter and Michael Sokala state that slow sales and high overhead forced them to close their store on Woodward Ave. in the emerging historic Brush Park District. The following is their joint response to questions commonly asked since they undertook the commitment to open in November, 2009.

What made you guys want to open a store like Ye Olde Butcher Shoppe in Detroit?

We weren't really looking to do a store at the time, but when Zaccaro's Market couldn't make a go of it, we walked through and thought with some changes to the layout and product mix, we could add a needed component to a growing neighborhood and the greater downtown. We had some practice from working in our Father's store (Ye Olde Butcher Shoppe in Lafayette Park) and figured with a growing residential base, we could fill a niche. Plus, the historic Crystal Loft Building is a stunner and we loved the space.

What do you think caused you to fail?

First, we want to say that we knew this business would be difficult to establish from day one. We were advised by many experienced grocers who run similar stores in the suburbs, that we would not make it. Clearly, there was no store in the city with the same offerings



■ SHUTTERING ITS DOORS - After 16 months in business Ye Olde Butcher Shoppe in Detroit, Michigan has closed its doors following a final sale to liquidate its inventory. The downtown store fell victim to a combination of undercapitalization and increased competition.



and appearance. Things like a staffed butcher counter, full salad bar, bakery and extensive wine collection, hadn't be found in one downtown store for many years.

Even so, we made the commitment to deliver a high quality, specialty market and never gave up until it was opened in October of 2012. Our problem now is that we suffer from a common pitfall among small independent businesses. We are undercapitalized at a critical time when we need to address the new market forces in retail food presented by national chains such as Whole Foods and Meijer's. We believe that if we could have opened earlier, we would have been better established and able to address the changing market conditions. Unfortunately, our opening was delayed by a flood, bankruptcy of the original Landlord and the subsequent loss of our lease. Then we had a series of costly break-ins the first several months we were open. All of these challenges served to deplete our funds and weaken us for the challenges ahead.

So, we are no different than many small businesses that face these types of obstacles. We just didn't have deep enough pockets or subsidies to overcome them all.

Many people say that Whole Foods opening in Mktown put your store out of business. Is that true?

There is no doubt that when they opened, our sales dropped by 80% and have remained close to that ever since. We knew when they announced their store in Detroit that we would have to evolve quickly once they opened. We were close to acquiring a pack-

age liquor license and wanted to expand the craft beer and fine wine which really found a loyal audience. We designed the store to be a one-stop food and beverage destination but that would take time and money, and with our high labor, leasehold, and utility costs, we couldn't survive long enough to make the necessary changes and additions.

From the beginning, we supported the Whole Foods project because we believed that in the end, the city would need that just as much as our store. No city thrives with one dimensional retail. But in the short term it did eliminate our chances. We were also a bit blindsided by the lower pricing structure Whole Foods was able to put in place at the Midtown store.

The funny thing is we found that the Whole Foods people wanted us to succeed. Being the good retailers that they are, they seemed to understand the value of creating the synergy and long term vibrancy and texture that comes with a variety of choices, including independents. They have been supportive and have even tried to help by

passing out our flyers.

What is next for you guys?

First we want to thank our customers for their support and friendship over the past year. It truly was an honor to serve the Detroiters and suburbanites who shopped at our store, from the special holiday meals we were part of, to the neighborhood folk who were able to come in for dinner every day. We also want to thank the agencies who supported us from the beginning, especially Midtown Detroit, Inc. and The Detroit Economic Growth Corporation. Special thanks go out to the Wayne State University Police. And a big thanks to our staff for working hard to create a welcoming store.

As for us, Peter will continue to own and operate Gourmet Deli in Tower 800 of the Renaissance Center and Michael will continue as a partner in Northern Lights Lounge in Detroit, and pursue work in the economic and real estate development field.

■ Fiesta and Ribbon Cutting

Stripes C-Stores Celebrates Opening in Tomball, TX

Stripes Convenience Stores recently celebrated the grand opening of the newest Stripes Convenience Store in Tomball, Texas. The new Stripes store held a grand opening fiesta and ribbon cutting ceremony January 17, at 27015 Tomball Parkway in Tomball, Texas. The grand opening celebration was held in honor of Stripes customers and showcased the many convenient and delicious foods available from the Laredo Taco Company located in the new Stripes convenience store. The event recognized community and honorable area representatives. Special appearances included the Tomball Mayor Gretchen Fagan, Greater Tomball Chamber of Commerce President Bruce Hillegeist and the Stripes stores mascots as part of the grand opening celebration. Stripes Convenience Stores presented a \$1,000 donation and check presentation to representatives from Bernshausen Elementary School.

The community was invited to the grand opening celebration to sample delicious and fresh foods from the Laredo Taco Company and Stripes Convenience Stores. The first 200 guests received a free Stripes refillable mug and had the opportunity to win prizes from Stripes Stores and participating vendors.

The new Stripes Convenience Store features the Laredo Taco Company, 10 Stripes Branded Fuel pump options which include unleaded, unleaded plus, and diesel, a dining area which seats 32, "the beer super cooler" — a designated cooler for beer/adult beverages set to cool below 32 Degrees Fahrenheit, as well as 7,000 sq. ft. of fast, fun and friendly customer conveniences. The new Stripes location has added over 30 new jobs to the Tomball community.



■ STRIPES CONVENIENCE STORES CEO & President Steve DeSutter presents a Grand Opening donation check of \$1000 to representatives from Bernshausen Elementary School.



■ BERNSHAUSEN ELEMENTARY SCHOOL students participate in the Stripes Store #1037 Grand Opening Fiesta and Ribbon Cutting ceremony.



■ GREATER TOMBALL CHAMBER OF COMMERCE President Bruce Hillegeist welcomes Stripes Convenience Stores to Tomball, TX.

Gourmet Cheesecake Protein Bar Debuts



Pure Protein bar entrepreneur, David McCabe, has debuted his latest natural protein bar phenomenon, the Gourmet Cheesecake Protein Bar.

"We've waited a long time to introduce this bar," said McCabe, CEO of Advanced Nutrient Science who is known as the "bar man" throughout the nutrition sports industry. "The Gourmet Cheesecake Protein Bar is the next generation of clean protein; the formula we have developed is ultra

healthy but really tastes good, too, and that's what makes it different from other nutrition bars currently in the marketplace," he added.

In 1995, McCabe was the first to create and market a high protein, low carbohydrate nutrition bar (Pure Protein bar) that launched the low-carb, high-protein functional foods craze. McCabe's newest innovation with the Gourmet Cheesecake Protein Bar taps into the latest natural high-protein, gluten-free nutrition trend.

"Pure Protein bar was ideal for the sports nutrition industry, but it's the right time to develop something that really appeals to the average person struggling with making healthy food choices," said McCabe. "The Gourmet Cheesecake Protein Bar is designed for the person who wants to eat clean, natural and healthy but easily caves to the sweet tooth."

Gourmet Cheesecake Protein Bar is gluten-free, isolate protein hormone-free (rBST and rBGH free), contains no soy or sugar alcohol; is low in net carbs and high in fiber and protein (17-19 grams of fiber per bar and 20 grams of isolate protein per bar). The bars are naturally sweetened with Stevia and monk fruit, and come in three cheesecake flavors including: Strawberry Supreme, Chocolate Chip Cookie Dough and Chocolate Peanut Butter (MSRP: \$2.79 per bar).

32 Hospitality

■ Il Castello Ristorante Italiano

Berkshire's Finest Italian Fusion Restaurant Debuts

Il Castello in Maidenhead, England is one of the best in class fusion restaurants in the Berkshire area, serving great Italian Food with a twist of world cuisine.

Some of the most well known fusion cuisine consists of European, Asian and Mediterranean foods. These cultures have wildly divergent culinary traditions and combining centuries of various cooking traditions of multiple countries can sometimes result in astonishing dishes.

Fusion Cuisine can create the most stimulating meal you'll ever eat.

It's fun and it's playful, but it is as difficult to get right as any other cuisine. Our skilful chef is an expert in this area and creates the most wonderful dishes such as our

signature dish, the Saffron Sequia; a pan fried black tailed tiger prawns with garlic, cream, saffron, salt, pepper, served with toasted bread and fresh salad.

The restaurant, located at 103 Queen St., is owned by three entrepreneurial friends, Gamini (a chef who's been living in Italy for the past 20 years, Chin Williams-an IT professional and Sanka who is a Project Manager by day and a restaurateur by night, in their own right are a great fusion of human talent that embodies the small business spirit of UK.

Maidenhead, with an urban population of around 80,000, is situated a little more than 25 miles west of Charing Cross in London.

Even though Il Castello was opened recently, it's got some great reviews on Trip Advisor already for it's great cuisine and it's very personalized service that caters to most pallets from all around the world.



■ IL CASTELLO RISTORANTE ITALIANO recently-opened in Maidenhead, England is one of the best in class fusion restaurants in the Berkshire area, serving great Italian Food with a twist of world cuisine.



■ CHEF GAMINI preparing his famous calzone.



■ WINE RACK handmade by the owners.



■ IL CASTELLO tables arranged for a birthday party.



■ Attractive décor highlights the interior seating.



■ A special occasion buffet arrangement.

Red Gold 2.6 oz Salsa Debuts



Who said meeting the new USDA Meal Pattern requirement for ½ cup Red/Orange Vegetable servings has to be complicated? Red Gold has made it easy with the release of its new 2.6 oz Salsa Dipping Cup.

"We know that recent changes in meal requirements mean much more planning by food-service directors," says Red Gold's Divisional Vice President - Foodservice, David Halt. "That is why we feel that this new 2.6 oz Salsa Dipping Cup can be

a game changer when it comes to meeting an important part of the new USDA Meal Pattern requirement."

Regarding the release of the new product, one school foodservice director in Indiana agreed. "We love Red Gold Products in our district and when I received the email this afternoon about the salsa dipping cup I was so excited!! WOW!! This will be a wonderful addition to my menus and in helping me meet the red/orange requirement. Thank you!"

The salsa cup credits as ½ cup of Red/Orange Vegetable serving because of the tomato paste concentrate and tomato particulate. As a concentrated product, one tablespoon of tomato paste is nutritionally equivalent to 1 ½ whole tomatoes. Best of all, children love the flavor of this great-tasting salsa.

The perfect cup size for dipping, the new 2.6 oz Salsa cup contains 70 percent less sodium. From tortilla chip dip to a do-it-yourself topping for scrambled eggs to burritos, this is truly a delicious easy way to make meals fun!



SLICK'S BIG TIME BBQ has introduced two foodservice rubs – a gallon size Original Pork Butt & Rib Seasoning Rub and a gallon size Original Beef Seasoning Rub. The rubs are lower in sodium and higher in flavor as compared to mainstream brands because Slick's original rubs are made with natural sea salt. They are the perfect blend of spices to deliver the best flavor for any cut of meat, casserole, sauce or dip. The rubs can be used on just about everything before and after grilling – even to spice the rim of your favorite Bloody Mary Cocktail. The suggested retail price is \$50.00 for Original Beef and \$55.00 for Original Pork Butt & Rib.

Centre Partners Acquires Captain D's

Centre Partners, a leading middle market private equity firm, has completed the acquisition of Captain D's Holding Corp. Captain D's senior management team will own a significant stake in the business and continue to serve in their current roles.

Captain D's, based in Nashville, Tennessee, operates a leading national chain of 521 seafood-themed fast-casual restaurants in 26 states. Through its 40-year history, Captain D's has been focused on providing high-quality, freshly prepared seafood at a value price point and in recent years the Company has exhibited tremendous growth under the stewardship of its CEO, Phil Greifeld, and a new executive team.

Bruce Pollack, Managing Partner of Centre Partners, stated, "We're excited to invest in Captain D's and to partner with Phil Greifeld and his executive team. Captain D's differentiated menu of high quality seafood products at a value price point clearly distinguishes it from its competitors and the business is managed exceptionally well. We look forward to supporting Phil and the team, who have laid the foundation for very attractive growth in the coming years."

Greifeld commented, "We are excited to have Centre as our partner as we embark upon a path of accelerated growth. We have succeeded in driving same store growth for the last 28 periods, while improving our customer experience. Our customers have responded positively to recent improvements in Captain D's menu and we're even more excited by new initiatives that are just now being introduced."

Culver's Restaurants Eyes Expansion Throughout Florida

The Midwest-based Culver's Restaurant chain is planning restaurant expansion in all Florida Designated Market Areas (DMA) this year.

Culver's is an expanding fast-casual franchise chain with nearly 500 independently owned and operated restaurants in 21 states. The chain already has three restaurants operating in Naples, Fort Myers and Port Charlotte. Others are under construction in Sarasota and Estero. Expansion into the Orlando market was announced in July.

"We've had enough interest from potential franchise partners in the entire state of Florida and our existing franchise partners that we can move ahead with expansion plans for the entire Sunshine State," says Phil Keiser, President and Chief Operating Officer. Specific locations and timelines have yet to be determined although the chain is planning to have 15 restaurants operating or under construction by the end of 2014.

The restaurants' award-winning customer service is based on small-town, Midwestern values, genuine friendliness and an unwavering commitment to quality and cleanliness. Signature items include the ButterBurger, (from the lightly buttered bun) made from fresh, never frozen U.S. beef, and fresh Frozen Cus-



■ **CULVER'S RESTAURANT** chain is planning restaurant expansion in all Florida Designated Market Areas this year. The chain already has three restaurants operating in Naples, Fort Myers and Port Charlotte. Others are under construction in Sarasota and Estero. Expansion into the Orlando market was announced in July.

tard, including the famous Flavor of the Day program.

"We're looking forward to bringing the Culver's experience to guests all over Florida," says Keiser. "We know there are many people from the Midwest who know the Culver's brand. They'll be great ambassadors for our food and hospitality."

The roots of Culver's can be found in a small southern Wisconsin community of Sauk City. Thirty years ago this July, the Culver family opened their first restaurant surrounded by farms that produced the dairy products and grew the food. Restaurants

have been a way of life for the Culver family. Craig Culver, his wife, Lea, and Craig's parents, George and Ruth, are all co-founders of Culver's. George and Ruth previously owned and ran several supper clubs. In 1984 they converted a former A&W root beer stand and christened it "Culver's Frozen Custard and ButterBurgers." Today this same family-owned and operated culture is passionate about providing, great service, great-tasting, hand-crafted, cooked-to-order food and an environment that is genuine and respectful of team members and guests.

The New Miami Subs Grill Welcomes Primos Group on Board

To Open Three New Miami-Area Locations

While national and worldwide expansion is at the helm for The New Miami Subs Grill, Florida's largest regional franchise chain, there is still a focus on expanding the brand within the Sunshine State. The South Florida mainstay has welcomed Primos Group LLC on board as a new franchisee group to open three new Miami-area locations. Oscar Fernandez and Jaime Maussan, cousins and founders behind Primos Group LLC, look forward to opening the first location at 18660 S Dixie Highway, Cutler Bay in April. Soon to follow will be a second location near the Sun Life Stadium and the third location to be announced at a later date.

All of the planned locations to be opened by Primos Group LLC will be open 24 hours, feature breakfast and serve beer, wine and champagne. The Primos Group LLC locations will also feature a modified exterior design and the full new modernized interior look by the artistic direction of legendary, internationally-known architect Kobi Karp, founder of Kobi Karp Architecture and Interior Design (KKAID).

"We are excited to be on board during this growth

period for the brand," says Primos Group LLC co-founder Jaime Maussan. "We know that Miami Subs has a great product, unique concept and new image; the people on board, especially the involvement of Pitbull, are a huge selling point."

The cousins, influential natives of Mexico, plan on creating real showpiece restaurants in Miami they can introduce to their home country at a later date. "With their extensive experience in similar franchise operations, influential connections and future expansion plans the Primos Group is a key addition to our family of franchisees. We look forward to their unique perspective and involvement with The New Miami Subs Grill," says Director of Franchise Development Robert Haar.

Plans for national and worldwide expansion are in high gear at The New Miami Subs Grill, with upcoming international locations including Jordan, New Zealand, South America and 56 locations to open in the Gulf Coast countries of Saudi Arabia, Kuwait, United Arab Emirates, Oman, Qatar and Bahrain. In national expansion, the franchise brand recently announced 58 restaurants to open throughout Hawaii. Currently, The New Miami Subs Grill is seeking qualified candidates in California, Texas and Japan for future locations.

American Culinary Federation Unveils New Logo

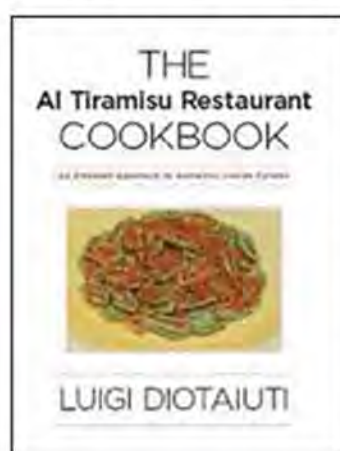


As ACF approaches its 85th anniversary in 2014, a new logo underscores the organization's commitment to growth and transformation, and to innovation in the culinary world. The ACF Board of Directors, comprised of 10 members, engaged in a nearly five-month process to redesign and update the ACF logo. The new logo will create a more cohesive look and stronger brand recognition for all entities of the organization while drawing on the legacy of the current logo.

34 BookReview

Award-Winning Chef and Restaurateur

Luigi Diotaiuti Launches The Al Tiramisu Restaurant Cookbook



Dining at Al Tiramisu restaurant, located in the heart of Washington, DC, is like taking a trip to Italy without leaving the country. The award-winning restaurant is cozy, warm, and joyful—reflecting the effervescent and playful personality of Chef and owner Luigi Diotaiuti. Now Chef Luigi lets home cooks everywhere experience his Italian culinary heritage and favorite recipes with his new book, *THE AL TIRAMISU RESTAURANT COOKBOOK: An Elevated Approach to Authentic Italian Cuisine*, a collection of 100 of the restaurant's most popular recipes. The book is also part culinary memoir taking readers from Chef Luigi's birthplace in Basilicata, Italy, to kitchens in Sardinia, Paris, Venice, Tuscany and ultimately Washington DC. Each chapter is devoted to a distinct phase in the chef's career and features recipes that can create a complete menu.

"As chef-owner of Al Tiramisu, I love to keep learning and refreshing my skills. But as a teacher at heart I also enjoy sharing my knowledge and discoveries with others, whether it's my staff, guests, students

in my cooking classes, or audiences on television and radio programs," Luigi explains. "In that vein, I also offer culinary tips in these pages that I accumulated over my long career. I share advice on selecting top quality products and where to buy them, and on using authentically Italian cooking techniques."

"But the heart and soul of this book are my treasured recipes. Each recipe is special to me and starts with a bite-size memory of an event, person, or emotion that the dish evoked. They are culled from family recipes and from those of friends and colleagues in far-off places. Many appeared on the very first Al Tiramisu menu in 1996 and remain on the menu today. Others I have created more recently and I am very excited to present them in my book."

Each recipe is followed by an Italian Cooking Primer giving home cooks interesting background information and chef tips along with a Sommelier's Pick of recommended wine to serve with the dish.

"The food that arrives at your table at Al Tiramisu directly reflects who I am. Food has always been central to my life, starting with my childhood on our family farm, where our lives and livelihood revolved around food. Food, culture, and history are all connected in my view and traditional recipes reflect a people, a place and a time. They mirror historic events—invasions, catastrophes, deprivation, excesses—and even express a community's manner of celebrating or mourning. Fundamentally, they reflect the rapport between humans and Mother Nature at a given moment in time. I believe we must respect our traditions, and doing so is an important part of my mission at Al Tiramisu and what I hope to share with others who love to cook through my book."



■ Former Secretary of State Hilary Rodham Clinton visits Chef Luigi Diotaiuti at his restaurant in the Nation's Capitol.

'The Missing Semester'

Financial Guide Helps Young Adults Take Control of Student Debt

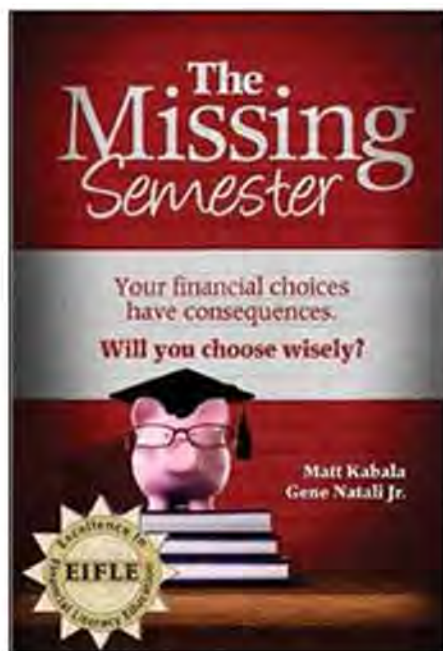
By: **Matt Kabala and Gene Natali, Jr.**

Recent college grads have the highest-ever student debt, an average of more than \$27,000. That burden has been increasing for decades, and the statistics certainly shouldn't surprise. And don't hold your breath, because it's likely that the class of 2013 will take the top spot once the numbers are tabulated, and the class of 2014 soon thereafter.

This financial crisis merits the attention that it receives in the news media. Over the last 30-years the inflation-adjusted cost of college is up 257%, while family income has grown just 16%, according to statistics on www.whitehouse.gov. That suggests that even as students take on more debt, their ability to re-pay it is declining.

But there's a bigger problem, in an older generation, that points to trouble ahead for the students. Baby boomers across the country—with average savings that are far lower than they need—are facing a retirement crisis. Far from accumulating savings, 76% of Americans are living paycheck to paycheck.

So why do we continue to send our graduates into the adult world of financial responsibility, ill-prepared for the money choices that await?



Financial choices (students are already making them) have consequences, and the penalties of not choosing wisely can stay with us, literally, for a lifetime.

How can we, with a clear conscience, continue to send our students into the working world with average debts of nearly \$30,000, without teaching them how to repay those loans? Money 101 is the most under-taught subject in America (check almost any course catalog), and the gap in financial literacy is quickly becoming a gaping hole.

Matt Kabala and Gene Natali, Jr. wrote a small book that's having a big impact. *The Missing Semester* is a concise, easy-to-read financial guide for young adults 18-30 years of age. A number of educational institutions across the country have incorporated *The Missing Semester* into classrooms. The book's website shares both expert and student testimonials (www.themissingsemester.com).

But it's clear these represent a tiny fraction of a solution when you realize that everyone of their generation will face these financial topics, questions and choices in one way or another. The student-debt crisis points to the need for a far more comprehensive effort to provide all students basic education about money. Every high school and college has its share of future teachers, doctors, mechanics, builders, engineers, even drop-outs. All will make critical decisions about money.

Video

Complicity

How Long Can You Keep a Secret?

When a seemingly fun party goes horribly awry, a group of teenagers with blood on their hands must decide their fates, now on DVD from Inception Media Group.

When Shannon's (Shoshana Bush, *Dance Flick*, *Fired Up!*) parents leave town for a long weekend, the teenager uses the opportunity to throw a party. With drinks flowing and music blasting, the high school party soon turns into a rager as the teens run wild.

But when Shannon's friend Kim (Heather Hemmens, *Hellcats*, *The Dukes of Hazard*) accuses a boy of rape, everything comes to a crashing halt. With tensions running high and fuzzy states of mind, the group takes vengeance on the suspect without proving his guilt. When they end up with a dead body on their hands, the situation spirals even more out of control.

In a wild attempt to justify what they have done, the frantic partygoers blame each other. But with seemingly no other option, they decide to cover up the crime... Only to unearth a shocking truth that leads them down an even more sinister path.

Also starring Sean Young (*Ace Ventura: Pet Detective*, *No Way Out*, *Blade Runner*), Jenna Boyd (*The Sisterhood of the Traveling Pants*, *The Missing*, *The Hunted*), and Haley Ramm (*X-Men: The Last Stand*, *Into the Wild*).

Running Time: Approx. 81 Minutes SRP: \$26.98



Space Voyages

Smithsonian Channel Explores NASA's Endeavors of Yesterday, Today & Beyond...

Go on a celestial voyage as we explore NASA's early interplanetary adventures and how the lessons of the past are being used today in *SPACE VOYAGES*, on DVD now from Inception Media Group.

From America's first rocket to high-tech robotic rovers, NASA's giant leaps in engineering and science over the past 60 years have been nothing short of astronomical.

The Smithsonian Channel's four-part series *Space Voyages* surveys the challenges and opportunities of modern space exploration. Celebrate the triumphs, lament the tragedies and learn how today's engineers are using the past as a blueprint, refining yesterday's technologies in hopes of sending humans to Mars and beyond.

Episodes include *The Moon and Beyond*, *Into the Unknown*, *Open for Business* and *Surviving the Void*. From rocket testers in Mississippi, to capsule builders in Florida, get an insider's look into modern spacecraft and the technicians aiming to follow in the footsteps of their Apollo ancestors.

is presented in widescreen with an aspect ratio of 16 x 9 (17.78:1) and 5.1 Dolby Digital Surround Sound. Bonus feature: "Shuttle Discovery's Last Mission."

Running Time: Approx. 230 Minutes Suggested Retail Price: \$19.98



White House Revealed

Intimate Tour of the Executive Mansion Features Rare Archival Footage

Get an inside look at the place the first family calls home in *WHITE HOUSE REVEALED*, on DVD now from Inception Media Group.

Undoubtedly one of the world's most powerful residences, the White House not only serves as the president's headquarters, where important decisions effecting millions are made, but also as a warm and welcoming refuge for the first family.

Take an insider's tour and meet the people who make this famous house a home. Loyal staff—including maids, assistants, ushers, valets, butlers, chefs, plumbers, engineers, florists and others who have worked under multiple presidents—share unique and personal views on everything from first pets to family birthday parties, preparations for inauguration and never-before-heard views of world-altering events and presidential scandals.

Narrated by Martin Sheen and featuring an interview with 41st president George H.W. Bush, *White House Revealed* recounts decades of fascinating, behind-the-scenes stories through still photos, oral histories, rare video footage and exclusive interviews.

Running Time: Approx. 51 Minutes Suggested Retail Price: \$12.98



What a Real Retail System Should Be

All In One
Anytime
Everytime



FRONT Office, **BACK** Office, **HOME** Office.
Just one application. Just one database.
Only **LOC Software**.

Simplifying a retail point of sales system that gives you all the tools you need to run your business with reliable information is not difficult if you have only one company that is continuously in the forefront of technology with a real integrated solution. LOC Software provides the very best structured application software for the retail industry, giving you what you deserve today and preparing you for the future. We challenge the status-quo, experience fascination, get a demonstration.



For information, call: **Técnica** at
(800) 423-4046 or **info@tecnicasystems.com**
You can also visit: **www.locsoftware.com**

36 Technology



■ THE KROGER CO. has purchased the assets of YOU Technology Brand Services, Inc. Founded in 2008, YOU Tech's retailer-centric, cloud-based platform bridges the gap between online engagement and in-store purchases, creating a measurable way for many of the world's largest retailers and brands to drive consumer purchase decisions online, in-store, and on-the-go.

Kroger Announces Acquisition of YOU Technology

The Kroger Co. has purchased the assets of YOU Technology Brand Services, Inc., a Silicon Valley-based leader in digital coupons and promotions.

Founded in 2008, YOU Tech's retailer-centric, cloud-based platform bridges the gap between online engagement and in-store purchases, creating a measurable way for many of the world's largest retailers and brands to drive consumer purchase decisions online, in-store, and on-the-go. Its network, which includes www.kroger.com/digitalcoupons, has grown dramatically and now includes over 10,000 retail stores representing over \$100 billion in retail sales and 100 million U.S. households. YOU Tech will continue to serve existing and future retail customers. Financial terms of the transaction, which closed today, were not disclosed.

"YOU Tech's nimble and innovative digital coupon platform has enabled Kroger to deliver hundreds of millions of digital coupons to Kroger customers," said Jeff Talbot, Kroger's vice president of customer loyalty. "This is a good strategic fit for both Kroger and YOU Tech. This transaction is consistent with our digital customer growth plan and provides Kroger a significant opportunity to expand our presence in Silicon Valley, enhancing our exposure to new technologies. YOU Tech will benefit from Kroger's strong balance sheet as it continues to expand its digital platform to many other retailers and CPG partners."

"We intend to build and grow the premier

retailer and customer-centric digital coupon platform in the industry, while continuing to deliver for our broad base of retail customers," said Cheryl Black, YOU Tech's chief executive officer. "We look forward to partnering with Kroger and other retailers and CPG companies to continue driving growth."

Kroger's accelerated growth strategy includes targeted capital investments to increase its store base and square footage in both new and existing markets, and to strengthen its connection with customers through the growing digital and mobile channels.

Customer use of digital coupons has accelerated exponentially over the past several years. Kroger began offering digital coupons in late 2009 and reached 500 million digital coupon downloads about 3 years later. Customers have downloaded more than 400 million more digital coupons in just the last 12 months, demonstrating their growing popularity and frequency of use.

Based in South San Francisco, CA, YOU Technology, LLC will operate as an independent company within the Kroger family. The company currently serves approximately two dozen retailer clients operating 65 store banners.

"We are very excited to welcome YOU Tech's leadership team and current associates to the Kroger family," said Talbot. "Cheryl and her team have built an innovative company that is positioned to grow."



Hexacomb Designs Paper-Based, Cost-Reducing Packaging System

Hexacomb Corporation, a leading manufacturer of paper-based protective packaging and graphic display boards, has engineered an improved "casing" method for transporting larger-sized liquid bottles. Initial customer feedback indicates an up to 75 percent cost reduction and/or improved load containment when compared to traditional secondary packaging methods.

To support growth in the bulk store retail channel, food and beverage processors are filling an increased number of larger-sized bottles for juice, sauce, vegetable oil, household cleaning products, etc. applications. Two common secondary packaging methods are corrugated cases with partitions or a combination corrugated tray/oriented strand board/shrink wrap approach. These traditional methods offer opportunity for an improved approach.

The new HexStack packaging system features a single layer of Hexacomb honeycomb material which is custom-die cut to accommodate the specific bottle neck. The pad is laid on top of a layer of bottles, with the closures and necks inserted into the die cuts. The die-cut orifice surrounds the bottle neck and rests on the shoulder, thereby immobilizing the container.



■ THE NEW HEXSTACK PACKAGING SYSTEM features a single layer of Hexacomb honeycomb material which is custom-die cut to accommodate the specific bottle neck. The pad is laid on top of a layer of bottles, with the closures and necks inserted into the die cuts. The die-cut orifice surrounds the bottle neck and rests on the shoulder, thereby immobilizing the container.

A secondary process can also punch die-cut a shallower, wider circular channel under the hole to accommodate an optional carrying handle ring.

For those bottle designs with a concave base, the slightly protruding closure above the die-cut orifice can nest into the base of the container above it, further stabilizing the load. The final step in the pallet load unitizing process is shrink wrapping. Using this method, larger liquid bottles typically can be stacked three layers high for transport and retail display.

In addition to providing secondary packaging costs savings, the HexStack system also helps minimize product damage during transport. The immobilized containers are less prone to shock and vibration damage experienced by some loads during transport. This also means that the load arrives at the bulk store in an attractive, unitized, retail-ready appearance, where visual impact can determine whether or not a purchasing decision is made.

At the retail location, HexStack can provide significantly more product to be merchandised in the same amount of space. For example, the HexStack system can usually support a three-layer high pallet load, while some other methods are only double stacked.

HexStack pads contain recycled content which helps support brand owner environmental initiatives and are recyclable in corrugated recycling streams available in local communities.

Introducing the
**MVP
COUPON HUB**
from foodlion.com



- 1 Find coupons on hundreds of items at foodlion.com/coupons
- 2 MVP Load coupons to your MVP Card
- 3 Use your MVP Card for instant in-store savings

Use the MVP COUPON HUB today for a chance to win \$1,000

GET STARTED

New Online Tool to Provides Food Lion Customers with Easy Access

To Load-to-Card and Printable Coupons

Food Lion has unveiled a new online tool, MVP Coupon Hub, to make accessing grocery coupons online easier for customers. The new tool, found on the grocer's website at www.foodlion.com/coupons, features convenient load-to-card and printable coupons on customers' favorite items to help them save even more on groceries.

"We're proud to bring our customers the new MVP Coupon Hub, which helps customers save by offering hundreds of additional

coupons," said Keith Nicks, director of loyalty and digital marketing for Food Lion. "Now, our customers can access Food Lion's Weekly Flyer specials at www.foodlion.com and easily navigate to MVP Coupon Hub to click or print coupons without ever leaving the site."

Depending on personal preference, customers can select to instantly load coupons to their MVP Card or print their coupons to use in store, or both. MVP Coupon Hub is easily searchable, as well as sortable by coupon value and the expiration date of the coupon.

"Additionally, customers can pair the new online coupons with other

savings opportunities in store such as our MVP Flyer Specials or by using their MVP Card to print personalized coupons at our MVP Savings Centers, which are now available in all of Food Lion's more than 1,100 stores," added Nicks.

As customers visit the new MVP Coupon Hub, they'll receive easy instructions for using the new tool through a brief video tutorial that pops up when a customer visits www.foodlion.com/coupons.

The launch of MVP Coupon Hub is just one of a number of digital additions and improvements underway at Food Lion. Additional online improvements will be launched later in the year.

Your business...
Your customers...
Your money.
Your best choice!



Make Tecnica Your Business Solutions Provider

In the race to succeed you need a great Point of Sales Integrator... and service provider...

Integrity in Point of Sales Solutions... Tecnica protects its customers.

20+ Years Experience, 8000 + Lanes, Round the clock Help desk, On-Site Support, First in Class U.S.A. Made Products, Bilingual Staff.

Focus on making you money!

Whether your needs are equipment, service & maintenance, training, and more. We are your one-stop for the latest technology.

The real solution – from Tecnica



...a leader in Point of Sales Solutions

info@tecnicasystems.com

1-800-423-4046

Luncheon Launches Buy Alabama's Best Retail Campaign

The 2014 Buy Alabama's Best Retail Campaign Launch was held on January 23.

The Buy Alabama's Best Campaign is made up of the Alabama Grocers Association, the Alabama Department of Agriculture & Industries, and the Alabama Food Manufacturers and Producers Association.

Presentations were made by Commissioner John McMillan, Alabama Department of Agriculture and Industries; Mrs. Ellie Taylor, President, Alabama Grocers Association; Mr. Guy Lott, Alabama Seafood Marketing Commission; Dr. Raymond G. Watts, MD, Hugh J. Morgan Endowed Chair for Pediatric Hematology/Oncology, Professor of Pediatrics, Division Director, Children's of Alabama; Mr. John D. Fox, Jr., Vice President, C & M Food Distributing, current Chairman of the Alabama Grocers Association; and Mr. Larry Woodward, Account Executive, Barber's Dairy and current President, Alabama Food Manufacturers and Producers Association. Alabama Food Manufacturers and Producers Association members as well as retailers and wholesalers throughout the state of Alabama were also in attendance.

Commissioner John McMillan and Ellie Taylor presented Display Contest Award Certificates for 2013.

These displays featured participating Alabama food products to help consumers identify which products are headquartered, produced or manufactured in the state of Alabama. Awards were given to the following retailers:

- Fourth Avenue Supermarkets, Bessemer, AL—March 3rd Place Wet and Dry
- Food Giant #408, Moody, AL—September 3rd Place Wet and Dry
- Gardendale Foodland, Gardendale, AL—March 1st Place Wet and Dry; September 2nd Place Wet and Dry
- Gateway Foodland, Double Springs, AL—March 2nd Place Wet; September 1st Place Wet and Dry
- Publix Super Markets #842, Vestavia Hills, AL—March 2nd Place Dry

During the months of March and September, a portion of the sales of participating Alabama food product companies along with retail sales of icons raised monies for the UAB Division of Pediatric Hematology and Oncology at Children's of Alabama.

A check was presented to Dr. Raymond G. Watts, Director of the UAB Division of Pediatric Hematology-Oncology in the



■ John D. Fox, Jr., Moores Marinade; Melissa Baker, Fenwick Capital Group, and Harold Garrett Gateway Foods.



■ Larry Woodward, Barber's Dairy with Bob Durand and Danny Babb, Associated Wholesale Grocers.



■ Lew McCrary, Barbers Dairy; Bill Davis, A and R Supermarkets; and Johnny Collins Barbers Dairy.



■ Publix Super Markets Display Contest Winners.



■ Scott O'Brien, Piggly Wiggly AL Dist and Jason Stone, Blue Bell Creameries.



■ Steve Mulford, Royal Foods with Phillip Davis, AR Supermarkets.

amount of \$88,295.00 for 2013. Since 2006, the Buy Alabama's Best Campaign has raised \$523,445.00, reaching the half a million dollar mark, to fight pediatric cancer.

"Children's of Alabama is working to cure every child who has cancer," said Watts. "This generous donation from local Alabama businesses will help us meet our mission."

Following the presentation, a buffet featuring all Alabama food products was enjoyed by those in attendance.

"Being a part of the Buy Alabama's Best Campaign

gives opportunities for small businesses to give back in a big way," said Jackie Thornton, Owner of Dirt Road Gourmet. "This was our company's first year to participate in this endeavor and it has been a very meaningful experience."

The purpose of the Buy Alabama's Best Campaign is to identify and increase awareness of Alabama food products and increase sales of those products. Alabama food product sales have a \$2 billion impact in Alabama's economy, tax base and along with the food service industries, employ one out of every four Alabamians.



■ Wade Payne, Food Giant and Ed Lindley, Silver Peak Candy.

New Survey Reveals Startling Misconceptions about Canned Fruit

The California Cling Peach Board recently commissioned a new Canadian survey that has uncovered some serious misconceptions about canned peaches.

The survey reveals that almost two thirds of respondents (61% of people who purchase canned peaches and 62% who don't purchase them) think that the canning process adversely affects the nutritional content of peaches. Moreover, 65 per cent of those who purchase canned peaches believe the canning process affects the appearance and 70 per cent believe it impacts the flavour.

However, these misconceptions are incorrect. In fact, California cling peaches are picked and packed usually within 24 hours, ensuring they retain their ap-



pearance, texture, flavour and nutritional content. The canning process has also been proven to increase key nutrients. According to a study by the Linus Pauling Institute at Oregon State University,

canned peaches are higher in antioxidants and Vitamin A and are nearly four times higher in Vitamin C and 10 times higher in folate than fresh peaches.

"Canned California cling peaches are picked at the peak of ripeness and are an excellent source of key vitamins," says Alicia Adler, Export Program Manager for the California Cling Peach Board. "In addition to the nutritional value, California cling peaches are grown and canned in the United States, on family farms, which adhere to the highest agricultural and safety standards, ensuring the freshest peaches make it to shelf."

MORE SURVEY FINDINGS

The survey also reveals additional key findings about canned peach users:

- 69% indicate that reducing the sugar content would likely encourage them to buy canned peaches more frequently than they currently do.

California cling peaches do not contain added sugar. They are packed in water or their own light juice.

- 69% say knowing the peaches came from Canada or the U.S. would likely encourage users to buy canned peaches more often.

- 55% say convenience is what they prefer about canned peaches over fresh. Canned California cling peaches are ready-to-eat and can be enjoyed year round. They can be eaten on their own or included in a variety of recipes and desserts that the whole family can enjoy.

Kroger Names

Jay Cummins President of Smith's Food and Drug Stores

Joe Fey Becomes President of Kroger's Mid-Atlantic Division

The Kroger Co. announced that Jay Cummins has been named president of the Smith's Food and Drug Stores division and Joe Fey has been named president of Kroger's Mid-Atlantic division.

Cummins has been serving as president of Kroger's Mid-Atlantic division. He succeeds Mark Tuffin, who was named senior vice president of retail divisions in December.

"In his more than 40 years with the company, Jay has been an enthusiastic and passionate leader in each role he has held," said Mike Ellis, Kroger's president and chief operating officer. "Jay's experience and commitment to our Customer 1st Strategy will ensure Smith's continues to go above and beyond for our customers."

Cummins brings more than



40 years of retail experience to Smith's. He began his Kroger career as a clerk in 1972 in Huntington Beach, CA. In the following years, he served in positions of increasing responsibility in store and district management and in grocery merchandising for the company's Food 4 Less division. In 2002, Mr. Cummins was named vice president and general manager of the Food 4 Less Midwest division, where he led the expansion of the Food 4 Less price-impact warehouse store format in the Chicago area. In 2004, he was named president of the Los Angeles-based Food 4 Less division, and to his current position in 2007.

Cummins, and his wife Terrie,

will be relocating to the Salt Lake City, UT area. They have three grown children and five grandchildren.

Smith's operates 131 stores in Utah, Nevada, New Mexico, Arizona, Montana, Idaho, and Wyoming. It is headquartered in Salt Lake City, UT.

Fey has been serving as president of the company's QFC division. He succeeds Mr. Cummins as president of Kroger's Mid-Atlantic division.

"Joe always leads by example and is deeply committed to our customers, our associates and our company," said Ellis. "His merchandising expertise and experience in leading the QFC Division

will be great assets in our Mid-Atlantic division. We are looking forward to his positive energy and guidance."

Fey brings nearly 40 years of retail experience to Kroger's Mid-Atlantic division. He began his career as a meat clerk with Kroger in 1972 while earning a bachelor's degree in business administration at Indiana University. He was quickly promoted to a variety of leadership positions including store management, deli/bakery merchandising, and meat/seafood merchandising in both the company's Central division and corporate office in Cincinnati. In 1999, Mr.

Fey was named vice president of merchandising for the Dillons division. He was named vice president of merchandising for the Michigan Division in 2008, where he served before being named president of QFC in 2011.

Fey and his wife, Joy, will be relocating to the Roanoke, VA area. They have two grown sons and three grandchildren.

Kroger's Mid-Atlantic division operates 121 stores in Virginia, West Virginia, North Carolina and the eastern portions of Tennessee, Kentucky and Ohio. It is headquartered in Roanoke, VA.

NGA Honors Top Industry Leaders

Continued from **PAGE 1**

NGA Grocers PAC and was instrumental in helping NGA launch the Political Action Committee (PAC) in late 2011 and has been a driving force behind its growth. He is a strong advocate for NGA and independent grocers and truly understands the importance of building strong relationships with public policy makers. He is a strong supporter of NGA, having just completed his term as a member of the Board of Directors.

This award is NGA's most distinguished public affairs award, with only 21 recipients since its inception in 1982.

WOMEN GROCERS OF AMERICA (WGA) WOMEN OF THE YEAR AWARD was given to Tammy Bailey, President and co-owner, Bailey's IGA, located in Rochester, Washington. Tammy is a long-time member of the Wash-

ington Food Industry Association and was elected to its Board in 2012. In 2013, Tammy and her company were recognized as the IGA Retailer of the Year and Washington Food Industry Association Retailer of the Year.

SPIRIT OF AMERICA AWARD was presented to Jim Rogers, former President and CEO, Food Industry Alliance of New York. Jim has been a long-time advocate for the supermarket industry having just retired after serving for 26 years as the head of the Food Industry Alliance of New York. Jim, a former board member of NGA, has led the industry in New York through nearly every major issue from commercial tolls to increasing bottle handling fees for retailers to Super storm Sandy. He is also a past recipient of the NGA Association Leadership Award, presented annually to a state association executive.

The NGA Spirit of America Award, established in 1982, honors key industry and community figures that have provided leadership in the areas of community services and government relations on behalf of a free and independent food distribution system.

THOMAS F. WENNING PINNACLE PAC AWARD, established this year to honor Tom Wenning for his 40 years of service to NGA and the independent supermarket industry. Since NGA's inception Tom has led the Association's government relations operation and has been a tireless advocate for the independent retail and wholesale grocer. This award, established in Tom's name, will be presented to an NGA member who helps advance the role and presence of the independent grocer and NGA in government and political affairs.

A-B Purchasing Blue Point Brewing

Continued from **PAGE 1**

will have the resources to create new and exciting beers and share our portfolio with even more beer lovers," said Mark Burford.

In 2013, Blue Point sold approximately 60,000 barrels, with 50 percent of the volume from its flagship brand, Toasted Lager. It also sells Hoptical Illusion, Blueberry Ale and seasonal brands among others.

"As we welcome Blue Point into the Anheuser-Busch family of brands, we look forward to work-

ing with Mark and Peter to accelerate the growth of the Blue Point portfolio and expand to new markets, while preserving the heritage and innovation of the brands," said Luiz Edmond, CEO of Anheuser-Busch. "With Anheuser-Busch's strong beer credentials, we share a commitment to offering high-quality beers that excite consumers. Blue Point brands have a strong following and even more potential."

Anheuser-Busch's purchase of Blue Point is expected to close in early second quarter of 2014.

Kroger Completes Merger with Harris Teeter

Continued from **PAGE 1**

ties for our associates in an increasingly competitive market. The merger also is the culmination of a long track record of delivering substantial value to our shareholders."

The transaction allows Kroger to expand with the prestigious Harris Teeter brand and a base of 227 stores in the fast-growing and attractive southeastern and mid-Atlantic markets and in Washington, D.C. Harris Teeter also operates distribution centers for grocery, frozen and perishable foods in Greensboro, NC and Indian Trail, NC and a dairy facility in High Point, NC. Harris Teeter will continue to operate its stores under the Harris Teeter brand name as a subsidiary of The Kroger Co. Harris Teeter had revenues of \$4.7 billion for fiscal year 2013.

Dickson is returning as Chairman and CEO of Harris Teeter Supermarkets, Inc.

"Tad has done an outstanding job as the CEO for

the past 16 years," said McMullen. "During his tenure as CEO, the management team of Harris Teeter has more than doubled the sales of the company and increased the operating profit fourfold by building over 100 new stores, expanding into new markets and improving the overall operating performance of the company. We look forward to working closely with the management team to continue to expand the Harris Teeter brand."

Kroger and Harris Teeter also announced the resignation of John Woodlief, Executive Vice President, who has served as Chief Financial Officer since 1999. Prior to that time, he served as managing partner of the PricewaterhouseCoopers Carolinas offices. Independence rules concerning Woodlief's previous position with PricewaterhouseCoopers, who serve as Kroger's independent accountants, prohibit him from serving in a financial role with Kroger. He will pursue other interests and will be available for consultation to the company.

PepsiCo to Invest \$5 Billion Mexico

Continued from **PAGE 1**

create significant value for PepsiCo, our customers, our shareholders and for Mexico as a whole."

PepsiCo's investment, which is expected to create 4,000 new jobs in the Mexican economy, will focus on four key strategic priorities:

INNOVATION & BRAND BUILDING: PepsiCo intends to continue to invest behind its portfolio of iconic food and beverage brands and expand the range of products in its portfolio to cater to the wide and evolving needs of Mexican consumers. In addition, PepsiCo will work to further strengthen its research and development capabilities, such as the company's state-of-the-art Global Baking Category Innovation Center in Monterrey.

INFRASTRUCTURE: PepsiCo has plans to expand its production capacity by adding new manufacturing lines to meet growing consumer demand. The company also intends to invest in additional selling and delivery infrastructure throughout the country, including new technologies designed to enhance service to retail customers and increase efficiency across go-to-market systems.

AGRICULTURE: PepsiCo will work to strengthen its partnerships with local farmers and invest in sustainable agriculture programs that benefit both the company and the growers by improving yields, conserving resources and boosting demand.

COMMUNITY: The PepsiCo Mexico Foundation will continue to invest in local communities and societal development projects throughout the country.

"PepsiCo is committed to growing in Mexico, for Mexico," Nooyi added. "Our investment is guided by Performance with Purpose, which is PepsiCo's global vision for building a profitable and sustainable corporation that is a good investment for our shareholders, a good environment for our employees, a good citizen in our communities and a good steward of our planet's resources. Performance with Purpose is driving sustained value for PepsiCo around the world and it will be central to how we operate in Mexico for many years to come."

Jonathan Wels as President & CEO

Continued from **PAGE 1**

School in Sunbury, PA and holds a B.A. from Yale University. He has served on various local and regional boards.

Founded in 1912, Wels Markets, Inc. is a Mid Atlantic food retailer operating 165 stores in Pennsylvania, Maryland, New Jersey, New York and West Virginia.

Ravitz Family ShopRites Recognized by EPA

Continued from **PAGE 1**

dard for all our stores as we continue to look for new ways to better serve our customers."

"By reducing the amount of food waste headed toward landfills and incinerators, businesses like the Supermarkets of Cherry Hill are taking action to reduce their environmental impact," said EPA Regional Administrator Judith A. Enck. "EPA urges other businesses and communities to follow Supermarkets of Cherry Hill's lead to 'feed people and not landfills' by joining EPA's Food Recovery Challenge."

The Ravitz family opened its first grocery store in 1901 and joined the Wakefern cooperative in 1984. Today, third and fourth generations of the family own and operate five ShopRites: three in Burlington and two in Camden counties in New Jersey. The company plan to open a sixth store in Camden in 2015.

Stater Bros. Promotes Darold Fero

Continued from **PAGE 1**

Senior Director Distribution. In 2011, Fero was promoted to Vice President Distribution, his most recent position.

"Darold is a well-respected and valuable member of our management team," stated Brown. "This promotion is a result of his outstanding leadership skills that have taken our distribution operations to new levels of service and efficiency."



Sorpréndelos con algo tan saludable como sabroso

Nada más sano y fácil de preparar que esta ensalada. Los frijoles o habichuelas son una gran fuente de proteína y fibra que te ayudan a reducir el colesterol.

Ensalada de Frijoles

Rinde 8 porciones · Tiempo de preparación: 10 min. · Tiempo total: 15 min.

Ingredientes

Ensalada:

1 lata (15.5 oz) de Frijol Carita GOYA® escurridos y enjuaguados
 1 lata (15.5 oz) de Garbanzos GOYA® escurridos y enjuaguados
 1 lata (15.5 oz) de Habichuelas Coloradas GOYA® escurridos y enjuaguados
 1 pepino mediano, pelado, sin semillas y picado (2 tazas)
 1 pimiento rojo, sin semillas y finamente picado (aproximadamente 1 taza)
 2 cdas. de cilantro fresco picado finamente
Aderezo:
 3 cdas. de Vinagre de Vino Tinto GOYA®
 2 sobres de Aderezo para Ensaladas y Vegetales GOYA®
 1 cda. de Jugo de Limón GOYA®
 1/2 taza de Aceite de Oliva Extra Virgen GOYA®

Instrucciones

1. En un recipiente grande de servir, mezcla los frijoles carita, los garbanzos, las habichuelas coloradas, los pepinos, los pimientos y el cilantro.
2. En un tazón pequeño, mezcla el vinagre, el aderezo para ensaladas y vegetales y el jugo de limón. Poco a poco añade el aceite de oliva, revolviendo constantemente, hasta que se mezclen. Vierte el aderezo sobre la mezcla de frijoles. Revuelve bien para que se mezclen por completo.



Descubre más recetas en goya.com

¡Si es **GOYA** ...tiene que ser bueno!®