

# TODAY'S GROCER

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## Bryant to Succeed Jenness

As Kellogg Company Chairman



JOHN A. BRYANT

Kellogg Company's board of directors has elected John A. Bryant, the company's president and chief executive officer, as chairman of the board effective July 1, 2014. Current Chairman James M. Jenness will remain on the board as a non-executive director.



JAMES M. JENNESS

Bryant has been a member of the company's board of directors since July 2010. He has been president and CEO since January 2011. Bryant joined Kellogg in 1998. Prior to becoming CEO, he held a variety of key senior leadership roles including chief financial officer, president of Kellogg North

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SHOPPERS entering a Walmart in China. The company has announced plans to open an additional 30 new stores in the country this year.

## Walmart Opening 30 New Stores in China

Walmart China will open around 30 high-quality stores and additional distribution centers in China this year as part of the company's three-year growth plan announced last October. Walmart is also planning to invest around 580 million Yuan to remodel over 55 existing stores in 2014 to enhance store operations and optimize customer experience.

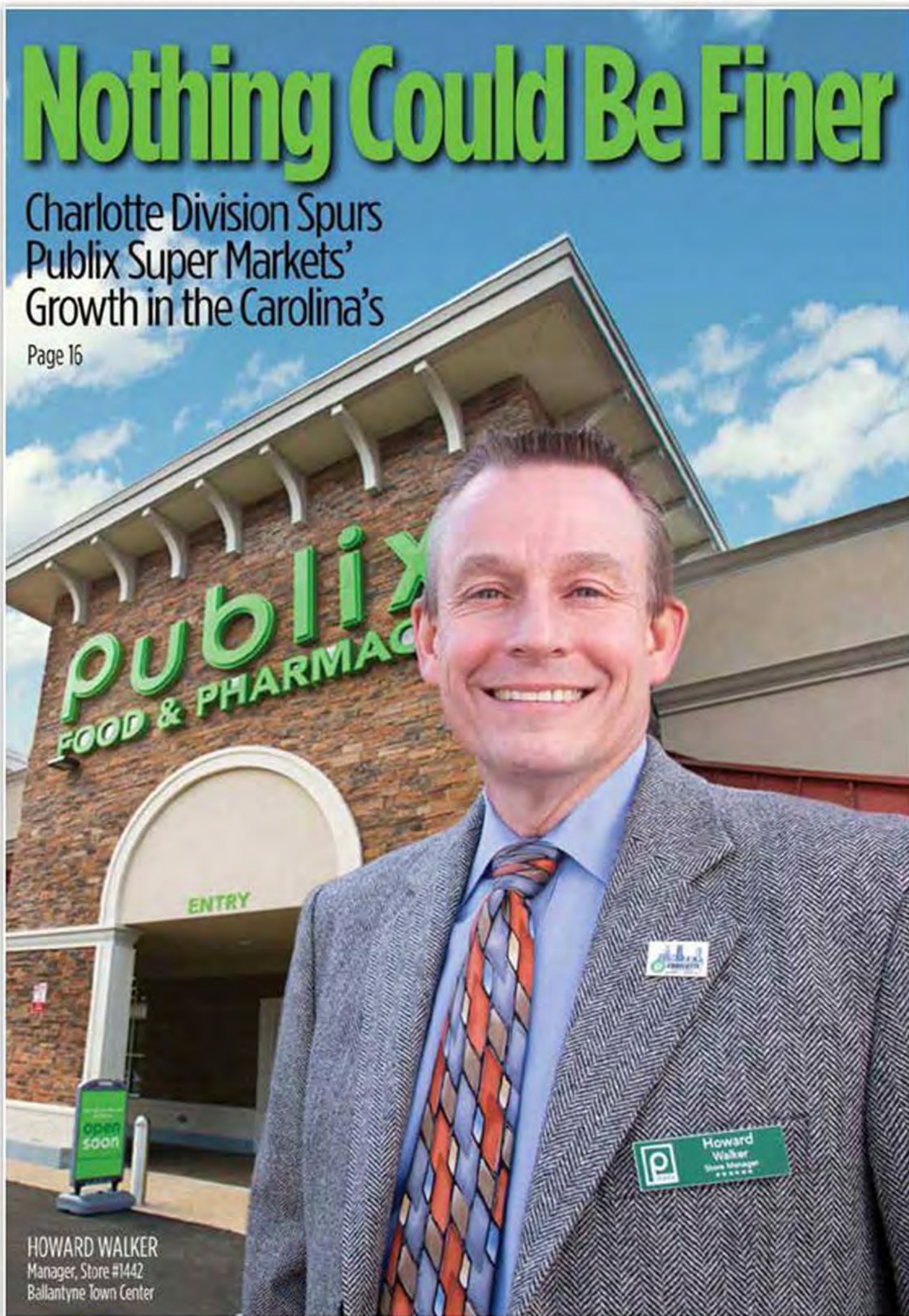
Walmart China's incoming President and CEO Sean Clarke said: "In 2014, Walmart will continue upgrading our business in China to meet the needs of the market. Our focus

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# Nothing Could Be Finer

## Charlotte Division Spurs Publix Super Markets' Growth in the Carolina's

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HOWARD WALKER  
Manager, Store #1442  
Ballantyne Town Center

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■ ANNIE'S CEO John Foraker, Annie's mascot and smiling team pictured at the recently acquired snack manufacturing plant located in Joplin, MO.

## Annie's Acquires Plant in Missouri

Annie's, Inc., a leading natural and organic food company, has completed the acquisition of Safeway's snack manufacturing plant in Joplin, Missouri, which has been Annie's primary manufacturer of cookie and cracker products since the inception of its snacks business in 2002. Annie's Baking, LLC, a subsidiary of Annie's, Inc., acquired the plant for \$6.0 million, plus the actual cost of inventory and supplies on hand at closing. The acquisition was funded with approximately \$7.4 million in cash on hand. Concurrent with the closing of the transaction, Annie's Baking, LLC also entered into a supply agreement to produce prod-

ucts on behalf of an affiliate of Safeway Inc. for a period of three years.

"We are very excited to become a part of the Joplin community and to welcome the plant's employees to the Annie's family," said John Foraker, CEO of Annie's. "The Joplin plant has been a valued manufacturing partner of Annie's since our introduction of Cheddar Bunnies crackers over a decade ago. We see a bright future in our snacks business, and I am confident that the capacity and capabilities provided by the Joplin plant and its dedicated workforce will help us achieve our significant long-term growth potential."

## Hess Sells Retail Business to Marathon Petroleum

Hess Corporation has agreed to sell its retail business to Marathon Petroleum Corporation for a total cash consideration of \$2.6 billion. Hess Retail is the largest chain of company operated gas stations and convenience stores along the East Coast with 1,342 locations.

Proceeds from the sale will be used for additional share repurchases and the company has increased its existing share repurchase authorization from \$4 billion to \$6.5 billion. Since the commencement of the pro-

gram in August 2013, the company has repurchased approximately \$2.8 billion in stock.

John B. Hess, Chief Executive Officer, said, "The sale of our retail business marks the culmination of our strategic transformation into a pure-play exploration and production company. I especially want to express my deepest appreciation to our employees in the retail business for their outstanding work and extraordinary dedication over the years building the Hess brand and serving our loyal customers."

## Scott Hays Named Jewel-Osco V.P. of Operations

Jewel-Osco has named Scott Hays Vice President of Operations for the Chicagoland grocery store. Most recently a district manager with Albertsons LLC's Southern division, Hays will lead the operations team to support Jewel-Osco's marketing and merchandising initiatives, including the company's upcoming remodels and opening their five newly acquired locations.

"Scott's years of experience with Albertsons combined with his vast knowledge of the grocery industry will enable him to mentor and educate his team to reach

the highest level of excellence," said Shane Sampson, Jewel-Osco president. "He empowered stores to set the bar on operating standards for their market areas, illustrating the highest expectations of quality merchandising and continually striving for what is best for our customers and their neighborhoods."

"Our customers deserve nothing less than our best. Over the last year, we've focused on restoring Jewel-Osco's tradition of excellence and commitment to Chicago and the surrounding area, and we

are striving to sustain it. We are aspiring to be the best food and drug retailer in the neighborhoods that we are privileged to serve, and Scott will be an excellent addition to our leadership team to continue to drive this culture," Sampson said.

Said Hays, "The heritage of Jewel-Osco and the Chicagoland community is rich and diverse, and I am excited to be a part of growing our amazing brand. Jewel-Osco has 114 years of history that

Continued on **PAGE 38**



■ PETE WILLIAMS

## Kroger's Pete Williams Retires

The Kroger Co. Senior Vice President Robert (Pete) Williams has retired after 37 years with the company. Upon graduating from the University of Mississippi, Williams began his Kroger career in 1977 as a management trainee in Memphis, TN, with the company's Delta division. Beginning in 1978 he held a variety of human resources leadership roles, working his way up to serve as director of labor relations at the company's general office in 1987. He moved back to Atlanta three years later, where he spent the next several years serving as vice president of operations and vice president of merchandising, before being promoted to president of Kroger's Mid-Atlantic division in 1998. Williams has served in his current role since 2007.

At the time of his retirement, he led seven supermarket divisions.

"Throughout his extraordinary career, Pete's leadership has reflected his passion for our associates, customers and local communities. He has been a tremendous asset to our company and will be missed," said Mike Ellis, Kroger's president and chief operating officer. "Whether developing associates and fostering career paths for many people within the company, or influencing Kroger to improve the customer experience, Pete led with a contagious enthusiasm and steady presence. We thank Pete for his many years of dedicated service and wish him and his wife, Jennifer, the very best in retirement."

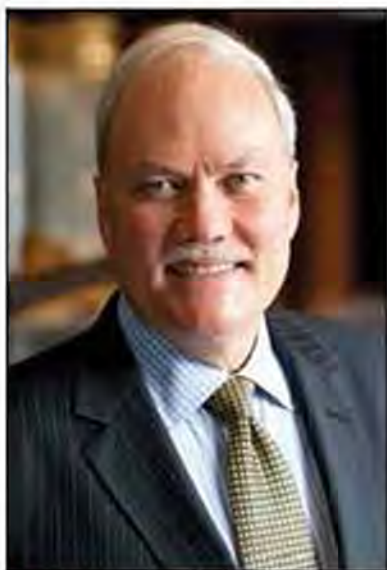
## Bacardi Ltd. CEO Leaves Company

The Board of Directors of Bacardi Limited have announced the departure of president and chief executive officer Ed Shirley. Shirley expressed his plans to return to retirement after a successful 36-year career.

Michael J. Dolan has been named interim CEO and will serve until a successor is appointed. Following this announcement, the executive leadership team will report to Facundo L. Bacardi, the company's chairman, and a fifth-generation member of the Bacardi family.

"Ed leaves Bacardi a stronger organization from his dedication to the Company and its brands," said Mr. Bacardi. "We thank Ed for his commitment and passion to Bacardi and we all wish him well."

During his tenure with Bacardi Limited, Shirley helped reignite the Company's global marketing with new campaigns for Bacardi rum, Dewar's Blended Scotch whisky, Grey Goose vodka and Martini vermouth and Italian sparkling wines. Also during his time with Bacardi, the Company acquired one of the hottest new brands in the industry with the addition of St-Germain elderflower liqueur to the Bacardi portfolio of premium spirits.



■ ED SHIRLEY

## PriceRite Comes to New Jersey

PriceRite will expand its offering into New Jersey and has begun construction on its newest location, scheduled to open in Garfield this summer. While PriceRite stores have traditionally been a corporately owned brand, this new location will be owned by In-serra PriceRites, a family business which also owns and operates 22 ShopRite stores in New Jersey and New York.

With more 50 PriceRite locations throughout the Northeast, the PriceRite of Garfield will be the first in New Jersey. Located at 59 Outwater Lane, the 41,000 sq. ft. state-of-the-art store will bring nearly 100 full- and part-time jobs to the community.

PriceRite's mission is to provide customers with a "clean, fresh, and friendly" shopping experience every day. Also known for its unmatched value, PriceRite

offers customers the same quality foods as traditional supermarkets at about half the price and with the convenience of warehouse club-style shopping without the membership fees or bulk-buying requirements.

PriceRite employs a self service format that includes fresh produce delivered daily; packaged meats; baked goods; a variety of private label and national grocery brands; as well as dairy and frozen food products.

The new store will also feature

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## TODAY'S GROCER

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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

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## Dale vacaciones a tu hamburguesa de siempre

Prueba esta deliciosa versión de la clásica hamburguesa enriquecida con el sabor ahumado de los Chiles Chipotles Adobados GOYA.

### Hamburguesa Chipotle

Rinde 6 porciones. Tiempo de preparación: 15 min. Tiempo total: 30 min.

#### Ingredientes

1/4 de taza de Mayonesa GOYA®  
 1 lata (12 oz.) de Chiles Chipotles Adobados GOYA®  
 (1 chile chipotle finamente picado) más 1/4 de  
 taza de la salsa  
 3 cdas. de Ajo Picado GOYA®, dividido  
 1 cda. de cilantro fresco finamente picado  
 Adobo GOYA®, al gusto  
 2 libras de carne de res molida (80% magra)  
 1 cda. de Aceite Vegetal GOYA®  
 6 rebanadas de queso cheddar  
 6 panes para hamburguesa  
 6 rebanadas de cebolla roja de 1/4"  
 6 rodajas de tomate de 1/2"  
 6 hojas de lechuga

#### Instrucciones

1. En un tazón, mezcle la mayonesa, 1 cda. de salsa de chipotle, 1 cda. de ajo, el cilantro y el Adobo.
2. En un tazón, mezcle suavemente la carne de res, el chipotle picado, 3 cdas. de salsa chipotle, el ajo restante y el Adobo. Divida la carne en 6 porciones y forme la hamburguesa con 1" de grosor aproximadamente.
3. Prepare la parrilla a fuego medio-alto. Engrase con aceite y cocine las hamburguesas, volteándolas una vez, hasta que se asen a su gusto (unos 12 minutos para término medio). Agregue el queso a la carne, unos 5 minutos antes de quitarla de la parrilla.
4. Para armar la hamburguesa, empiece con el pan; encima ponga una rodaja de cebolla, una rebanada de tomate, lechuga y pan, esparza la mayonesa de chipotle.



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# 4 Grocery



## Black Diamond Caviar Ups the Ante with Two New Luxury Caviar Products

Leading domestic black caviar producer Black Diamond Caviar recently increased its luxury options with the addition of two new products, Kaluga Schrenckii and a Connoisseur Sampler, to its caviar online store.

The first addition, Kaluga Schrenckii, is an exotic addition harvested from two highly regarded species of sturgeon. These sturgeons are farm raised in Asia on the border between Russia and China, very close to their place of origin in the Amur River. This highly sought-after caviar is olive-grey in color and has an incredible mouth pop.

The second addition is the Connoisseur Sampler, a wonderful way to discover the elegance and variety of American caviar production. With sample sizes of bowfin caviar, hackleback caviar, paddlefish and salmon roe, one can enjoy some of the best caviar products produced in the United States. The Connoisseur Sampler includes everything one needs to enjoy the caviar, including a Mother of Pearl caviar spoon, blinis and creme fraiche.

For those who want to begin with fewer options, Black Diamond Caviar has also created a basic Caviar Sampler and a Caviar Sampler Deluxe.

"We believe that sustainably produced caviar can be both ethical and luxurious, something that cannot be said of traditional caviar. With the addition of our new Kaluga Schrenckii and Connoisseur Sampler we hope to bring another level of sophistication to the growing American caviar market. With over three decades in this industry, we have seen the demand for fine sustainable caviar skyrocket. Given the current problems that persist with overfishing of sturgeon, I expect the desire for ethical caviar to only increase in the future," said owner Raymond Mizrahi.



## Hershey Debuts Line of Sweet, Creamy Hershey's Spreads

The Hershey Company has launched Hershey's Spreads, a new line of chocolate spreads. Inspired by Hershey's pure chocolate flavor, the creamy, rich spreads will be available in three varieties: Chocolate, Chocolate with Almond and Chocolate with Hazelnut.

Dating back to 1894, The Hershey Company has a legacy of creating chocolate experiences, from the iconic Hershey's Milk Chocolate Bar to Hershey's Syrup and Hershey's Cocoa. Hershey's Spreads will continue this legacy with the introduction of chocolate spreads that can turn any food into a unique chocolate snacking experience. Hershey's Spreads deliver genuine Hershey's chocolate flavor to any food, anytime, anywhere.

"The average American snacks more than two times a day and what better way to transform everyday snacks into delicious treats, than with the genuine chocolate flavor that only Hershey can deliver," said Anna Lingeris, spokesperson, The Hershey Company.

Hershey's Spreads will make everything delicious through seemingly endless pairing possibilities. Whether pairing with traditional selections such as graham crackers, strawberries or bananas, or more adventurous pairings like celery, pineapple or pickles, Hershey's Spreads is the ultimate snack enhancer.

Hershey's Spreads are now available nationwide in 13oz jars that retail for \$3.79. The new product will be supported by a robust integrated marketing campaign that began in the fourth quarter of 2013 and will continue through 2014.

## Get Ready to GLOW

### BIC Debuts Newest Addition to Soleil Portfolio of Razors

Warmer weather is right around the corner, and women everywhere can flaunt their beach-ready legs thanks to the newest addition to the BIC Soleil portfolio of razors, BIC Soleil Glow.

"What's unique about Soleil Glow is the Comfort Shield head, which evenly distributes pressure and glides over the skin to provide a silky, smooth shave," said Linda Palladino, Senior Brand Manager - Women's Shavers, BIC Consumer Products USA. "This helps protect the skin from irritation, which, along with glide, is one of the most important attributes for women when selecting a razor."

In addition, BIC Soleil Glow offers: Three flexible blades that individually adjust to curves, lubricating strips with Vitamin E and Aloe to pamper skin, pivoting head and rubber grip for ultimate comfort, and three pastel colored handles in every pack.

BIC Soleil Glow has a suggested retail price of \$6.97 for a package of three triple-blade razors.



## Saucy Mama Debuts Three New Wings Sauce Flavors



It's time to give those traditional chicken wings a makeover. Barhyte Specialty Foods has released three new wing sauce flavors under its signature Saucy Mama brand. These unique flavors - including Honey Barbecue Wing Sauce, Jamaican Jerk Wing Sauce and Orange Habanero Wing Sauce are sure to produce some "wow" inducing reactions from even the most experienced wing fanatic.

"Although we categorize these products as wing sauces, and they definitely do make delicious chicken wings, these condiments also work in so many different dishes," explains Suzie "Saucy Mama" Barhyte, head of product development. "Their versatility is truly amazing, and we want people to have fun experimenting with Saucy Mama Wing Sauces in different recipes! There are no rules."

Saucy Mama's Jamaican Jerk Wing Sauce works well as a marinade for pork tenderloin, while the unique Orange Habanero Wing Sauce adds zing to any dish. Suzie suggests roasting carrot sticks dotted with butter and tossed with the Orange Habanero sauce for a spicy sweet side dish.

All three new wing sauces, along with the company's original classics, are available for sale at select gourmet specialty stores, as well as online at Barhyte.com (MSRP: \$6.00/12 oz.).

## Taste the Crunchy Side of Oatmeal

### Quaker Warm & Crunchy Granola

Quaker Oats invites families to taste the crunchy side of oatmeal by introducing a delicious new breakfast option: Warm & Crunchy Granola. The first-of-its kind hot cereal delivers both the wholesome goodness of Quaker Oatmeal and the satisfying crunch of multigrain granola for an exciting new way to help start the day with good energy. When heated with milk, the specially baked granola clusters maintain their crunch and flavors - a hearty combination of nuts, spice and/or fruit that the whole family will love.

Warm & Crunchy Granola is available nationwide in three tasty flavors that each offer at least as much fiber and whole grain as a serving of traditional Instant Quaker Oatmeal, with 4 grams fiber and 32 grams of whole grains (1).

- **HONEY ALMOND:** delicious clusters of multigrain granola mixed with the sweet and nutty flavors of honey and almonds.
- **APPLE CINNAMON:** multigrain granola clusters with real pieces of apple and the perfect touch of cinnamon.
- **CRANBERRY ALMOND:** the perfectly sweet taste of cranberries and the nutty flavor of almonds paired with hearty clusters of multigrain. Simply add milk and microwave for 25 seconds.

Each box contains eight packages of Quaker Warm & Crunchy Granola and has a suggested retail price of \$3.99.



## Cape Cod Launches Ridiculously Good Popcorn



Fresh from the home of ridiculously good chips, a delicious new product is popping up in the snack aisle -- Cape Cod® Popcorn. With 40 calories or less per cup, Cape Cod's new Sea Salt and Kettle Corn popcorn varieties are ideal for those looking for better-for-you snacks that don't sacrifice on flavor.

In addition to the two new guilt-free flavors, Cape Cod is re-introducing the brand's previously retired White Cheddar variety. All three ready-made popcorn products will retail for \$3.49.

- **SEA SALT:** With only 35 calories per cup, this guilt-free snack is dusted with a sprinkling of sea salt.
- **KETTLE CORN:** This lightly sweetened kettle-cooked popcorn provides snacking satisfaction, with only 40 calories per cup.
- **WHITE CHEDDAR:** Back by popular demand, fluffy popcorn is sprinkled with deliciously sharp white cheddar for a truly mouth-watering snack.

In addition to being low in calories, the Sea Salt and Kettle Corn flavors are also Certified Gluten-Free by the GFCO.

"We know that Cape Cod consumers love our better-for-you snacks that don't compromise on taste, and they are going to love these new guilt-free popcorn varieties," said Faith Atwood, Marketing Manager, Cape Cod Potato Chips. "We're also very excited to let fans know that we've heard their requests to bring back our White Cheddar popcorn."





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# 6 Produce

## The Produce Mom Welcomes Viva Tierra Organic to Family of Produce Partners



■ **THE PRODUCE MOM**, launched in January 2012, is the official blog and consumer brand of Indianapolis Fruit Company. The blog is authored by marketing manager, Lori Taylor. She is also a wife and mother of two. The Produce Mom blog is based on Lori's professional and personal life and is a source of industry knowledge that offers a candid, relevant tone.

Taylor continued, "It's important to note that Viva Tierra offers organically grown apples, pears and onions all year long. They also distribute seasonal items, such as kiwis, peaches, plums, nectarines and Asian pears."

Viva Tierra and The Produce Mom will work together to provide consumers with resources about how to select, store and serve fresh produce.

The Produce Mom has announced the addition of Viva Tierra Organic to her family of trusted produce partners. Viva Tierra is a leading brand of certified organic fresh fruits and vegetables that distributes to wholesalers, retailers and processors throughout North America and overseas.

"We're thrilled to partner with The Produce Mom. We really admire the work Lori has done to reach out to consumers to promote fresh produce choices and healthy eating, especially for moms and kids," said Addie Pobst, Organic Integrity & Logistics Coordinator for Viva Tierra.

"I'm so proud to be able to welcome Viva Tierra Organic to the family. Viva Tierra is credited as one of the first suppliers to provide the United States with organic apples and pears year-round. Their goal is to distribute organically grown products at optimum prices and superior quality," said Lori Taylor, The Produce Mom.

## Del Campo Debuts High Flavor t'mates Cocktail Tomato

After reaching commercial production volume, Del Campo Supreme is now offering its t'mates brand cocktail tomatoes.

Known for their well-balanced tomato taste and deep crimson color, Del Campo has the exclusivity to grow and market this variety in North America. This tomato was developed by the seed company Enza Zaden and is already widely accepted in Europe.

t'mates, part of the Tomazur family of tomatoes, have been extensively tested and have consistently outperformed other cluster tomatoes with consistent size, color, brix and PH. These tomatoes are also known for their firm texture and improved shelf life and were voted "Best Tomato On-The-Vine" in Spain in 2012. Consumers agree, t'mates have also been the preferred cluster tomato in blind taste tests.

Guillermo Martinez, General Manager of Del Campo commented, "In the tomato industry we became very good at growing tomatoes and we forgot about taste. Consumers told us they wanted great tomatoes that tasted like real tomatoes – and we know that t'mates answer that charge. We believe that high flavor tomatoes are a priority for continued category growth."

"With consumers becoming more engaged with where their food comes from, how it's grown and if it meets their needs for flavor and quality – the time is right for t'mates" remarked Martinez.



■ **T'MATES** have year-round availability and are uniquely packed in a recyclable cardboard container that highlights Del Campo's culture and social responsibility efforts, as the tagline says: "Good People, Friendly Farming." Each consumer pack is 11.5 ounces and contains a cluster of on-the-vine tomatoes packed in a 10 count master case.

### ■ Ten Years in the Making:

## Ultimate Honeycrisp Ready for Big Sales

Key retailers and their quality conscious apple customers now have a first chance to get their hands on this spring's ultimate Honeycrisp apple. Available from Honeybear Marketing, a division of Wescott Agri Products, the Chilean Honeycrisp is the result of almost ten years of meticulous planning and fastidious quality growing efforts in the carefully selected Southern Hemisphere microclimate.

Available only at Honeybear retail partners, the new Chilean Honeycrisp crop represent the largest ever import of the variety into the United States to satisfy booming consumer demand. Wescott Agri Products and Honeybear Marketing was granted the exclusive production and commercialization rights for the Chilean Honeycrisp by the University of Minnesota, developer and owner of the original variety.

"We first began giving our retail partners and their customers a little annual taste of this amazing fresh crop of Honeycrisp in 2011 and spring/summer demand has been growing phenomenally ever since then," says Don Roper, Vice President of Honeybear Marketing. "By growing Honeycrisp in both North and South America, we are able to provide a year round 'fresh crop' supply assurance program for our retail partners and their customers. As key retailers know, and consumers are now learning, the late storage domestic Honeycrisp loses both pressure and flavor by this time of year resulting in just an average eating experience. Our 'fresh picked' crop from the best growing location in Chile can now provide that harvest-fresh flavor everyone has come to expect and demand from this high quality apple."

"We take a lot of pride in the efforts we make to identify and develop new varieties for our retail partners and their consumers. By focusing our energies on developing varieties with great flavor and a rich eating experience, we are able to bring excitement and growth to the apple category," says Fred Wescott, President of Wescott Agri Products. "We then grow these varieties in ideal microclimates enabling us to provide a wonderful product and eating experience for consumers. That is the expectation our partners and consumers should have, and to do anything less is not Honeybear."



## Pioneer Growers Launches Two New Packaged Sweet Corn Products



Pioneer Growers has launched two new innovative packaged sweet corn products providing consumers with more convenience and value-added options in-store. This includes a tray package with 8 ears of corn sold in a 10-count case instead of the 12-count industry standard and a grab-and-go microwavable bag package. Both products feature the Green Giant Brand.

"We developed the 10-count case to assist retailers in reducing shrink," stated Jon Browder, Pioneer sales manager. "Most com-

panies offer 12 trays per case but we felt the reduced size would provide retailers with both cost savings and increased value." The new 10-count case is available with yellow, white and bi-color sweet corn varieties.

The grab-and-go-designed bags hold 12 corn cobs per consumer package. Each cob is individually wrapped in steam-fresh microwavable bags. The 30-ounce Green Giant-branded re-sealable bags are available in a 6 count carton. "This type of package is the first of its kind available for sweet corn," stated Browder. "This not only provides consumers with options for single-serving sizes but the microwavable packaging provides a convenient solution for fresh prepared corn in minutes." Both products are currently shipping through July 4<sup>th</sup>.

As part of the Green Giant program, both products will also feature the Box Tops for Education coupon. This fundraising program is one of the nation's largest school loyalty programs with over 90,000 K-8 schools participating nationwide. Each Box Tops coupon is worth 10¢ and schools can use their Box Tops cash to buy whatever they need most, from books to field trips to playgrounds. So far, America's schools have earned over \$525 million from Box Tops.



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## According to Market Force Study

# Trader Joe's is Consumers' Favorite Grocery Store for Second Year

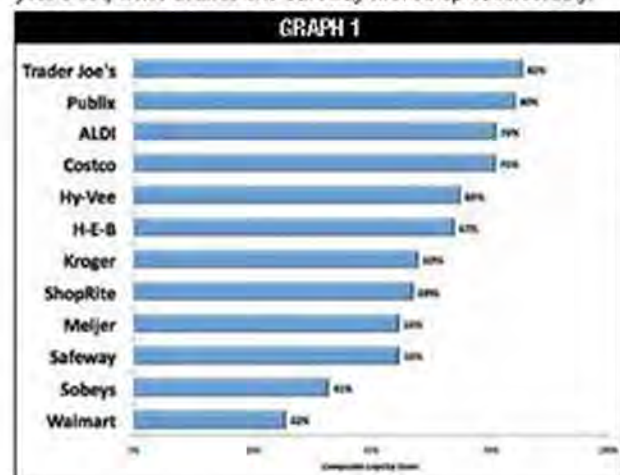
ALDI is low-price leader, Publix wins on service

Trader Joe's continues to deliver a grocery experience that leaves shoppers wanting more. A study of more than 6,200 consumers by Market Force Information, a leader in customer intelligence solutions, found that Trader Joe's is North America's favorite grocery retailer based on satisfaction. Publix and ALDI were ranked second and third. All three were lauded for their courteous and fast service, as well as the quality of their private-label brands.

The study was designed to uncover the grocers that shoppers frequent most often, which chains excel in customer satisfaction, and why they prefer one to another. For the rankings, Market Force asked participants to rate their satisfaction with their most recent grocery shopping experience and their likelihood to refer that grocer. The results were averaged to attain a Composite Loyalty Score, which reveals the intersection between overall satisfaction and the likelihood of recommending a store to others.

### TRADER JOE'S A TWO-TIME FAVORITE

Trader Joe's took the No. 1 spot out of the 12 grocery chains studied, with a score of 82%, and was trailed by Publix with 80%. ALDI, Costco and Hy-Vee rounded out the top five. (See Graph 1.) This is the second year in a row that Trader Joe's ranked first and Publix ranked second. Whole Foods and Wegman's, which made it into the top five in the 2013 study, scored well, but failed to garner enough votes to earn a top spot on this year's list, while brands like Safeway moved up considerably.



With its quirky branding, unique private-label products such as Speculoos Cookie Butter and Green Tea Mints, and a constantly rotating array of merchandise, Trader Joe's has amassed a loyal following of shoppers looking for an unconventional grocery shopping experience with a neighborhood feel. The national chain is regularly recognized for delivering a level of customer service and satisfaction that exceeds expectations.

### PUBLIC RATES PUBLIX HIGHEST FOR ATMOSPHERE, SPEEDY CHECKOUTS

Market Force discovered what sets the leading grocery brands apart from the pack, as well as potential areas for industry differentiation, by looking at why shoppers spend the majority of their grocery dollars at one store over another. Publix and Trader Joe's scored highest in many of the operational attributes that matter most to consumers, including courteous service, fast checkouts and inviting atmosphere. ALDI was the clear leader in low prices, ShopRite received the highest marks

for its sales and promotions, and Walmart was lauded for offering a one-stop shopping experience. Hy-Vee and H-E-B also ranked in the top five of many of the categories. (See Graph 2.)

Marketing officer for Market Force. "We've found that delighted customers are three times more likely to recommend a grocery store than those who had just an OK experience. This tells us

Low Prices	Good Sales and Promotions	Courteous Service	Fast Checkouts	One-Stop Shopping	Inviting Atmosphere
ALDI 95%	ShopRite 71%	Publix 74%	Publix 47%	Walmart 68%	Publix 53%
Costco 75%	Publix 70%	Trader Joe's 72%	Kroger 43%	Meijer 56%	Trader Joe's 51%
Walmart 74%	Meijer 68%	Hy-Vee 60%	ALDI 41%	Costco 37%	Sobeys 28%
Trader Joe's 67%	Hy-Vee 67%	H-E-B 48%	Trader Joe's 40%	ShopRite 36%	Hy-Vee 26%
ShopRite 66%	Kroger 63%	ALDI 43%	H-E-B 35%	H-E-B 35%	Safeway 24%

### COSTCO'S MEAT IS CUT ABOVE WITH SHOPPERS

Market Force also looked at consumer preferences across categories such as produce, meat and private-label products. Costco, the nation's largest retail seller of Prime and Choice beef, trumped Publix and H-E-B for highest-quality meat. Publix won on offering the highest-quality produce, with H-E-B a close second. Trader Joe's dominated in categories related to healthy food and nutrition. It scored an 83% for its natural and organic food choice, far ahead of Publix with 31%. It also led by a wide margin in providing nutrition and health information and instituting sustainable policies. The honors for best private-label brand products also went to Trader Joe's, followed by ALDI and H-E-B.

### CHAINS MOST FREQUENTED BY REGION

On a national basis, shoppers reported spending more money grocery shopping at Walmart than any other chain. However, because Walmart has thousands of locations in North America and some of the other brands have fewer than 100, Market Force drilled down to identify the four most popular grocers in each region. Walmart led in all regions, except for the Northeast where ShopRite was a strong favorite. Publix was the second-favorite in the South, Kroger in the Midwest, Safeway in the West and Sobeys in Canada.

- NATIONALLY – Walmart, Kroger, Publix, ALDI
- NORTHEAST – ShopRite, Walmart, Stop & Shop, GIANT
- SOUTH – Walmart, Publix, Kroger, H-E-B
- MIDWEST – Walmart, Kroger, Hy-Vee, ALDI
- WEST – Walmart, Safeway, Costco, WinCo Foods
- CANADA – Walmart, Sobeys, Loblaws, No Frills

### SATISFACTION NOT GUARANTEED

Consumers were also asked to rate their customer experience during their most recent grocery shopping trip and while 50% said they were delighted, the remainder rated their experience either just OK or bad. This could point to a missed opportunity for grocery brands that are failing to capitalize on their operational expenditures or to foster customer loyalty.

"Competition is fierce and growing in the grocery sector with regional players going national and national players moving toward neighborhood market concepts. It's only getting more difficult to attract and keep customers, and being adequate is no longer good enough," said Janet Eden-Harris, chief mar-

keting officer for Market Force. "We've found that delighted customers are three times more likely to recommend a grocery store than those who had just an OK experience. This tells us

that chains that truly wow their customers on their first visit can establish brand advocates who go on to recommend the grocer to friends and family." Of those who reported dissatisfaction, the most common reasons given were long checkout times (cited by 46%), inability to find the products they want (32%), the produce quality was lacking (16%), poor service by floor associates (15%) and poor service by cashier (15%).

### WHAT'S TRENDING – BUYING LOCAL, NON-GMO, PREPARED MEALS

Local food sourcing is of increased interest and importance to shoppers, based on Market Force's study findings. More than half (59%) said that local sourcing of meat, produce and dairy products is important or very important, and 65% are more likely to buy these products if they're locally sourced. What's more, one-third of respondents reported that they buy at least a quarter of their produce from farmer's markets in their area.

Organic foods continue to gain in traction, and the most prevalent organic products purchased are produce, meat, dairy, snacks and cereal. The main reasons given for purchasing organic were better nutritional value, better quality and absence of genetically modified organisms (GMOs).

Although GMOs have been prominent in the news, half of those surveyed have little-to-no familiarity with this breed of food – 38% indicated they're unfamiliar with them, compared with 13% who said they're very familiar with them. Of those who indicated they're very familiar with GMOs, 69% expressed a concern about their use.

Market Force also found that consumers are increasingly buying prepared meals for all occasions – 34% said they often buy them for themselves, 29% said they purchase them for a group and 37% said both. Convenience was by far the driving factor behind prepared-meal purchases, followed by those who said they buy them as an alternative to dining out, and for value/food quality.

A trend that doesn't seem to be gaining much steam is online ordering. Eighty-eight percent said they have never ordered groceries online (just 12% have), and 67% indicated that they have no interest in ordering them via the Internet in the future.

\*Regional findings were more splintered across grocery chains, so the results could be considered slightly less precise.

## Ahold USA Names Amy Hahn Sr. V.P. of Marketing



AMY HAHN

Ahold USA announced that Amy Hahn has been appointed to the newly-created position of senior vice president of marketing. In this role, which will be based in Carlisle, PA Hahn will lead and drive critical initiatives of strategic marketing, market insights & analytics, advertising, promotion, brand development, corporate communications, innovation, digital strategy and execution. She will also be responsible for developing digital retailing and loyalty plans.

Hahn joins Ahold USA after more than 20 years with The Hershey Company where she established a reputation for driving revenue and profitability through innovation in strategy, product development, merchandising, marketing and category management. She began her career with Hershey in engineering and supply chain, moving into progressively responsible positions in brand management and product merchandising. Hahn also led the revitalization of Hershey's e-commerce and web business. Most recently, she served as the global vice president/general manager for direct retail & licensing where she led a 700 person cross-functional team, expanding Hershey's presence across North America, Asia and the Middle East. Hahn holds an M.B.A. and B.S. in mechanical engineering from The Pennsylvania State University.

"Amy brings a wealth of retail marketing experience to her new role with Ahold USA and will be utilizing her expertise to drive the voice of the consumer throughout all of our communications and loyalty initiatives," said Jan van Dam, executive vice president, marketing, supply chain and e-commerce.

## Tom Lenkevich Named President of Giant/Martin's



TOM LENKEVICH

Ahold USA announced that Tom Lenkevich has joined the Giant/Martin's division as president, reporting to Bhavdeep Singh, executive vice president, operations, Ahold USA. Singh recently served in the role of Giant/Martin's division president on an interim basis following Rick Herring's retirement.

Lenkevich will manage all aspects of the division, with responsibility for Giant/Martin's sales, operating profits, organization and people. The Giant/Martin's division, headquartered in Carlisle, PA, operates nearly 200 supermarkets in Pennsylvania, Maryland, Virginia and West Virginia under the banners of Giant Food Stores and Martin's Food Markets. The division employs approximately 31,000 associates.

Lenkevich comes to Giant/Martin's with a strong record of retail experience, most recently with Save-A-Lot Food Stores as chief operating officer, senior vice president of retail operations. While at Save-A-Lot, he was responsible for all aspects of retail operations, merchandising/marketing and procurement for this national and international chain of corporate and licensed stores. Lenkevich has held a number of leadership positions of progressive responsibility with other large retailers as well, including: market director for Meijer, Inc.; divisional vice president of operations and vice president, merchandising and sales for A&P as well as several other positions of leadership in functions across the retail business. He began his retail career working his way through college as a clerk at Pantry Pride in Central Pennsylvania.

"Tom's decades of grocery experience combined with his Central Pennsylvanian roots makes him a great addition to the Giant/Martin's division and the Ahold USA leadership team," said James McCann, chief operating officer, Ahold USA. "In addition to leading the division, Tom will be driving activities to achieve sales results and working with the GIANT/MARTIN'S team to preserve the heritage of the local brand while at the same time reshaping retail with a strong focus on reinvesting in value and quality, and offering customers an omnichannel shopping experience to meet their needs both today and in the future."

Lenkevich was raised in New Cumberland, PA, and has strong ties to the area. He is also a graduate of The Pennsylvania State University.



## 8 Meat



## Butterball Heats Up Cookouts With New Every Day Turkey Burger Flavors

Butterball has introduced two new turkey burger options to pump up the flavor at cookouts. New Butterball Every Day All Natural White Turkey Burgers and Cheddar Turkey Burgers bring great tasting flavor and better-for-you options to Butterball's already popular line of Every Day Turkey Burgers, including Sweet Onion and Original Seasoned flavors.

"We originally introduced Butterball turkey burgers to address a consumer need for healthy turkey burgers with a great taste and a quality eating experience, and we continue to expand the product line to enhance family mealtime," says Natalie Thompson, brand manager of frozen, fresh, and seasonal products for Butterball. "The introduction of two new turkey burgers brings more healthy options to the table for everyone in the family."

Butterball's All Natural White Turkey Burgers are the right size, each a quarter-pound, for those wanting a nutritious yet still satisfying burger. These low calorie, lean white meat turkey burgers are seasoned with sea salt, making them low in sodium and a great value with eight quarter-pound burgers in each package. Butterball's Cheddar Turkey Burgers combine the perfect mix of indulgence and robust flavor while still providing a better-for-you option. These burgers come packaged with six one-third pound patties, and have 70 percent less fat than beef. Both varieties are ready to go straight from the freezer to the grill — no seasoning necessary.

Both products are available nationwide with prices ranging from \$8.49 - \$9.49.

## EVOK Polystyrene Foam Trays Hit the Market with Exceldor

Cascades and Exceldor have announced that most of Exceldor's line of fresh products is now available in EVOK packaging from Cascades. Made from 25% recycled material, EVOK is the first polystyrene foam food tray (XPS) in North America to contain recycled material and to be found on grocery shelves. Exceldor has been using EVOK products since February 2014.

The EVOK trays are designed for packaging meats, poultry, fish and seafood, as well as fresh fruit and vegetables. This innovation from Cascades is one of several that aims to reduce our environmental impact. In addition to being innovative and eco-friendly, the product has achieved a UL Environment claim validation for its recycled content. The recycled material used to make EVOK trays is also approved by the Food and Drug Administration (FDA) and the Canadian Food Inspection Agency (CFIA).

Exceldor, a major poultry processor in Québec, has chosen to use EVOK packaging for all of its polystyrene foam-packaged products. Like Cascades, Exceldor is committed to offering consumers top quality products while promoting responsible consumption. Choosing the right type of packaging is part of this commitment. Simply by opting for EVOK, Exceldor is reducing its environmental impact. "We are very proud to be using the new EVOK trays from Cascades. At Exceldor, we always strive to do more, and our commitment to the environment is no exception. It was only natural for Exceldor to choose EVOK packaging, and to offer a responsible alternative to our customers," said Isabelle Drouin, Vice-President of Communications and Marketing at Exceldor.

In addition to offering food packaging that is just as efficient as traditional polystyrene foam trays, the substitution of a portion of the virgin material with recycled content has reduced the environmental impact of this type of packaging. "By incorporating 25% of recycled polystyrene into our products, we have reduced greenhouse gas emissions (GHGs) by 20% compared with our traditional polystyrene foam trays," explained Luc Langerin, President and Chief Operating Officer of Cascades Specialty Products Group.



## Gold'n Plump Offers All Natural Boneless Skinless Chicken Breast Portions

New Product Gives Retailers a Value-Driven Option



Gold'n Plump, a brand of all natural chicken from GNP Company recently launched Boneless Skinless Chicken Breast Portions. The highly trimmed portions of 100 percent breast meat offer retailers a multi-use chicken product that adds value and convenience for their customers.

Great for pastas, stir-fries, casseroles and wraps, Gold'n Plump Boneless Skinless Chicken Breast Portions are ready for endless recipe options that call for diced, cubed or strips of chicken. Boneless Skinless Chicken Breast Portions carry the Gold'n Plump all natural label and contain no artificial ingredients, preservatives or added hormones. This new Gold'n Plump product is packaged in recipe-ready 16 oz. trays, carries a suggested retail price of \$4.99, and is now being distributed nationwide.

"Gold'n Plump Boneless Skinless Chicken Breast Portions provide convenient, recipe-ready options for consumers," said Rory Biding, Gold'n Plump brand advocacy and marketing manager for GNP Company. "Approximately 40 percent of chicken recipes on popular websites require chopping, dicing or some other form of further cutting. The new chicken breast portions will reduce a consumer's preparation time and provide retailers with a value-driven option."

GNP Company is also providing marketing support for the product with point-of-sale shelf-talker materials and couponing.

## The Beef Checkoff Launches Online Community for Popular Training Program

Beef University Boosts Foodservice and Retail Professionals' Beef Knowledge

The Beef Checkoff Program recently unveiled a new web-based platform for its popular training program, Beef University. For nearly a decade, foodservice and retail professionals have relied on checkoff training tools to educate staff on how beef is brought to market, from farm to fork.

Beef University educates retailers and foodservice operators on all facets of beef from production and product quality to marketing and merchandising. Downloadable tools include PowerPoint presentations, fact sheets and videos; all of which can be used for self-directed education or part of a customized training session facilitated by Beef Checkoff staff or utilized within a company's training program.

"Retail and foodservice operators have a direct connection with the people that consume the beef raised by my family and the entire beef community, and so it's important that we share the knowledge and insights on the care that goes into raising America's favorite high-quality protein," said Sid Viebrock, a beef producer from Washington and chairman of the checkoff's Value Subcommittee. "Because of this, we saw an opportunity to create a forum for increased engagement with those who are on the front lines serving and selling beef every day."

The online community enables users to directly connect with beef subject matter experts and share feedback on resources, express interest in additional education needs and more. To explore the fully-customizable and free resources, become a member of the Beef U online community at [www.BeefRetail.org/BeefUniversity.aspx](http://www.BeefRetail.org/BeefUniversity.aspx) or [www.BeefFoodservice.com/BeefUniversity.aspx](http://www.BeefFoodservice.com/BeefUniversity.aspx).



## Jimmy Dean Launches New Better-For-You Fully Cooked Delights Chicken Sausage Offerings

The Jimmy Dean brand has introduced the first-fully cooked links and patties from the Delights by Jimmy Dean product line. Joining the better-for-you portfolio are four new flavor-packed chicken sausage varieties, Applewood Smoke Chicken Sausage Links and Patties, Chorizo Chicken Sausage Links, and Maple & Brown Sugar Chicken Sausage Patties.

The new Delights by Jimmy Dean Fully Cooked Chicken Sausage Links and Patties help meet the needs of consumers seeking out better-for-you breakfast options with protein to start the day. Made with 100 percent chicken sausage and containing 10 grams of protein and less than 130 calories per serving, the new links and patties offer a better-for-you option that's both convenient and tasty. The perfect option to enjoy alongside eggs or on a sandwich, the new fully cooked links and patties are ready in minutes, either heated in the microwave or the skillet, providing easy preparation and clean-up that's ideal for busy mornings.

The new items are sold in the refrigerated meat section of grocery stores nationwide and retail for \$4.79 each.



# 7-Eleven Revs Up Sales in Motor City

## Opens Downtown Detroit Store

More than 40 years since opening its first Detroit store and 11 since closing its last, 7-Eleven, Inc. is bringing back its brand of convenience retailing to the Motor City. Detroit native and new 7-Eleven franchisee Robert Taylor celebrated the grand opening of his new store at 2660 E. Jefferson Ave. on Saturday, April 5.

The grand-opening event brought music, sampling, discounted food and beverages, coupon giveaways and prizes to customers who visited the Rivertown District store. In addition to the three-hour party, Taylor invited his neighbors to toast the new store with one of his favorite 7-Eleven products, Slurpee frozen carbonated beverages.

The new Detroit 7-Eleven store may be a little different from the ones that residents remember from the 1980s and 1990s. Hot pizza, taquitos, chicken tenders and wings, introduced in stores more recently, are popular items among visitors to the neighborhood store, which opened its doors February 17. Fresh-baked doughnuts and cookies, sandwiches, salads and fresh-cut fruit also are available. Value pricing for the doughnuts, two for \$1, and a large, hot pizza at \$5.55, have made both items big sellers. "I'm selling pizza and doughnuts like you wouldn't believe!" Taylor said.

Of course, it wouldn't be a 7-Eleven store without Slurpee frozen carbonated drinks and Big Bite hot dogs, two of the retailers' most iconic products. Taylor said Coney-style hot dogs are big in his hometown, and people like the free chili, cheese and condiment bar to customize their Big Bite hot dogs.

The greater Detroit metropolitan area is considered the Slurpee capital of the U.S. because of the frozen drink's popularity with local citizens, a fact not lost on the retailer. 7-Eleven has created a Vernor's Ginger Ale Slurpee flavor that is only available in its Michigan stores.

With two high schools within walking distance, Taylor said students stop by the store before school for breakfast or a hot drink and after school for Slurpee drinks and snacks.

"Students are a big part of my business," Taylor said, "and I want them to feel safe and welcome here. I definitely see a big rush when school lets out. I have two entrances into my store, and they're coming in both of them."

The store includes a workstation for Detroit police officers to use while in the neighborhood, a fact that is communicated on signage on the store's doors. "The workstation is a great asset, not only for the store,



More than 40 years since opening its first Detroit store and 11 since closing its last, 7-Eleven, Inc. is bringing back its brand of convenience retailing to the Motor City. Detroit native and new 7-Eleven franchisee Robert Taylor celebrated the grand opening of his new store at 2660 E. Jefferson Ave. on Saturday, April 5.



Lisa Howze, Detroit Mayor Mike Duggan's Chief of Staff presents a city certificate to 7-Eleven franchisee Robert Taylor in honor of the grand opening of his new store.

but also for the neighborhood," Taylor said, "it makes everyone feel more comfortable."

Taylor is no newcomer to the fresh foods business. Before acquiring his 7-Eleven franchise, he worked in the marketing departments for other national quick-serve restaurants, and as a franchisee of a casual-dining restaurant. He holds a management and marketing degree from Eastern Michigan University in Ypsilanti. He said he happened to be at the right place at the right time when 7-Eleven moved back to town.

The store's employees were hired through Michigan Works Association, a workforce development program, and selected for their positive attitudes and hospitality skills. "I can teach them the nuts and bolts of running



INTERIOR VIEW OF THE NEW STORE – Hot pastry items, hot pizza, taquitos, chicken tenders, wings and cold beverages are popular items among shopper at the E. Jefferson Ave. store. Fresh-baked doughnuts and cookies, sandwiches, salads and fresh-cut fruit also are available.

a store, but I was looking for the things that can't be taught," Taylor said. Each of my employees is a great people person."

Taylor already is planning to open a second store in Detroit's central business district soon.

Three stores are expected to open in the downtown business district by year's end, says Stephen Oliver, Regional Development Director for the Dallas-based C-store chain.

Oliver said the company is negotiating four to six sites around the Renaissance Center and Comerica Park. He said if all goes smoothly there could be three stores operating by summer, but "the end of the year is probably more realistic."

Oliver also mentioned that the company previously had looked at areas in Midtown surrounding the Wayne State University campus. However, the only sites currently expected to open are in the downtown area, he said.



The greater Detroit metropolitan area is considered the Slurpee capital of the U.S. because of the frozen drink's popularity with local citizens, a fact not lost on the retailer. 7-Eleven has created a Vernor's Ginger Ale Slurpee flavor that is only available in its Michigan stores.



With two high schools within walking distance, students stop by the store before school for breakfast or a hot drink and after school for Slurpee drinks and snacks.

## ICEE Brand Handcrafted Cake Bites Debuts

The bakery specialists at Swiss Colony Retail Brands didn't have a cranium cramp when they masterminded a new mini cake creation that will wow kids and bring back sweet memories for adults. New ICEE Cake Bites are both colorful and pumped with flavor.

Three classic frozen drink flavors will be available in the little desserts for the retail channel – Lemon, Cherry and Blue Raspberry. Each layered cake reveals vibrant colors inside that match the flavor profile. Each 9-count box with window features the iconic ICEE polar bear. Shippers are available, as well as a new floor stand which could be used by an ICEE dispenser in a grocery or convenience store, or even a movie theater.

"Our goal is to bring unexpected flavors to traditional desserts, like our famous Petits Fours," says Lisa Christiansen, Brand Manager for The Swiss Colony. "Partnering with other nostalgic brands adds excitement and relevance to the dessert category."

Suggested retail price is \$5.99 per box.



## Nonni's Revamps Biscotti Bite Product Line

Nonni's Foods is introducing two new, decadent flavors with updated, more-vibrant packaging to its popular Biscotti Bites product line. Double Chocolate Salted Caramel and Very Berry Almond Biscotti Bites are available now to U.S. retailers.

The new bite-sized creations maintain Nonni's devotion to use only the highest-quality ingredients, including real almond pieces, dark chocolate drizzles, luscious caramel bits, sweet cranberries and creamy Greek yogurt. Nonni's Biscotti Bites are only 110-calories per serving (three cookies) and are great for on the go snacking.

"Nonni's is committed to flavor innovations that reflect consumer demand and trends, and we are proud to demonstrate this through our most recent Biscotti Bite product line," said Patricia Wong Bridges, brand marketing manager for Nonni's.

Every bag of Nonni's Biscotti Bites contains five servings (approximately 15 cookies), available



for a suggested retail price of \$3.49. With enhanced and vibrant packaging, Biscotti Bites are sure to catch consumers' attention while remaining a category leader in the cookie aisle.

Biscotti Bites are now available in three indulgent flavors on shelves:

**ALMOND DARK CHOCOLATE BISCOTTI BITES** – A delicious treat full of real almond pieces and dipped into semi-sweet

dark chocolate.

**DOUBLE CHOCOLATE SALTED CARAMEL BISCOTTI BITES** – A joyous indulgence loaded with caramel bits, dipped and drizzled in rich milk chocolate then finished with a sprinkle of sea salt.

**VERY BERRY ALMOND BISCOTTI BITES** – A decadent bite brimming with fresh nuts, sweet berries and dipped in creamy Greek yogurt.



# 10 On the Promotional front

## ShopRite Unveils Caroline's Carts

ShopRite and Procter & Gamble have partnered to bring Caroline's Carts, specialized shopping carts created for special needs children, to more than 250 ShopRite stores across the Northeast. Caroline's Carts are now becoming available at all ShopRite stores. A special event with Drew Ann Long, founder of Caroline's Carts, recently took place at the ShopRite of Woodbridge to unveil the unique cart and introduce it to ShopRite customers. Drew Ann Long created the custom cart for her daughter Caroline, launching Caroline's Carts in 2013.

ShopRite is a Founding Partner of the Special Olympics 2014 USA Games. P&G has extended its support of this partnership by helping ShopRite to bring Caroline's Carts to all of its stores.

Also in attendance at the unveiling were representatives from Procter & Gamble; Marc Edenzon, President & CEO of Special Olympics NJ; and Special Olympics Ambassadors Nadia Comaneci and Bart Connor.



■ Oribe Peralta

## 5-hour Energy Sponsors Mexican Soccer Star

Living Essentials, the distributor of 5-hour Energy shots, has announced the sponsorship of Mexican soccer star Oribe Peralta, marking the company's first major advertising campaign focused exclusively on Hispanic consumers. Peralta, striker for the Mexican National Team and MX Santos Laguna team, is a top scorer in the CONCACAF Champions League and was the 2013 CONCACAF Player of the Year.



"We are thrilled to have Oribe Peralta as part of 5-hour Energy's growing roster of world-class athletes," said Scott Henderson, president, Living Essentials. "With 2014 being a World Cup year, the timing is perfect for this sponsorship, which helps us reach one of the fastest growing demographics in the U.S. and presents tremendous sales growth opportunity for our retailers."

Peralta will appear in print, broadcast and online advertisements, and will participate in various social media promotions for the company.

"I've been telling the guys on the field that 5-hour Energy helps me stay alert, and I'm looking forward to sharing that with a much larger audience," said Peralta.

## Yumz Express Offers an Opportunity to Generate Additional Revenue

The innovative self-serve franchise, Yumz Gourmet Frozen Yogurt, has announced the launch of Yumz Express, a kiosk-sized version of a full-size Yumz Gourmet Frozen Yogurt store.

Yumz Express is designed to fit inside existing stores, such as movie theaters, restaurants, grocery stores, convenience stores, gas stations, pharmacies or other existing retail locations. Yumz Express offers the same irresistible frozen yogurt product that the full-size Yumz Gourmet Frozen Yogurt stores are known for. Yumz Express kiosks offer up to five frozen yogurt machines with design flexibility to fit any size store.

This concept was created to help retail store owners take advantage of the growing frozen yogurt industry within their existing store with anticipated sales of \$500 or more per day.

"Yumz Express is flexible, easy to operate, inexpensive and the perfect way to grow an existing business," said Matt Thelander, co-founder of Yumz Gourmet Frozen Yogurt. "We've created a



■ YUMZ GOURMET FROZEN YOGURT has announced the launch of Yumz Express, a kiosk-sized version of a full-size Yumz Gourmet Frozen Yogurt store.

beautiful, modular Express kiosk that can be modified to fit any space, and we also offer fully custom designs."

"Yumz Express is more than just an addition of frozen yogurt—it is a total solution designed to help retailers succeed," said John Barnes, co-founder of Yumz Gourmet Frozen Yogurt. "It is perfect for retailers who want to drive more traffic and capture

new customers and sales. We've made it easy to add a frozen yogurt station to any retail establishment, and we offer the branding and marketing to help retailers make it work."

Cost savings is one of the major selling points for a Yumz Express franchisee. A Yumz Express kiosk is a fraction of the price of building a full-size store, which means ROI is achieved sooner.

## Roland EVOO Receives Olive Oil Association Seal

Roland Extra Virgin Olive Oil packed in Italy has received the North American Olive Oil Association (NAOAA) Certified Quality Seal. Roland Extra Virgin Olive Oil is packed in Italy and has a perfect green-gold color, clean aroma, and smooth flavor.

The NAOAA Seal indicates a high quality olive oil that is frequently tested by a sensory panel and meets even more rigorous standards than what is required by the United States Government. To receive the seal, samples of Roland Extra Virgin Olive Oil are taken directly from the marketplace for analysis. Receiving the seal indicates that the product tested meets or exceeds the International Olive Council (IOC) standards. For more than fifty years, the IOC has been recognized as the worldwide quality-standard-setting body for the olive oil industry and its standard is the basis for the newly implemented USDA standard.



## Yuengling's Ice Cream Returning to Shelves

A branch of the Yuengling family is re-launching its storied ice cream early this year, bringing back a cherished Pennsylvania-made product that's been absent from store shelves and scooping stands for nearly three decades.

Though the family name is one and the same, Yuengling's Ice Cream is unaffiliated with the Yuengling brewery.

"We are extremely proud to be reintroducing such a beloved product," said David Yuengling, president of Yuengling's Ice Cream. "Started by my great grandfather, Frank D. Yuengling during Prohibition, our ice cream brand is steeped in history. We plan to build on the family legacy, maintaining the highest standards of quality and value."

Yuengling is joined by Rob Bohorad, chief operating officer, who grew up with fond memories of Yuengling's Ice Cream.

Yuengling's Ice Cream is a premium ice cream line of ten all-natural flavors: Vanilla, Chocolate, Chocolate Chip, Black and Tan (chocolate and caramel ice cream), Vanilla Fudge Chunk with Pretzels, Espresso Chocolate Chip, Chocolate Fudge Brownie, Chocolate Marshmallow, Root Beer Float and Mint Chocolate Chip.

The Yuengling family commitment to brand quality means that the ice cream will be made using only all-natural ingredients. The milk and cream will be locally sourced in Pennsylvania, with production also in Pennsylvania, making the brand PA Preferred.

The ice cream will be sold in grocery stores from Pittsburgh to New Jersey, and from Scranton, PA to northern Virginia.

Both Yuengling and Bohorad describe the revival of the line as a long-held dream. "For years, people have been asking me to bring back Yuengling's Ice Cream," said Yuengling. "After 30 years in corporate America, I wanted to pursue something entrepreneurial and also make a difference in people's lives. It's something I've always wanted to do, and I couldn't be happier about carrying on the family tradition."

Bohorad grew up in the small town of Pottsville, PA, with the Yuenglings. "Working with start-up and early-stage companies for the past 15 years has certainly helped in getting the company off the ground. David and I complement each other nicely and have similar values. And, it doesn't hurt that we both love ice cream."





GREY GOOSE also plans to connect with golf enthusiasts via Tour-owned media, including [pgatour.com](http://pgatour.com) and the PGA Tour's database. In addition, Grey Goose will advertise in PGA Tour programming, including "Inside the PGA Tour" on Golf Channel, and on network specials produced by PGA Tour Entertainment, where consumers can access exclusive Grey Goose Golf content, including news, tips and Grey Goose signature cocktail recipes.

## Grey Goose Vodka Named the "Official Spirit" of The PGA Tour

Grey Goose vodka and the PGA Tour today announced a marketing relationship designating Grey Goose as the Tour's "Official Spirit" for the next three years. Terms of the agreement were undisclosed.

The new relationship builds upon the brand's long-standing commitment to, and leadership position in, the sport of golf. Engaging golf enthusiasts for more than a decade, Grey Goose SE has maintained a strong presence via tournament sponsorships, experiential events, signature golf cocktails and the Grey Goose 19th Hole show on the Golf Channel, making Grey Goose the most preferred spirit among golfers. In addition, Grey Goose has long-established ties with professional golfers and is currently represented in all facets of its golf program by six-time PGA Tour champion Matt Kuchar, the official Grey Goose golf pro.

"Golf is a sport that truly reflects the brand value of the passionate pursuit of the extraordinary. The partnership with the PGA Tour, the world's premier professional golf organization, will enable us to have a deeper level of engagement with both Grey Goose enthusiasts and golf fans alike," said Shane M. Graber, Vice President and Brand Managing Director of Grey Goose vodka. "By sharing the story behind creating a spirit of outstanding quality and character that makes Grey Goose the World's Best Tasting Vodka, we inspire others to pursue their passions."

## U.S. Beekeepers Urge Americans to Buy Source-Certified Honey

### New Logo Supports Food Safety and Security

Facing continued decline in their bee colonies and shrinking honey harvests, U.S. beekeepers are urging U.S. consumers to take an easy step in helping preserve the domestic honey business and assure the quality of the honey they choose: Buy source-certified honey.

"Just look for the 'True Source Certified' logo," said Randy Verhoek, president of the American Honey Producers Association. "That logo tells you that the

honey you're buying was ethically and legally sourced."

"By taking this simple step, you help ensure quality, and you also help keep U.S. beekeepers in business, by preventing the sale of inferior, underpriced and illegally sourced honey," he said.

To meet its honey demand, the United States imports more than 60% of the honey it needs from other countries. Most imported and domestic honey is from high-quality, legal sources. But some honey brokers and importers illegally circumvent tariffs and quality controls, selling honey to U.S. companies that is of questionable origin — specifically, illegally



imported Chinese honey. This threatens the U.S. honey industry by undercutting fair market prices and damaging honey's reputation for quality and safety.

"Cheap illegal imports hurt all legitimate U.S. packers and beekeepers," said George Hansen, president of the American Beekeeping Federation. "We're facing the collapse of our colonies on the one hand, and unfair competition in the marketplace on the

other. Consumers have the power to help U.S. beekeepers maintain their footing in extremely tough times — and to ensure the quality of the honey they buy."

"Interest is growing in the program, but we need the help of consumers to raise the level of awareness and commitment," said True Source Honey Executive Director Gordon Marks. "We ask people to look for the label, and to check out [www.TrueSourceHoney.com](http://www.TrueSourceHoney.com) if they have questions about the program or want to do more."

Even with recent indictments by federal authorities against companies illegally importing Chinese honey, there are indications that millions of pounds of illegally sourced honey may continue to enter the United States. In

February of last year, two of the nation's largest honey suppliers admitted to buying illegally imported Chinese honey, including some that was adulterated with unauthorized antibiotics, to avoid \$180 million in U.S. duties.

In addition to being undercut in the marketplace, American beekeepers have been expressing growing alarm at the severe loss of bee colonies due to colony collapse disorder. Some beekeepers have reported losses of over 50% of their bee population.

The True Source Certified program was launched by a group of concerned North American honey companies and importers. It provides audits by an internationally recognized third-party firm that certifies the source of honey from hive to table.



**CUTEX RECEIVES BEAUTY AWARD.** Cutex's patented Advanced Revival Nail Polish Remover Formula has been selected as *The Best Nail Polish Remover* in the fourth-annual *NewBeauty* Beauty Choice Awards. This yearly award recognizes the best products on the market, as voted by thousands of *NewBeauty* readers, top beauty experts and the editors at *NewBeauty* magazine.

After 15 years of the same nail polish remover formulas, the scientists at Cutex developed a new formula of remover engineered to be an effective polish remover and also healthy for nails. The Cutex Advanced Revival Polish Remover is 92 percent acetone and infused with apricot seed, flax seed and perilla oils that nourish the nail and cuticle once the polish and remover has evaporated. Headquartered in Saint Louis, Cutex has been a leading producer of nail care products since 1911.

## Local Entrepreneur Reinvents the Vending Industry in Chicago

Farmer's Fridge is breaking the mold on fast food by offering healthy and delicious meals that are made daily and sold in innovative refrigerated kiosks. The company's first kiosk opened, November 4, at Garvey Food Court, 201 N. Clark St., Chicago. Additional locations are scheduled to roll out in the Chicago-land area soon.

Recognizing that a growing number of people want nutritious, healthy and delicious food on-the-go, entrepreneur Luke Saunders launched Farmer's Fridge in Chicago in October 2013. Farmer's Fridge gives people who are looking for healthy foods a new option: gourmet salads and snacks with the push of a button — via a Farmer's Fridge automated kiosk.

Everything is made fresh each morning and delivered by 10 a.m. to an automated kiosk. Farmer's Fridge offers foods that provide a variety of vitamins, minerals and antioxidants. Packaged in recyclable plastic jars, customers can choose from several delicious salad options, as well as breakfast and snack items, each designed to offer various benefits of a healthy diet. The company follows Environmental Working Group guidelines for using organic ingredients, and buys from local farms



Wrapped in beautiful reclaimed barn wood, Farmer's Fridge kiosks aren't just any old vending machine. Farmer's Fridge automated kiosks combine best-in-class vending technology with a touch-screen design to create an innovative way to grab a healthy meal in mere seconds. Each machine contains an on-site recycling bin for empty plastic salad containers. The company also provides catering to businesses in the Chicago Loop area. Salads start at \$7.99 with a weekly special "Jar Du Jour" for \$6.99. All salads can be paired with proteins for \$2 and salmon for \$4. Snacks are \$3.

when possible, to create nutritious meals that are delicious and satisfying.

Farmer's Fridge selections are composed of high-quality, nutrient-dense ingredients selected to provide the whole grains, fruits, vegetables, quality proteins and healthy fats needed for lasting fullness. Each selection is delicious and ensures maximum nutrient-density so that you are energized and feel great. And unlike some fast foods that are designed to keep you hungry so you will eat more, Farmer's Fridge selections are

filling as well as delicious.

"Finding fresh, healthy food shouldn't be hard. Sure, you can find healthy offerings at a sit-down restaurant or a grocery store, but people don't always have that kind of time. I want to make it fast and easy for someone to choose a delicious, nutritious smart meal when they are on-the-go," said Farmer's Fridge Founder Luke Saunders. "What we're doing is taking the vending machine concept and revolutionizing it. You can now find a truly healthy, satisfying meal at Farmer's Fridge."

## Voskos Launches First National TV Ad

"Happiness" Campaign Showcases Quality and Fresh Ingredients

Voskos Greek Yogurt rang in the New Year with a new advertising campaign, which includes its first-ever national television commercial. Sun Valley Dairy, based in California, is the maker of Voskos Greek Yogurt and the first company to produce Greek yogurt in the United States. Sun Valley Dairy has been making authentic and award-winning Greek yogurt for nearly ten years.

"It's our time to shine," said a Voskos marketing representative. "Our focus has always been providing the highest quality products and we want to showcase our hard work with this new campaign. This TV campaign captures the essence of who we are and we know it will resonate with current and new consumers."





## 12 Beverage

## Sunsweet's New Amazing Prune Light

A Delicious Juice for Digestive Health

Sunsweet, a leading marketer of prunes, dried fruits and fruit juices, wants to help those looking to improve their digestive health this season with an incredibly delicious, lighter version of its fan-favorite prune juice. Amazing Prune Light juice boasts a light, delicate and delicious flavor and provides a good source of fiber with a mere 100 calories and 8 grams of sugar per serving.

Nutrition professionals surmise that most American adults get only about half of the recommended 20 to 35g of daily fiber that is recommended for good health. Traditionally, people have turned to prune juice as one way to increase their daily fiber intake. Now Sunsweet has made it possible to increase fiber intake with fewer calories and less sugar, with a light and delicious taste.

"Almost one in four Americans suffer from digestive health issues, which is why I often recommend prune juice to my clients as a way to rev up their fiber intake," says registered dietitian and Sunsweet spokesperson Dawn Jackson Blatner. "Not only is Amazing Prune Light packed with healthy digestive nutrients for only 100 calories per serving," Blatner adds, "but it also doesn't hurt that Amazing Prune Light tastes great!"



## RealBeanz Brings on New Partners for Brand Expansion

RealBeanz, a ready-to-drink, gourmet iced coffee combining premium-brewed beans with nutrient enhanced flavors, has hired 5W Public Relations, one of the 25 largest independent public relations firms, and New York City-based advertising agency JWALK, as agencies of record in their respective disciplines following competitive reviews. These new partnerships reflect RealBeanz growth and focus on building recognition among consumers and within the beverage industry.

Established in 2010, RealBeanz is an iced coffee beverage that is available in seven different flavors and offers consumers a unique new take on traditional iced coffee.

"As we head into a new year, RealBeanz is eager to expand our distribution, customer base and overall brand awareness within the RTD beverage industry," says Serge Freund, President of RealBeanz. "With two influential agencies assisting in this exciting expansion, we are looking forward to increasing our successes and exceeding the industry's expectations."

"We are thrilled to be working with RealBeanz during this exciting critical growth period for the brand," said Ronn Torossian, CEO, 5W Public Relations. "With our widespread knowledge and experience in the beverage industry, we look forward to building up the brand's awareness and delivering effective results for RealBeanz."

Doug Jacob, JWALK CEO, said, "RealBeanz is a dynamic company that's clearly appealing to a previously unmet consumer desire. It's the type of client brand we love, one evolving from an organic, word-of-mouth appeal. We know how to build brands from the ground up, in categories from fashion to spirits and beverage to hospitality. We're thrilled to be onboard."

In its new capacity, JWALK is responsible for brand strategy, brand planning and creative across multiple mediums, including experiential, digital, and social. The agency will also create in-store, marketing and sales collateral.

The product, which is available nationwide, in 9.6 fl oz. bottles retails in the range of \$1.99-\$2.69.

## Third Street Launches Sustainable Ice Teas and Lemonades

Third Street, Inc., makers of premium, sustainable beverages, has announced the launch of nine new organic, fair-trade, and non-GMO ice teas and lemonades now available exclusively in Whole Foods Markets nationwide. The 14 oz. single-serve, ready-to-drink beverages include refreshing black and green teas from the lush region of Nilgiri, India, which are then micro-brewed in Colorado, as well as tangy, tart lemonade, and a lemonade and tea blend.

"Ready-to-drink ice teas make up nearly 75 percent of the entire U.S. tea market, and we've formulated our new products to meet consumer demand for variety and flavor combined with sustainability that they can feel good about enjoying," said John Simmons, founder and president of Third Street. "Whole Foods Market is the ideal partner to help us introduce our new line as an avid proponent of responsible sourcing initiatives, and we're proud to make their stores the inaugural retailer for these premier teas and lemonades."

Ranging from subtle to robust, Third Street real brewed ice teas and lemonades are certified gluten-free, Non-GMO Project Verified, USDA Organic, and Fair Trade Certified. Product details include:

## BLACK TEAS

- **Unsweetened** – Pure black tea that is naturally calorie free.
- **Slightly Sweet** – Lightly sweetened with fair trade and organic cane sugar.
- **Peach** – With a hint of juicy organic peach juice and organic cane sugar.
- **Raspberry** – With a splash of tart raspberry juice and dash of organic cane sugar.

## GREEN TEAS

- **Unsweetened** – Pure green tea that is naturally calorie free.
- **Slightly Sweet** – Lightly sweetened with fair trade and organic cane sugar.



- **Mint & Honey** – Blend of organic peppermint and spearmint leaves with a touch of organic honey.

## LEMONADES

- **Pucker Up** – The perfect blend of organic lemon juice and fair trade and organic cane sugar.
- **Half & Half** – A harmonious balance of iced tea and lemonade.

Each variety of tea is between 0 and 50 calories per serving, while Pucker Up and Half & Half are 80 and 60 calories per serving respectively.

Third Street's 14 oz. ice teas and lemonades retail for \$1.99.

## Aquadopa Now Available at Sprouts Farmers Markets

Aquadopa, the world's first herbal supplement beverage to enhance dopamine function, is now on the shelves of Sprouts Farmers Market stores across the country. Offering sensations of ambition and drive, Aquadopa gives users an experience not attainable with energy drinks or coffee.

"Sprouts Farmers Market's wide set of healthy foods and vitamin supplements makes it an ideal retailer to launch Aquadopa, which is the first ready-to-drink product that offers *Mucuna pruriens*," said Creator Dr. Andrew Hemmen, a board-certified internal medicine physician. "I look forward to helping to educate Sprouts shoppers on the many benefits of mucuna. I created Aquadopa to help make this ancient Indian herb mainstream."

*Mucuna pruriens*, an ancient Indian herb, is the ingredient that separates Aquadopa from any other beverage on the market. This tropical legume is the only naturally occurring source of L-dopa, an amino acid. L-dopa is a precursor, or chemical "building block," used by the human brain to



produce the neurotransmitter dopamine. Dopamine in the brain enables and facilitates the "executive functions" such as foresight, planning and execution, which combined represent "drive." Going "Beyond Energy," Aquadopa is the mood-elevating, success-facilitating "drive drink."

Hemmen believes the drink can help users obtain better living through enhanced brain function, naturally.

"My goal has been to create a natural and healthy formula that could simply

help people to be better ... a supplement to help them go beyond their previous aspirations and dreams ... a tool which enhances foresight (ambition) and provides the motivation to get there (drive). Aquadopa = AD = Ambition and Drive," said Hemmen.

Aquadopa, which has a suggested retail price of \$2.99 a can, should be shaken well and chilled before serving. The uncarbonated, lightly caffeinated drink is naturally flavored with notes of ginger spice and a hint of coffee flavor. Aquadopa is 90 calories per serving.

## Spoonng Chocolate

## The Espresso of Hot Chocolate for Consenting Adults

The Espresso of hot chocolate has finally arrived. Cocoa Canard's new Spoonng Chocolate is the first dairy and gluten-free pure non-bitter dark chocolate to instantly melt in a cup of hot water with such a richness that you will never miss the milk. It's a silky refined version of the pure melted hot chocolate drinks originally served in old world chocolate houses. Now you can enjoy a satisfying demitasse of velvety hot chocolate as a wonderful afternoon delight or the perfect end to any meal. We call it Spoonng Chocolate as it's so luxurious you will want to eat it with a spoon and someone you love.

Cocoa Canard's intention is to introduce everyone to a sublime ritual chocolate drinking experience. They want people to take time out of their day to slow down, relax, and savor each spoonful of this sumptuous drink. They even created a Spoonng Mug gift set, which can be found at [www.CocoaCanard.com](http://www.CocoaCanard.com), as the perfect accessory to enjoy this "spoonng affaire."

To enhance the ritual chocolate making experience, each elegantly packaged can comes with a wooden mini-molinillo (South American whisk) to whip up a slight cocoa crema which releases the intoxicating deep chocolate aroma. Cocoa Canard uses the finest selection of beans including the costly flavorful Criollo. The beans are artfully aged and then slow roasted and blended in small batches using real vanilla, not an extract, to create a rich complex range of flavors.

Spoonng Chocolate is not just a seasonal product. Unlike a big mug of hand-warming hot chocolate, this is a smaller amount of liquid at a lower temperature like an Espresso. A small amount of warm, melted dark chocolate after a meal or anytime is perfect year-round ... not just for cold winters. You can even put a few chocolate pastilles in a cup of coffee for a wonderful Cafe Mocha.







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# 14 Guest Editorials

## The Social Age Evolutionary Workplace

### The 5 C's to Recruit, Engage and Retain Staff

By **Kim Seeling Smith**



**T**he war for talent is over and talent has won. Technology and globalization have dramatically changed the way we work over the last 20-30 years. However, very little has changed in how we hire and manage staff—which has led to low employee engagement and productivity and high employee turnover.

Instead of doing the routine, tactical and predictable work of yesteryear, the Social Age requires us to be more strategic, creative and innovative—more solutions oriented. Yet, for the most part we are still hiring for skills and experience and using the same levers we have used for decades (if not centuries) to motivate and manage staff.

We must evolve our business practices to remain competitive in our digitally connected, globally oriented economy.

With any evolutionary process, a guide or roadmap proves invaluable. When your company decides to take the leap and join the Social Age, there are 5 C's to adhere to so you can maximize employment efficiency and effectiveness, retain your staff and ensure that your employees are fully-engaged on a daily basis.

#### CORRECT HIRING

We must start this evolution with hiring the right people—without them, efforts to engage and retain staff become moot. The Industrial Age paradigm emphasized hiring for skills and experience. But skills can be taught and in today's rapidly changing world, experience is far less important than agility and the ability to learn and adapt.

To not only survive, but thrive in the Social Age, companies need to hire for both culture fit and competencies—those innate abilities that can't be taught but will make them successful in the job.

Proper interviewing technique is essential to guaranteeing you get the right hire. Unlike the stock market, when it comes to potential job candidates, past performance is indicative of future results. The majority of interview questions have to be

answered with past examples of how the candidate actually dealt with real-world scenarios.

Do not fall into the old trap of believing what a candidate would do is what they did do, or more importantly, will do.

#### CLASSIFY AND MANAGE APPROPRIATELY

Even when you do everything right during the hiring process, you may still be surprised once the employee comes on board. Team dynamics or changing personal circumstances can affect individual behavior and performance.

You must continually keep your finger on the pulse of your staff—a daunting task to many managers who either try to devote equal time and energy across the board—or who spend time with the wrong people.

Employees typically come in three 'flavors': Critical People, Squeaky Wheels and the Fat Middle. Most managers end up spending most of their time trying to grease their Squeaky Wheels, which perpetuates poor performance or behavior. Counterintuitively, by devoting the majority of your attention to your Critical People, you will bolster the productivity of the whole team. Squeaky Wheels? Train, motivate or move them on. Quickly.

#### COMPENSATE FAIRLY

Many companies diligently strive to create attractive incentive programs in an effort to engage and retain staff. Unfortunately, these efforts actually may be counter-productive to accomplishing these goals.

Studies have suggested that rewards can narrow our focus, innovation, creativity, strategic thinking and problem solving—the very things needed from a Social Age Workforce. Higher pay does not necessarily equal higher productivity. Managers should set their salary benchmark at or a little above market rate for individual functions. Even more importantly, managers should ensure that employees feel they are being adequately compensated for the work they do, and this can only be accomplished by speaking to them directly.

#### CURRENCIES OF CHOICE

Once your staff feels well paid, real productivity and engagement can be unlocked by tapping into your their internal motivators or Currencies of Choice. What your staff really needs to be fulfilled and to 'go the extra mile' is to:

- Work for someone they trust and respect in a company they support
- Be appreciated and have their voice and opinions respected
- Have a firm career path that allows them to grow and develop

- Realize their underlying motivators
- Be able to do what they do best every day

By understanding and acknowledging your team's individual Currencies of Choice, you can help to keep them engaged and decrease turnover.

How do you recognize which Currencies of Choice will motivate your staff? By talking to them. Unfortunately, many managers don't talk to their staff enough, don't know what to talk about, or how to structure their conversations.

#### COMMUNICATE WITH FOCUS

FOCUS is an acronym that describes the best practices in leadership communication. Communication between staff and managers should revolve around:

**Feedback:** Ensure your team is updated on company information, initiatives and new hires. Give praise when it is due, and maintain an open door for their questions, concerns or comments.

**Objectives:** The heart of sterling performance management is structuring specific and measurable job objectives and holding staff accountable for achieving them.

**Career Development:** Many studies list career development as a main factor that employees gauge to determine whether to stay with their current employer or seek a new position elsewhere.

**Underlying Motivators:** What does your staff need to go the extra mile, and how do they respond to motivational techniques and rewards?

**Strengths:** According to The Gallup Organization, those innate abilities that make them unique and good at what they do is the #1 predictor of success.

The process of changing the way you hire and manage your staff may appear daunting at first, but experience shows that by taking it step-by-step, you can make significant changes quickly. The result will be a lifetime of more engaged, happier and more productive staff, as well as more free time, less stress and higher job satisfaction for yourself and your team.

Are you up for the challenge?

*KIM SEELING SMITH is an international human resources expert and author of the forthcoming book, **Mind Reading for Managers: 5 FOCUSed Conversations for Greater Employee Engagement and Productivity**. With her expansive knowledge of human capital practices in today's market, Kim helps companies build healthy work environments and increase employee engagement and productivity in our digitally connected, globally oriented world. For more information on Kim Seeling Smith, please visit <http://Agnteglobal.com>.*

## Are You Talkin' to Me?

### Understand and Adapt to Different Communication Styles

By **Ted Gorski, PCC**



**I**n today's corporate world, leaders need excellent communication skills. Many are being asked to do more with fewer resources while also dealing with the stresses of a corporation that is downsizing and/or tightening budgets. To remain effective, leaders need near perfect communication skills regardless of their own communication type. Understanding the style of the person you are communicating with can make the difference between getting your message across and getting it across well.

Consider these four communication styles and how you can effectively communicate with each one.

#### THE AGGRESSOR-ASSERTER

These are your CEOs in attitude. They are very competitive, goal-oriented, demanding, task-oriented and fast-paced. To these people, time is money and money is time. You know where you stand since they are blunt and direct in their communication. Their biggest fear is losing control and they ask the "What" questions. The Aggressor-Asserter has key strengths that include providing momentum, providing focus and making quick decisions. Their "on top of it" approach to projects can keep the rest of the team on target or even get it done early. However, this must be balanced as their weaknesses include overstepping their assignments, taking over tasks that have been assigned to others (and not necessarily because they can do them better, they just want to get them done).

To effectively connect with the Aggressor-Asserter, you must:

- Be brief, direct and concise.
- Provide options.
- Use a fast, quick pace.

- Focus on results and return-on-investment.
- Avoid providing lots of details.
- Provide short answers.
- Look them straight in their eyes.
- Be truthful.

#### THE SOCIALIZER

These individuals are charismatic, enthusiastic, persuasive, lively, loud, talkative, friendly, people-oriented and very social. They are also visual and creative. Their biggest fear is social rejection and they ask the "who" questions. The Socializer is a great motivator. In the most organizations, these are on sales team. They are very creative and enjoy brainstorming. They do not keep track of time well and sometimes work tight to deadlines. They enjoy being the center of attention.

To effectively communicate with a Socializer, you must:

- Allow time for social interaction.
- Put details in writing or email.
- Have a fast pace, positive approach.
- Use a whiteboard in your discussions (Socializers are quite visual).
- Use phrases like "Picture this" or "Do You See."
- Avoid a harsh, aggressive tone.

#### THE MEDIATOR

These individuals are calm, level-headed, great listeners, team-oriented, introverted and loyal. They make decisions in a consensus manner. Mediators like to mull over questions—you will not get an answer immediately. They dislike conflict so they will internalize and tolerate it. As a result, this internalization builds until they explode. Their biggest fear is loss of stability and they ask the "How" questions. Team and project managers are typically fall into this style. Weaknesses include being hesitant in their approach slowing decision-making—they are going to try to keep everyone happy at the expense of their happiness. Mediators are hard-working who are humble and do not pat themselves on the back. They make great teachers/trainers and mentors due to their calming and supportive nature.

To effectively connect with a Mediator, you must:

- Be patient and logical.
- Use a steady, low-keyed approach.

- Involve Mediators in the planning process.
- Praise them privately.
- Allow time for "marination of ideas". You will not get a quick answer.
- Start conversation with a warm and friendly greeting.
- Keep your tone of voice at discussion level.

#### THE ANALYZER

These individuals are meticulous, detail-oriented, introverted and task-oriented. These individuals can be considered perfectionists and they are suspicious of others. They may answer a question with a question. Their biggest fear is criticism of work and they ask the "why" questions. Key strengths of the Analyzer include being detailed-oriented, superb problem solvers and providing the team's reality check. Weaknesses include having tunnel vision on projects and looking for the perfect solution.

To effectively communicate with the Analyzer, you must:

- Be organized and logical.
- Support your position using facts.
- Make sure that each point is understood before moving to the next point.
- Not use the phrase—"Let me give you some constructive advice."
- Use words such as process, data and procedure.
- Realize that Analyzers are motivated by quality and data.

Communicating effectively with the various types is an art. Understanding a person's style allows you to create harmony and avoid confusion. Developing your "adaptability"—your ability to adapt your communication style to the listener—is a critical element of being an effective team member. When you are able to recognize the various styles and adjust your approach, your life will be easier and void of the common communication "ills."

*TED GORSKI is a Professional Certified Coach (PCC) and President of Get Your Edge, LLC. He works with emerging leaders and trailblazers create extraordinary results by utilizing coaching, workshops, teambuilding, assessments and coaching clubs. He is the co-winner of the 2013 Executive Coach of the Year through the International Coach Federation of New England chapter. For more information, please visit [www.GetYourEdge.com](http://www.GetYourEdge.com), call 603-472-3821 or email [Ted@GetYourEdge.com](mailto:Ted@GetYourEdge.com).*





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## Publix at Ballantyne Town Center

# Publix Opens First Store in North Carolina



■ ALL SMILES – Publix at Ballantyne Town Center Store Manager, Howard Walker pictured outside the new 56,000 sq. ft. store – the company's first in North Carolina.

### A TODAY'S GROCER Special Report

Publix Super Markets, Inc. is celebrating the recent opening of Publix at Ballantyne Town Center in Charlotte on Wednesday, February 26. The 56,000 sq. ft. Publix marks the company's first store in the Tar Heel State.

"The opening of a new division, the first in more than 20 years, is a significant time in our company's history," Kim Reynolds, Charlotte Media and Community Relations Manager told TODAY'S GROCER. "The opening of our first store in North Carolina has been long anticipated by associates and customers alike. We are proud of our associates who've worked tirelessly to make it happen. We are excited to begin serving customers in Charlotte and are looking forward to being an active and



■ PUBLIX CHARLOTTE DIV. Vice President, Chuck Roskovich addresses those gathered for the opening.



■ KEY PRESENTATION – Howard Walker, Store Manager (center, left) receives the Key to the Store from Publix CEO, Ed Crenshaw (center, right). Also participating in the presentation (left to right) were: Charlotte Reg. Director – Mark Pittman, Divisional Vice President – Chuck Roskovich, Publix President – Todd Jones, and District Manager – Rich DiRocco.

present partner in the community." Reynolds recently arrived in Charlotte, having held a similar position with the company for a number of years in Miami.

Howard Walker serves as store manager and has 33 years of service with Publix. Walker most recently served as store manager at Publix at Alpharetta Commons in Alpharetta, GA. Walker heads a staff of approximately 150 associates at the new store. Store features include:

THE PUBLIX DELI has associates available to assist customers during store hours and includes a full-service deli counter highlighting Boar's Head meats and cheeses as well as traditional deli items including custom Publix subs, fried and rotisserie chicken, prepared fresh in store. The deli also offers an international selection of olives,

antipastos and hummus and includes more than 200 varieties of artisan cheeses from the United States and around the world. A certified cheese specialist staffs this full-service area to assist with selecting and pairing cheeses with other foods and beverages.

The store carries a large selection of freshly prepared foods created in-house daily. Customers may choose from a wide variety of chef-inspired appetizers, entrees and side dishes at our Chef's Selections counter. Specialties include Cedar Plank Salmon, Twice Baked Potatoes and Grilled Asparagus with Vinaigrette and Bleu Cheese.

In addition to a fresh salad bar, a soup bar offers four gourmet soups daily and a Hot Bar features Pan Asian favorites like Mongolian Beef, Sweet & Sour



■ PUBLIX MAKES HISTORY! With the official ribbon-cutting and grand opening festivities, the company where "Shopping is a Pleasure," is officially open for business in North Carolina.



■ THE PUBLIX DELI DEPT. - If there's one thing Publix is famous for, it's their subs!



■ CUSTOM CUT MEATS – Publix feels they are a cut above the rest. Whether you're hosting a party or having steak for two, they've got you covered with their self-serve and full service custom cut meat cases.





Whether you need breakfast on the run, or are in the mood for a treat, the Bakery has a sweet solution. The Bakery offers everything from cookies, pies, and donuts to pastries, brownies, and even special occasion cakes.

Chicken, Vegetable Lo-Mein and more. Sushi is also available and made fresh daily.

Customers can visit the Café conveniently located at the front of the store. It features popular favorites such as coffees, espressos, lattes, teas, gelato, Publix Premium Ice-cream and assorted pastries. There is a seating area and free Wi-Fi service available.

THE PRODUCE DEPARTMENT carries both organic and conventionally grown fruits and vegetables, including a selection of exotic choices from around the world and the locally grown season's best. The full-service floral department offers everything from the classic elegance of a dozen roses to bouquets bursting with fresh blooms to pots of lushly colored flowers. A floral specialist is available to create arrangements for that special occasion.

THE PUBLIX BAKERY is a scratch bakery that offers an array of cakes, cookies and pies as well as wedding cakes made by skilled decorators and an assortment of breads and rolls made fresh daily. Customers will find a selection of

bakery items made with all-natural ingredients, including mini desserts, jumbo muffins and jumbo cupcakes.

THE EVENT PLANNING CENTER is staffed to assist customers in planning every detail for any special occasion from tailgate parties to weddings and holiday gatherings. Event planners will ensure all items are pulled together for the gathering, including placing orders for cakes, platters, beverages and floral arrangements and making suggestions that will perfectly complement every themed event.

THE WINE DEPARTMENT offers an expanded variety of premium and specialty wines from the United States and around the world, along with a large selection of champagnes and sparkling wines. The selection also includes fine wines made with organic grapes. Wine specialists are available to assist customers in finding the perfect wines to pair with their food selections.

APRON'S SIMPLE MEALS is a cooking demonstration station offering customers two recipes each week. Meals clerks conduct live cooking presentations in the built-in kitchen area where recipes are demonstrated on a daily basis. All of the ingredients for these recipes will be found in the Apron's Simple Meals case located directly next to the kitchen. Also available is high-quality cookware to help customers have fun and save time in the kitchen.

A FULL-SERVICE MEAT



Fresh products, quality selections, premier service - three things you'll find in the Produce department.



THE PUBLIX CAFÉ - Where you can have your lunch and eat it, too!

DEPARTMENT allows customers to have their order cut any way they like and trimmed to perfection. The case will feature a variety of fresh meats as well as ready to cook items prepared fresh in store daily.

A FULL SERVICE SEAFOOD DEPARTMENT offers fresh seafood delivered throughout the week. It includes wild and farm-raised varieties of fresh fish as well as an extensive variety of shellfish options, including live lobster. Publix's whole fish and fillets are fresh, never frozen and never buy or sell any seafood products that are carbon monoxide treated.

In addition to a FULL-SERVICE PHARMACY, a dedicated body care section offers customers a wide selection of natural and conventional vitamins, minerals and supplements. A body care specialist can assist customers with their selections. A HealthNotes kiosk provides customers with information on health solutions, vitamins and supplements. Pharmacy hours are Monday - Friday: 9am to 9pm, Saturday: 9am to 7pm and Sunday: 11am to 6pm.

Store hours are 7 days a week from 7:00am - 10:00pm.



APRONS! Sample, cook, smile, repeat. Apron's Simple Meals brings a whole new flavor to the dinner table.

## Publix Partners Program



PUBLIX AT BALLANTYNE TOWN CENTER Store Manager, Howard Walker pictured with area school principals. 12 schools from the community were presented with a \$500 check for a total donation of \$6,000 from Publix Super Markets.

## Publix Donates \$6,000 to Area Schools in Charlotte

Publix Super Markets donated \$6,000 to area schools in Charlotte as part of the company's commitment to education and to commemorate the opening of the first Publix store in North Carolina located at Ballantyne Town Center.

12 schools within a 5 mile radius of the Publix at Ballantyne Town Center, located at 11222 Providence Road West in Charlotte, each received a \$500.00 check from Publix Super Markets, Inc. The checks were distributed to the schools' principals during the store's "Sneak-Peak" event.

"Publix was founded in 1930 with the philosophy of being involved as responsible citizens in our communities," said Kim Reynolds, Charlotte media and community relations manager. "Through our support of education, we strive to enrich the lives of students and assist in preparing them for future success."

In addition, Publix announced its launch of Publix Partners in North Carolina. Since inception in 1994, Publix Partners has contributed \$28.2 million to schools in Georgia, Alabama, Tennessee and South Carolina. In 2013, \$1.6 million was donated to schools as part of this program. Publix Partners provides schools the opportunity for parents, faculty, staff, family and friends to raise unrestricted funds for their school through purchases made at Publix.



PUBLIX AT BALLANTYNE TOWN CENTER STORE#1442 Store Manager - Howard Walker (second left) receives opening day congratulations from Regional Director - Mark Pittman, District Manager - Rich DiRocco, and Charlotte Divisional Vice President - Chuck Roskovich.



## Publix at Cherry Road Crossing

# Publix Opens First Store in Rock Hill, S.C.

**P**ublix Super Markets, Inc. – Charlotte Div., celebrated the opening at 2186 Cherry Road of Publix at Cherry Road Crossing in Rock Hill, S.C. on March 26. The 63,000 sq. ft. Publix is the company's first store in Rock Hill.

"We are excited to begin serving customers in Rock Hill and providing premier service, quality products and value – including a large selection of buy-one-get-one free deals weekly," Kim Reynolds, Charlotte media and community relations manager told TODAY'S GROCER. "Additionally, we are looking forward to being an active and present partner in the community."

Ray Musser serves as store manager at Publix #1485 and has 16 years of service with Publix. Ray most recently served as a Publix store manager in Tuscaloosa, Alabama.

The Cherry Road location was one of seven Bi-Lo stores Publix purchased in September 2013 in the Carolinas. It was gutted and "completely remade in the Publix

image," said Musser.

Approximately 150 associates are employed at the store. Assisting Musser are members of his key management team, including: ASST. STORE MANAGER – David Jenkins, BAKERY MANAGER – Frank Coufal, DELI MANAGER – Michael Martling, GROCERY MANAGER – Brian Downing, MEAT MANAGER – Randall Hunt, PRODUCE MANAGER – Johnathan Harris, CUSTOMER SERVICE MANAGER – Tyler Wall, and PHARMACY MANAGER – Prital Mehta, R.Ph. District Manager for this store is Rich Dirocco and Regional Director is Mark Pittman. Store highlights include:

THE PUBLIX DELI has associates available to assist customers during store hours and includes a full-service deli counter highlighting Boar's Head meats and cheeses as well as traditional deli items including custom Publix subs, fried and rotisserie chicken, prepared fresh in store. The deli also offers an international selection of olives, antipastos and hummus.

The store carries a large selec-

tion of freshly prepared foods created in-house daily. Customers may choose from a wide variety of chef-inspired appetizers, entrees and side dishes at our Chef's Selections counter. Specialties include Cedar Plank Salmon, Twice Baked Potatoes and Grilled Asparagus with Vinaigrette and Bleu Cheese.

In addition, a soup bar offers four gourmet soups daily. Sushi is also available and made fresh daily.

Customers can visit the Café conveniently located at the front of the store. It features popular favorites such as coffees, espressos, lattes, teas, gelato, Publix Premium Ice-cream and assorted pastries. There is a seating area and free Wi-Fi service available.

THE PRODUCE DEPARTMENT carries both organic and conventionally grown fruits and vegetables, including a selection of exotic choices from around the world and the locally grown season's best. The full-service floral department offers everything from the classic elegance of a dozen roses to bouquets bursting with fresh blooms to pots of lushly colored flowers. A floral specialist is available to create arrangements for that special occasion.

THE PUBLIX BAKERY is a scratch bakery that offers an array of cakes, cookies and pies as well as wedding cakes made by skilled decorators and an assortment of breads and rolls made fresh daily.

Customers will find a selection of bakery items made with all-natural ingredients, including mini desserts, jumbo muffins and jumbo cupcakes.

THE WINE DEPARTMENT offers an expanded variety of premium and specialty wines from the United States and around the world, along with a large selection of champagnes and sparkling wines. The selection also includes fine wines made with organic grapes. Wine specialists are available to assist customers in finding the perfect wines to pair with their food selections.

APRON'S SIMPLE MEALS is a cooking demonstration station offering customers two recipes each week. Meals clerks conduct live cooking presentations in the built-in kitchen area where recipes are demonstrated on a daily basis. All of the ingredients for these recipes will be found in the Apron's Simple Meals case located directly next to the kitchen. Also available is high-quality cookware to help cus-

tomers have fun and save time in the kitchen.

A Full-Service MEAT DEPARTMENT allows customers to have their order cut any way they like and trimmed to perfection. The case will feature a variety of fresh meats as well as ready to cook items prepared fresh in store daily.

A Full-Service SEAFOOD DEPARTMENT offers fresh seafood delivered throughout the week. It includes wild and farm-raised varieties of fresh fish as well as an extensive variety of shellfish options, including live lobster. Publix's whole fish and fillets are fresh, never frozen and never buy or sell any seafood products that are carbon monoxide treated.

In addition, the store has a Full-Service PUBLIX PHARMACY with drive-thru. Pharmacy hours are Monday – Friday: 9am to 8pm, Saturday: 9am to 6pm and Sunday: 11am to 5pm.

Store hours are 7 days a week from 6:30am – 11:00pm.



**PUBLIX SUPER MARKETS** – Charlotte Division celebrated the opening of Publix at Cherry Road Crossing in Rock Hill, S.C. on March 26. The 63,000 sq. ft. Publix is the company's first store in Rock Hill. The store is managed by Ray Musser. A second Rock Hill location is planned at 1735 Heckle Blvd.



**People began arriving early in anticipation of the store's 7am opening.**



**WESTMINSTER CATAWBA CHRISTIAN SCHOOL** received two grants, one for grades K-5 and the second for grades 6-12. A huge 'Thank You' to Rock Hill Publix for gifting both campuses with a \$500 gift at the grand opening!



**IT'S OFFICIAL!** – The store is open for business.



**A view of the Produce department.**



**PUBLIX** donated \$500 to eight area schools. Schools receiving donations included: Ebinger Elementary, Richmond Drive Elementary, Rosewood Elementary, St. Anne Catholic School, Sullivan Middle School, York Preparatory Academy and two Westminster Catawba Christian School.



# Publix Opens First Store in Matthews, NC

## Company Donates \$5,000 to Matthews and Charlotte Area Schools



■ **IT'S OFFICIAL** – The new Publix at McKee Farms in Matthews, North Carolina is open for business.

Publix Super Markets, Inc. is really 'on the grow' in the Carolinas, following the recent establishment of a division based in Charlotte. The new Charlotte Division's most recent opening took place, April 23<sup>rd</sup>, with the opening of Publix at McKee Farms in Matthews, N.C. The 58,000 sq. ft. Publix is the company's first store in Matthews.

"We are excited to begin serving customers in Matthews and providing premier service, quality products and value – including a large selection of buy-one get-one free deals weekly," Kim Reynolds, Charlotte Media and Community Relations Manager told TODAY'S GROCER. "Additionally, we are looking forward to being an active and present partner in the community."

Tom Zemaitis serves as store manager at Store #1484 and has 32 years of service with Publix. Zemaitis most recently served as a Publix store manager in Palm Beach Gardens, FL. Approximately 150 associates are employed at the store.

Store highlights include:

THE PUBLIX DELI has associates available to assist customers during store hours and includes a full-service deli counter highlighting Boar's Head meats and cheeses as well as traditional deli items including custom Publix subs, fried and rotisserie chicken, prepared

fresh in store. The deli also offers an international selection of olives, antipastos and hummus and carries more than 200 varieties of artisan cheeses from the United States and around the world. A certified cheese specialist staffs this full-service Cheese Shop to assist with selecting and pairing cheeses with other foods and beverages.

The store carries a large selection of freshly-prepared foods created in-house daily. Customers may choose from a wide variety of chef-inspired appetizers, entrees and side dishes at our Chef's Selections counter. Specialties include Cedar Plank Salmon, Twice Baked Potatoes and Grilled Asparagus with Vinaigrette and Bleu Cheese.

In addition to a fresh salad bar, a soup bar offers four gourmet soups daily and a Hot Bar features Pan Asian favorites like Mongolian Beef, Sweet & Sour Chicken, Vegetable Lo-Mein and more. Sushi is also available and made fresh daily.

Customers can visit the Café conveniently located at the front of the store. It features popular favorites such as coffees, espressos, lattes, teas, gelato, Publix Premium Ice-cream and assorted pastries. There is a seating area and free Wi-Fi service available.

THE PRODUCE DEPARTMENT carries both organic and conventionally grown fruits and vegeta-



■ **KEY PRESENTATION** – Publix at McKee Farms Store Manager Tom Zemaitis (left foreground) and key department heads receive the key to their new store from Publix President Todd Jones (right foreground).



■ **PICTURE PERFECT** – The store is ready for its first customers on Opening Day.



■ **PUBLIX AT MCKEE FARMS** which opened, April 23, is the first store for the company in Matthews, NC. The 58,000 sq. ft. showplace is located 3110 Fincher Farm Road



■ **MATTHEW'S MAYOR Jim Taylor** (center) joined with Store #1484 Manager Tom Zemaitis, Charlotte Division Media and Community Relations Manager Kim Reynolds, members of the Charlotte Chamber of Commerce and civic dignitaries to help commence the opening of the first Publix in their city.

bles, including a selection of exotic choices from around the world and the locally grown season's best. The full-service floral department offers everything from the classic elegance of a dozen roses to bouquets bursting with fresh blooms to pots of lushly colored flowers. A floral specialist is available to create memorable arrangements for that special occasion.

THE PUBLIX BAKERY is a scratch bakery that offers an array of cakes, cookies and pies as well wedding cakes made by skilled decorators and an assortment of breads and rolls made fresh daily. Customers will find a selection of bakery items made with all-natural ingredients, including mini desserts, jumbo muffins and jumbo cupcakes.

THE EVENT PLANNING CENTER is staffed to assist customers in planning every detail for any special occasion from tailgate parties to weddings and holiday gatherings. Event planners will ensure all items are pulled together for the gathering, including placing orders for cakes, platters, beverages and floral arrangements and making suggestions that will perfectly complement every themed event.

THE WINE DEPARTMENT offers an expanded variety of imported and domestic premium and specialty wines, along with a large selection of champagnes and sparkling wines. The selection also includes fine wines made with organic grapes. Wine specialists are available to assist customers in finding the perfect wines to pair with their food selections.

THE FULL-SERVICE MEAT DEPARTMENT allows customers to have their order cut any way they like and trimmed to perfection. The case will feature a variety of

fresh meats as well as ready to cook items prepared fresh in store daily.

THE FULL SERVICE SEAFOOD DEPARTMENT offers fresh seafood delivered through out the week. It includes wild and farm-raised varieties of fresh fish as well as an extensive variety of shellfish options, including live lobster. Publix's whole fish and fillets are fresh, not frozen and never buy or sell any seafood products that are carbon monoxide treated.

In addition, the store offers a FULL-SERVICE PUBLIX PHARMACY with drive-thru as well as a dedicated body care section which offers customers a wide selection of natural and conventional vitamins, minerals and supplements. A body care specialist can assist customers with their selections. A HealthNotes kiosk can provide customers with information on health solutions, vitamins and supplements.

### SUPPORTING EDUCATION

Publix donated \$5,000 to area schools in Matthews and Charlotte as part of the company's commitment to education and to commemorate the opening of the new Matthews store.

10 schools within a 3 mile radius of the Publix at McKee Farms, located at 3110 Fincher Farm Road in Matthews, each received a \$500.00 check from Publix Super Markets, Inc. The checks were distributed to the schools' principals during the store's "Sneak-Peak" event.

"Publix was founded in 1930 with the philosophy of being involved as responsible citizens in our communities," Reynolds says. "Through our support of education, we strive to enrich the lives

of students and assist in preparing them for future success."

In total, Publix has contributed \$15,000 to area schools to commemorate its Ballantyne, Rock Hill and Matthews store openings.



■ **In a rush?** The new store offers a Self-Checkout area.



■ **APRON'S SIMPLE MEALS** is a cooking demonstration station offering customers two recipes each week. Meals clerks conduct live cooking presentations in the built-in kitchen area where recipes are demonstrated on a daily basis. All of the ingredients for these recipes will be found in the Apron's Simple Meals case located directly next to the kitchen.





# Publix Opens at West Lake Commons in Hollywood

■ On Thursday, April 24, at 7 a.m., the all new Publix at West Lake Commons welcomed back its customers and continues passing on the Publix spirit.

## A TODAY'S GROCER Exclusive Report

Heading to the beach in Hollywood? If you are, then you're in luck! Publix Super Markets – Miami Division debuted a new store in the all new West Lake Commons shopping center, April 24 at 1700 Sheridan Street (intersection of U.S. 1 & Sheridan Street). Immediately inside the new store you'll find a fully stocked 'store within a store,' able to supply you with a full selection of suntan oils, beach balls, and everything else you will need for a day of fun in the sun!

The new 54,000 sq. ft. of shopping pleasure replaces a 40,000 sq. ft. store located nearby which had served the community since 1991. That store, #267 closed for the final time on the evening of April 23.

In addition to the traditional grocery, produce, meat, dairy and frozen food departments, the store features the following full-service departments: bakery, deli, floral, fresh seafood and sushi, custom cut meats, as well as a drive-thru Publix Pharmacy and Publix Liquors.

The deli serves traditional offerings such as Publix subs, fried chicken and rotisserie chicken and has been expanded to include freshly prepared foods, handcrafted sandwiches featuring Boar's Head meats, signature subs, and a hot soup bar featuring gourmet soups daily. The deli also features artisan cheeses from around the world and a Mediterranean bar to include olives.

The grocery aisles have been expanded to allow for an extended product offering of natural and organic foods and ethnic foods in addition to a temperature controlled fine wine selection.

Approximately 180 Publix as-



■ WEST LAKE COMMONS PUBLIX #1454 Store Manager Vince Harris and his key department heads show off the key to the store presented to them by Publix Vice President – Retail Operations, Kevin Murphy (far left), Regional Director – Richard Rhodes (second right) and District Manager – Rick Dingman (far right)



■ A view of the expansive Publix Deli.

sociates are employed at the new store. Vince Harris is store manager at the new store. Assisting him are members of his key management team including: ASST. STORE MGR. – Chris Frick, GROCERY MGR. – Chris Herr, ASST. GROCERY MGR. – Steve Wimmer, PRODUCE MGR. – Seth Ebel, BAKERY MGR. – Sandra Johnson, DELI MGR. – Nancy Hilliard, MEAT MGR. – Jim Corrivieu, ASST. MEAT MGR. – Leroy Dudley, PHARMACY MGR. – Amy Castro, R.Ph., CUSTOMER SERVICE MGR. – Jenny Bonner and ASST. CUSTOMER SERVICE MGR. – Jasmine Laurenti.

"We are so excited to finally open our doors and can't wait for our customers to see all the enhancements their new Publix has to offer," said Nicole Krauss, Publix's Miami media and community





■ **PUBLIX SUPER MARKETS** District Manager Rick Dingman, Regional Director Richard Rhodes and Vice President - Retail Operations Kevin Murphy congratulate Store #1454 Store Manager Vince Harris (second right).

relations manager. "We know that our customers will be very pleased with the state-of-the-art design and additional products and services offered. This location also features the first Publix drive-thru Pharmacy in Broward County."

The first 1,500 customers on grand opening day each received a customized free Publix reusable bag. The first 200 liquor customers received a custom Publix wine glass.

Celebrations continued on Saturday, April 26 with special events and activities including the Miami Dolphins Cheerleaders, Alumni and Fans Force Fan Experience.

The store is open 7am - 11pm Monday - Saturday, and 7am - 10pm on Sunday. The Pharmacy is open 9am to 9pm, Monday through Friday, 9am to 7pm on Saturday, and 10am to 5pm on Sunday.



■ **CUSTOMER SERVICE MANAGER** - Jenny Bonner



■ **Chilled Teas and Lemonades**



■ **Frozen Food Department**



■ **Health & Beauty Care**



■ **A view of the Dairy Department**



■ **The front end features 11 checkouts, including 2 express lanes.**



## Getting to Know

### VINCE HARRIS

Store Manager, Publix Food & Pharmacy #1454  
Hollywood, Florida

Vincent W. (Vince) Harris joined Publix at the age of 14 in December 1979 as a Customer Service Clerk at Store #75. A graduate of McArthur High School, he completed one year of college before going full time with the company at the age of 20. He was promoted to the position of Store Manager in July 2002 at Store #822 which he opened in North Lauderdale. He next became store manager of Store #568 in Coral Springs before being named to head Store #267 in July 2005. Earlier in his career, Vince had been at Store #267 as 2<sup>nd</sup> Assistant Manager, and Assistant Store Manager. Vince and his wife of 27 years Regla (Office Manager of West Pines Community Church) are the proud parents of three children: Chelsea, age 23 who is an associate at Store #1068 (Pembroke Pines), Vinny, age 21 who works at Store #679 (Hollywood), and youngest daughter Jenny, age 18 who works at Store #213 (Pembroke Pines). Away from work, Vince enjoys an occasional round of golf, scuba diving, mountain biking and reading. The 34-year Publix veteran tells TODAY'S GROCER, "My mantra that I emphasize to all our store associates, to paraphrase the words of our founder Mr. George W. Jenkins is, 'Publix will be a little bit better... or, not quite as good because of you!'."



■ **Soup Bar**



■ **A partial view of the expansive wine department which features a special temperature-controlled wine cooler.**



# 22 Strictly Natural

## Krazy Ketchup

### Revolutionizing America's Favorite Condiment

Made by Moms for Kids

Krazy Ketchup, developed by two moms concerned with their children's nutrition and eating habits, is revolutionizing America's favorite condiment. With the added organic veggie purees, a Nutrient Trio, it is rich in vitamin A, vitamin C and potassium, and high in fiber. Driven by concerns about Diabetes and sugar induced hyperactivity, organic agave nectar is a perfect substitute for sugar or high fructose corn syrup. Agave, a natural liquid sweetener made from the extract of the wild agave plant, has a relatively low glycemic index due to its higher proportion of fructose and lower levels of glucose. Not only does Krazy Ketchup contain these beneficial ingredients, current scientific study shows eating tomatoes and tomato products, North America's major source of lycopene (a carotenoid), reduces the risk for cancer. And further study from the USDA Research Publications has shown organic ketchups have higher levels of this cancer fighting carotenoid Lycopene, than non-organic ketchup.

So instead of dousing your meatloaf, hamburgers, hotdogs and potatoes in pure sugar, try using Krazy Ketchup. Once you taste it, you'll never be able to use anything else!

Krazy Ketchup is currently available at many supermarkets as well as select independent organic markets in the far west. But watch out! It may be heading your way soon!



## New Certified Organic

### Late July Introduces Non-GMO Line of Restaurant Style Tortilla Chips

A recent survey from The Organic Trade Association found that 81 percent of US families stock their households with organic products, choosing to buy foods made without toxic, persistent pesticides, genetic engineering, antibiotics, artificial ingredients or preservatives. When it comes to entertaining with friends, however, many still reach for conventional brands. Late July, the number one organic chip brand in the U.S., believes that parties are the next frontier for organic food. On a mission to get organics out of the cupboard and into the party, Late July's New Restaurant Style Tortilla Chips serve

up delicious organic, Non-GMO chips in fun, innovative packaging that anyone would be proud to share with friends. Debuting tomorrow at Natural Products Expo in Anaheim, CA, the leading natural and organic industry event, Late July's organic Restaurant Style Tortilla Chips are the perfect party chip available in two varieties, Sea Salt and Chia & Quinoa.

"People serve their families organic foods when preparing a meal but often turn to conventional, non-organic brands when it comes to entertaining. I see this as a tremendous opportunity for organic brands and why we're thrilled to share our delicious, organic Restaurant Style tortilla chips made especially for parties," said Nicole Bernard Dawes, CEO and Co-Founder of Late July Organic Snacks.

To create the perfect party chip, Late July uses only the best organic ingredients and tortillas rolled extra thin. This makes a chip so deliciously light and crispy it melts in your mouth. Ideal for snacking by the handful, Late July Restaurant Style chips are cut bigger to hold even more salsa or dip. Like all Late July products, Restaurant Style chips are Certified USDA Organic, Non-GMO Project Verified and made with wholesome ingredients like organic chia seeds, organic quinoa and organic corn. Late July Restaurant Style chips are available nationwide. And because Late July Restaurant Style chips are gluten free, nut-free, Kosher and vegan, it's easy to feel good about serving them to anyone at any party.

Late July Organic Restaurant Style Tortilla Chips are available in 11oz bags for \$4.49. The chips come packaged in an authentic brown bag which is sealed airtight to keep the chips fresher and tastier longer.



## Gimme Five!

### GoGo Squeez Introduces First-Ever Mixed Fruit Flavor

GoGo squeeZ, a leader in tasty, squeezable applesauce on-the-go, has introduced its newest flavor! In a first for the brand, we will be adding a "mixed fruit" flavor to their repertoire. The new flavor – affectionately called Gimme Five – will include the Apple, Banana, Strawberry, Peach, and Mango flavors that consumers love, all in one pouch!

Gimme Five features all the great benefits that families know and love about GoGo squeeZ products including:

**EASY MOBILITY:** Available in a re-sealable pouch that features a built-in straw, making it a no-spoon, no mess way for kids to enjoy fruit on-the-go.

**NATURAL GOODNESS:** All-natural 100% fruit, gluten-free, dairy-free, nut-free and made with no artificial flavors or preservatives.

**WHOLESNOME SNACKING:** Each BPA-free pouch contains only 60 calories, helping parents feel confident about the food choices they make for their children.

The new variety joins an already robust and popular line-up of flavors including: AppleApple, AppleCinnamon, ApplePeach, AppleBanana, AppleStrawberry, AppleBerry, AppleMango, AppleCherry ApplePear, AppleGrape and AppleMandarin.



## Navitas Naturals Launches

### Unique Line of Organic Superfood Snacks

Over the past decade, Navitas Naturals has built a reputation for sourcing the most nutritious, wholesome, and sustainably-cultivated organic foods from around the world. Now, the superfood leader has combined their most popular superfoods with nutrient rich seeds and nuts to make it easier than ever for people to gain the essential nutrition they need to power through a busy day.

The four new energizing organic Superfood+ Seeds and Nuts mixes elevate healthy snacking to a whole new level. Maca Maple Cashews, Chia Rosemary Pepitas, Goji Basil Cashews and Goldenberry Ginger Almonds are 'Handfuls of Goodness' that combine best-selling Navitas superfoods with healthy, raw, organic seeds and nuts. These delicious gluten-free, GMO-free snack mixes are fortified with organic Maca, Goji, Chia and Goldenberry powders.

Superfood+ Seeds and Nuts mixes build off the success of the award-winning line of Navitas Power Snacks that was introduced in 2011. "Our new snacks make it easy for people to integrate organic superfoods into their diet," says CEO and founder Zach Adelman. "We aim to provide people with nutrition convenience in the form of tasty superfood snacks that help active people ensure they're getting optimal nutrition."

Each of the four Superfood+ Seeds and Nuts mixes is offered in a 4-ounce re-sealable pouch. The organic snacks provide a balanced supply of antioxidants, fiber, protein, essential fatty acids, vitamins and minerals.



## Mr. Cheese O's Launches

First of its Kind, All Natural, Yummy, Real Cheese Snack Food

Orange tongues and fingers, grease stains, high fructose corn syrup, saturated fat, high calorie counts – the telltale signs of cheese-flavored chips, crisps and crackers.

Until now:

Mr. Cheese O's, an all-natural, crunchy, delicious, and fun O-shaped cheese snack recently debuted at the Natural Foods Expo West in Anaheim, California. Mr. Cheese O's comes from Sonoma Creamery, an artisan cheese company based in California's wine country that makes hormone free, 100% natural, gluten-free cheeses. The new healthier, wheat-free, corn-free snack comes in four indulgent varieties, - Original, Cheddar, Tuscan Herb and Sweet Chili -- with 10-grams of protein per one-ounce bag, using organic quinoa and other ancient grains.

Mr. Cheese O's is a snack every kid will crave and every parent will feel good about serving – not to mention adults craving it themselves! Mr. Cheese O's will be available in the deli section of national grocery and convenience store chains starting this June.

"As parents, how can we trust snack products that use ingredients with names we can't even pronounce?" said Sonoma Creamery's CEO, John Crean. "In a space that's dominated by not-so-good-for-you products, and being a dad myself, I'm proud that our new Mr. Cheese O's product is an extra tasty, crunchy real cheese snack with a clean label and all natural ingredients that parents can feel good about giving their kids – and maybe saving a few for themselves, as well!"

Mr. Cheese O's is set to roll out nationwide in all four varieties early this summer. One-ounce packs of Mr. Cheese O's will retail for \$2.99.



## Safonique

Best In Clean – Best In Green

Combining sustainable, all-natural ingredients with the function and effectiveness needs of a safe, 100% natural laundry detergent, Safonique is the revolutionary washing product and a must-have for every household. Founder of Safonique, Patricia A. Boswell, created the product over 15 years ago as an answer to busy family's requirements for a safe and natural laundry detergent that gets the job done. Boswell, is a New York based businesswoman who was named as a top entrepreneur by the *Small Business Wall Street Journal*.

A 50 ounce environmentally friendly pouch of Safonique's Natural Cleaning Power Eco-Friendly Lavender Sea Laundry Detergent retails at an affordable price point. Safonique, with its scent from pure essential oils, is hypoallergenic, highly effective ultra-concentrated cleaning power, non-toxic, eco-friendly by eliminating the use of enzymes, phosphates and residues that usually damage septic systems.

With the aim of providing conscious consumers with a holistic, pure product, Safonique uses pure aromatherapy essential oils and all natural 100% biodegradable ingredients. The unique formula is safe for the entire family and ensures 100% satisfaction with every wash.







**AKENTON**  
IMPORT AND EXPORT

# 100% NATURAL PURE CANE SYRUPS & NATURAL RAW 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 PROJECT VERIFIED
- ✦ KOSHER
- ✦ NO HIGH FRUCTOSE CORN SYRUP
- ✦ NO ARTIFICIAL INGREDIENTS
- ✦ NO CORN SYRUP
- ✦ PASTEURIZED
- ✦ DISSOLVES INSTANTLY IN HOT & COLD BEVERAGES
- ✦ REFRIGERATE AFTER OPENING
- ✦ NO AFTERTASTE

\* 1 Gallon containers available for restaurant use.

## 100% NATURAL RAW 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.

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# United Supermarkets Opens Next-Generation Store in Amarillo

A TODAY'S GROCER  
Special Report

United Supermarkets cut the ribbon, March 5, on the flagship of its next-generation United stores, located at 3552 South Soncy Rd. in Amarillo, TX.

The ceremony featured comments by Robert Taylor, president of United Supermarkets, LLC, and Gary Molberg, president and CEO of the Amarillo Chamber of Commerce. Additionally, the grand opening included United representatives presenting a \$50,000 donation to High Plains Food Bank's operation of Kids Cafe, which provides free meals and snacks to low-income children in the Amarillo community.

The 55,000 sq. ft. flagship location features a totally new design and anchors a 19-acre site that also includes a freestanding United Express convenience store – which opened January 29 – and additional retail development. United purchased the site early last year.

"This is our first United location which reflects our new brand strategy," said Monica Schierbaum, senior director of marketing for United Supermarkets, LLC. "It is a bold statement and truly represents the United Supermarkets brand and what we stand for. The Amarillo community is so important to our company, and we believe this store will be a positive expression of the strong relationship we have with our Amarillo guests."

The new Amarillo store is a bright and colorful design that uses active visual elements, as well as outdoor images, that honor the local community and the Texas spirit. "Guests will know they're stepping into an Amarillo store," Schierbaum said.

Several store features have never been seen in a United Supermarkets location before – most notably, a separate en-



■ The new Amarillo 55,000 sq. ft. United flagship location features a totally new design. The store is a bright and colorful design that uses active visual elements, as well as outdoor images, that honor the local community and the Texas spirit.



■ United representatives presented a contribution of \$50,000 to High Plains Food Bank, benefiting 'Kids Cafe'.

trance and exit, as well as "fresh" departments at the front of the store.

"You'll know this United is different the moment you walk in," said Wes Jackson, the company's chief merchandising officer. "Fresh produce and floral welcome you right as you enter the store."

The landmark of the store is a large, iconic tree over the entire produce department.

"The tree welcomes our guests when they enter the store and defines the produce area as a space that is warm & inviting," Jackson said.

The dining-food service area is to the right of the entrance, away from the shopping flow. It provides colorful, comfortable seating for up to 190 guests (76 inside and 114 outside). The deli and hot bar feature Boar's Head sliced meat and cheeses, pizza, sandwich bar, soup and salad bar, a large assortment of grab-and-go chilled prepared foods, and a hot griddle.

The company's commitment to health and wellness is also apparent, as evidenced by:

- A Care Xpress walk-in health-care clinic, with services provided by Family Medicine Centers of Amarillo;
- A drive-thru pharmacy;
- New shelf tags featuring "healthy attributes" that identify products in 10 different categories, such as low-sodium, heart-healthy, organic, gluten-free, etc., as well as the recently introduced "Diabetic's Top Pick" program;
- Shelf tags that also include the NuVal Nutritional Scoring System, which rates the nutritional value of foods throughout the store on a scale of 1 to 100. United was the first supermarket chain in Texas to adopt the NuVal system;
- Expanded gluten-free and bulk departments.



■ UNITED SUPERMARKETS has opened the flagship of its next-generation United Supermarket store in Amarillo, Texas. Several store features are new to this United Supermarkets location, such as the walk-in health clinic, an indoor/outdoor dining area that accommodates up to 190 guests, and drive-thru pharmacy.





■ The grand opening ceremony included comments by Robert Taylor, President of United Supermarkets, LLC (pictured), and Gary Molberg, President and CEO of the Amarillo Chamber of Commerce.

Other notable store features include:

- A full-service meat/seafood department;
- The largest beer-wine selection of any United location, including a walk-in beer cooler;
- A full-service bakery featuring made-to-order cakes and in-store cake decorating.

The store is eco-friendly as

well, according to Tony Crumpton, executive vice president of facility, fuel and supply.

"This location reflects our commitment to the environment and reducing our carbon footprint," Crumpton said. "It is our first United location with skylights for light harvesting, a newly designed refrigeration system that substantially reduces the amount of ozone-depleting gas needed, and

the use of LED lighting throughout the store, to lower overall energy usage."

The hours of this United location are as follows:  
 STORE: Monday – Sunday 6 a.m. – 11 p.m.  
 PHARMACY: Monday – Friday 9 a.m. – 9 p.m. Saturday 9 a.m. – 6 p.m. Sunday 1 p.m. – 6 p.m.  
 United has been operating stores in Amarillo since 1971.



■ The 55,000 sq. ft. flagship location features wide aisles for easy shopping.



■ JUST RIGHT FOR YOU - A large offering of bulk nuts and snacks.



■ The company's commitment to health and wellness is also apparent, as evidenced by a Care Xpress walk-in healthcare clinic, with services provided by Family Medicine Centers of Amarillo.



■ A view of the expansive meat and seafood departments.



# 26 Frozen Food

## Gardein Introduces New Golden Fishless Filet



Gardein Protein International, Inc.—the makers of gardein, the plant-based complete protein brand currently sold in over 20,000 stores in North America—has announced the launch of golden fishless filet. Rich in flavor and texture, this protein innovation also provides omega-3s with no cholesterol.

Each serving of the golden fishless filet (96g) contains 32mg of EPA and DHA omega-3 fatty acids. At only 180 calories, each two-piece serving contains 9g of protein and is made with non-GMO soy, wheat and canola oil. The cholesterol-free, vegan and kosher filets are a healthy and convenient option for tacos, sandwiches, as a snack served with fries and coleslaw, or a delicious dinner served with rice and veggies.

Consumers are looking for healthier protein options and gardein is committed to developing great-tasting meatless foods for everybody. As the fastest-growing meatless brand, gardein offers a broad assortment of items that deliver real meat taste, texture and nutrition. This protein-packed, delicious option allows consumers to enjoy fish in a safe, sustainable and socially responsible way.

"Our consumers were asking for a meatless product that would replicate the classic fish and chips meal," said Yves Potvin, founder of gardein. "We spent a lot of time perfecting the flaky, moist texture on the inside and the crispy coating on the outside. I believe we've done it and I'm so excited to see people fall in love with it."

## New Pancakes & Sausages on a Stick Varieties Join the Jimmy Dean Family

Jimmy Dean is helping families everywhere start their morning off right with new fun and satisfying breakfast options. Joining the brand's popular Pancakes & Sausage on a Stick product portfolio are two new flavor varieties including Apple Cinnamon Pancakes & Sausage on a Stick and Very Berry Pancakes & Sausage on a Stick, each available for the first time in convenient five-count packages.



The new varieties of Jimmy Dean Pancakes & Sausage on a Stick, which are now available nationwide, include:

- **NEW APPLE CINNAMON PANCAKES & SAUSAGE ON A STICK** – 230 calories per serving, 6 grams of protein per serving, 13 grams of fat per serving, 5-count package with 5 servings per package, suggested retail price of \$3.99.
- **NEW VERY BERRY PANCAKES & SAUSAGE ON A STICK** – 230 calories per serving, 6 grams of protein per serving, 13 grams of fat per serving, 5-count package with 5 servings per package, suggested retail price of \$3.99.
- **ORIGINAL PANCAKES & SAUSAGE ON A STICK** – Available for the first time in a 5-count package. 230 calories per serving, 6 grams of protein per serving, 12 grams of fat per serving, 5-count package with 5 servings per package, suggested retail price \$3.99.



## DF MAVENS: Newest Dairy-Free Ice Cream Debuts

A dairy-free dessert unlike any other, DF MAVENS products provide a treat that everyone can enjoy – vegans, lactose intolerant and anyone who loves eating the best ice cream around. Combining the finest and healthiest ingredients from around the world, this ice cream comes in three main varieties including: Soy, Coconut and Almond.

All products are dairy-free, gluten-free, do not contain preservatives or cholesterol and are Kosher. No Sugar Added options are also available and all come in flavors such as Madagascar Vanilla Bean, Del Lago Chocolate, Peanut Butter Fudge Mash, New Orleans Salted Praline, Mocha Almond Chip, Mint Almond Cookie and many more.



■ EVOL has expanded its reach and flavor profile, as well as moves beyond the single serve market for the first time, with the introduction of the new MultiServe line of frozen entrees.

## EVOL Foods Introduces New Frozen Entrée Products

EVOL Foods, Boulder-based maker of new age frozen meals, burritos and snacks, today announced two new innovative product lines: MultiServe Skillet Meals and Lean & Fit single serve meals. These new products further round out EVOL's growing product portfolio while still remaining committed to providing, convenient, clean food made with real ingredients that taste great. The MultiServe Skillet Meals also marks the first time EVOL has moved beyond the single serve market, with meals meant to be cooked on the stovetop and served for two.

"Our food philosophy is simple: love what you eat. At EVOL, we are on a continued quest to find innovative ways to provide delicious food without sacrificing nutrition, flavor or convenience," said founder Phil Anson. "Our new MultiServe Skillet Meals and Lean & Fit Meals mark our continued evolution as a company and I think people are going to be truly excited when they taste these new products and realize they are a standout in the frozen food category, showing that just because something is convenient doesn't mean you have to give up on unique flavors and taste."

### NEW MULTISERVE SKILLET MEALS FOR TWO

EVOL has expanded its reach and flavor profile, as well as moves beyond the single serve market for the first time, with the introduction of the new MultiServe line of frozen entrees. Available in six flavors that are sure to appeal to everyone's palate, the new MultiServe Skillet entree options take you on an exploration of flavor, creating new dishes that are meant for two.

The entrees are ready in just

10 minutes, combining the convenience of frozen food, with simple clean ingredients. Share the food love and EVOL goodness and take your dinner to the next level with one of the new MultiServe Skillet meals, including:

- **UNCURED BACON MAC & CHEESE** – a comfort food lover's dream, this meal features elbow macaroni, crispy uncured bacon and peas, combined with a rich, delicious cheddar cheese sauce.
- **THAI STYLE CURRY CHICKEN** – EVOL's first foray into Thai cuisine is sure to deliver on this authentic dish. With grilled white meat chicken, red bell peppers, baby corn, carrots, snap peas and white rice and a tasty Thai yellow curry sauce, this may become your new favorite dish.
- **TERIYAKI CHICKEN** – a new gluten free, classic dish features grilled white meat chicken, red and green bell peppers, snap peas, carrots, broccoli and brown rice with a zesty teriyaki sauce.
- **GRILLED CHICKEN PARMESAN** – this Italian classic starts with grilled white meat chicken and brings together spinach, basil, penne pasta and parmesan cheese in a roasted garlic tomato sauce.
- **CHICKEN TIKKA MASALA** – Indian comfort food with a hint of spice, this gluten free dish combines grilled white meat chicken, carrots, peas and white rice in a rich and creamy tikka masala sauce.
- **BUTTERNUT SQUASH AND SAGE RAVIOLI** – enjoy the savory flavor combinations of a sage and roasted garlic sauce with grilled tomatoes and kale coating delicious ravioli stuffed with roasted butternut squash and ricotta cheese.

### NEW LEAN & FIT ENTREES

Stay true to your New Year's resolution to eat healthier with EVOL's all-natural Lean & Fit meals. This new line takes EVOL's mission to love what you eat to a new level, further showing that you do not have to compromise on flavor or convenience when you choose to eat healthy. As with all of EVOL Foods' entrees and classic dishes, these frozen entrees are made with simple, clean ingredients and no preservatives or artificial ingredients. The single-serve Lean & Fit meals are all 300 calories and Low in Fat. The exciting flavors include:

- **TERIYAKI CHICKEN** – a healthy take on a classic favorite, including grilled white meat chicken, brown rice, red & green bell peppers, snap peas, carrots and broccoli tossed in teriyaki sauce.
  - **LEMONGRASS CHICKEN** – tender white meat chicken, brown rice, broccoli, carrots and snap peas all come together with a fragrant, delicious lemongrass sauce.
  - **CHICKEN TANDOORI** – enjoy a lean version of this popular Indian dish with grilled white meat chicken, brown rice, roasted tomatoes, carrots and peas in a traditional tandoori sauce.
  - **CHICKEN PENNE POMODORO** – this classic dish will appeal to the pasta lover in anyone, with whole wheat penne, red & green bell peppers, zucchini, yellow squash, spinach and grilled white chicken in a roasted garlic tomato sauce.
- The MultiServe Skillet Meals and Lean & Fit Meals will be available nationwide at Target, Harris Teeter as well as in select grocery stores. The MultiServe Meals will retail for \$6.99 to \$8.49 and the Lean & Fit Meals will retail for \$3.99-\$4.99.

### Tyson Day Starts

## Tyson Launches Its First Breakfast Line

Tyson Foods, Inc. is adding a new line of breakfast items to its product offerings with Tyson Day Starts products. The line of Frozen breakfast sandwiches offer protein-rich meals made with high quality ingredients like real cheeses, zesty vegetables, farm fresh eggs, and Tyson proteins such as Tyson sausage, ham and chicken. Day Starts breakfast varieties include biscuit sandwiches, breakfast flatbreads and wrapped omelets – ready to eat in less than two minutes – ideal for busy families who value a warm, delicious meal to start the day.

Tyson Foods has been a long-time leader in providing families with nutritious meal options and is always striving to introduce new products to meet consumer needs. Tyson Day Starts sandwiches give families the quality foods consumers can expect from Tyson Foods, but now they can find them in the frozen breakfast aisle. Whether enjoying breakfast at home or on-the-go, Tyson Day Starts products provide a convenient way to start the day with warm and savory breakfast sandwiches the whole family can enjoy.

Day Starts breakfast sandwich options range from a classic sausage, egg and cheese biscuit to a twist on breakfast staples, like wrapped cheese omelets or bacon, egg and cheese flatbread sandwiches. Not only is each sandwich packed with flavor, but the sandwiches are made with wholesome ingredients like fresh eggs, natural cheeses, all white meat Tyson chicken, and have up to 27 grams of protein per serving.





## Kings Lake Square

# Publix Celebrates Grand Opening in Naples

A TODAY'S GROCER Special Report

On Thursday, April 24, Publix Super Markets opened its newest location in southwest Florida located at 4860 Davis Blvd. in Naples. In addition to the traditional bakery, deli, grocery, meat, produce, dairy and frozen food departments, the more than 45,000 sq. ft. store will contain the following full-service departments: fresh seafood, pharmacy and sushi, and a self-service floral department.

"We're very excited about our newest store at Kings Lake Square. Many of our customers live very close to the store and are happy they won't have to drive as far for their Publix shopping experience," Brian West, Manager of Media & Community Relations told TODAY'S GROCER. "Our associates are looking forward to passing on the Publix spirit."

Store #1458 employs approximately 130 associates and is managed by Scott Oehmigen. Assisting are members of the key management team, including: ASST. STORE MANAGER - Ricky Cosser, CUSTOMER SERVICE MANAGER - Kelly Fogel, GROCERY MANAGER - Felix Sosa, MEAT MANAGER - Christopher Borsoni, PRODUCE MANAGER - Michelle Allen, DELI MANAGER - Dennise Schmidt, BAKERY MANAGER - Brian Keller, and PHARMACY MANAGER - Kell Rosal, R.Ph.

Store Hours are: Monday thru Sunday - 7:00 a.m. to 10:00 p.m. Pharmacy Hours are: Monday thru Friday - 9:00 a.m. to 9:00 p.m., Saturday - 9:00 a.m. to 6:00 p.m., and Sunday - 11:00 a.m. to 5:00 p.m.



■ THE PRODUCE DEPARTMENT carries both organic and conventionally grown fruits and vegetables, including a selection of exotic choices from around the world and the locally grown season's best.



■ A view of the front customer service area.



■ The deli department is one of the first of the major amenities customers will discover upon entering the East Naples Publix. The Publix Deli has associates available to assist customers and includes a full-service deli counter highlighting Boar's Head meats and cheeses as well as traditional deli items including custom Publix subs, fried and rotisserie chicken, prepared fresh in store.



■ APRON'S SIMPLE MEALS is a cooking demonstration area offering customers two recipes each week. Meals clerks conduct live cooking presentations in the built-in kitchen area where recipes are demonstrated on a daily basis. All of the ingredients for these recipes will be found in the Apron's Simple Meals case located directly next to the kitchen.



■ SKIP THE CLIP - Remember to 'Clip' the new digital coupons before you shop! Shoppers can come here to sign up and 'clip' these Manufacturers e-coupons from Publix. They sign up with a phone number, it is quick and easy. When shopping at Publix, use paper coupons first, then add your phone number into the keypad (or tell the cashier) it will automatically deduct any of the Manufacturers e-coupons clipped. Remember: You cannot use two MQ's on the same product... however, you can still 'stack' a paper store coupon with the e-coupons.



■ WORTH THE WAIT - It took nine months to rebuild the East Naples Publix. Here's proof that the time was well spent, as this expansive produce department is guaranteed to be a winner with shoppers! Innovative merchandising highlights store displays such as these in the Produce Dept.



■ PUBLIX DEBUTED its newly-reopened Store #1458 at Kings Lake Square shopping center in East Naples on Thursday, April 24, after undergoing a total rebuild over the last nine months.



## Fourth Annual



# NSA-Florida Chapter Hosts Golf Classic and Scholarship Awards Ceremony

Weston Hills Country Club  
Weston, Florida  
April 30, 2014

**N**ational Supermarket Association (NSA), a trade association representing the interests of independent supermarket owners in New York, Florida and other states throughout the East Coast held, its Fourth Annual Golf Tournament in Florida, April 30, at Weston Hills Country Club. The golfing contest was held to benefit the NSAFSA Scholarship Foundation. Monies raised during the tournament were distributed to qualified scholarship recipients during dinner that evening. A number of distinguished NSA officers and board members were in attendance, including: NSA President, David Corona from New York and others from within the Florida Region.

Tournament participants included 108 golfers. NSA-Florida awarded \$52,000 in total to 42 students living in communities surrounding member stores. The top 10 students each received \$2000 and all others received \$1000.

Activities began at 11:00am with a Putting Contest followed by lunch at noon. The tournament began with a Shot Gun Start at 12:30pm. Following the end of the links action, the Scholarship Award Ceremony and Dinner Buffet followed at 5:30pm. Guest had the opportunity to partake in a raffle to benefit the scholarship program with many prizes awarded including, a weekend getaway for two to the Key West, Clamato domino table, Corona cooler, Corona golf bag, mountain bike, Miami Marlins baseball tickets and Ping and Calaway golf equipment. Students were not left behind with four lucky winners of an Apple iPad in the Coca-Cola sponsored raffle.

The tournament was won by the team from ISLAND DAIRY – Jose Delgado, Lazaro Martinez, Neo Rodriguez and Luis Diaz, Jr. SECOND PLACE was awarded to the team from FLORIDA ICE – Roger Lucas, Miguel Guerra, Ray Llanes and Chris Soto. THIRD PLACE was awarded to the team from SUN CITY PRODUCE – Jaime Largent, Dio Castillo, Ira Bernhard and Joe Didarolimo. Winner of Closest-to-the-Pin was Erick Chacin from Lakay Foods. Men's Longest Drive honors went to Jason Stavakis and Women's Longest Drive honors went to Debbie Acocella.

This event would have not been possible without the exceptional support of participating sponsors. Golf Tournament main sponsors included: All Florida Paper and Coca-Cola. Golf Tournament Lunch Sponsor was Nielsen. Scholarship Awards Ceremony Sponsor was Mega Cocina.

Founded in 1989 by Hispanic entrepreneurs, the association has grown dramatically in the last 25 years. It currently provides its members hands-on representation in both the private and public sectors and advocates issues that impact the entire supermarket industry. It also provides outreach services to corporations that want to re-invest in the ever-growing Hispanic market. Its current membership represents over 400 supermarkets. Each member must own at least 1 supermarket; some members have up to 30 stores. The association's major annual events are a dinner and a golf tournament benefiting the NSA Scholarship Fund, a Trade Show, and the Annual Banquet.



■ NSA 2014 Scholarship Award Recipients proudly holding their certificates. The top 10 students each received \$2000 and all others received \$1000.



■ NATIONAL SUPERMARKET ASSN. Board of Directors with Guest Speaker, Julio Gonzalez, General Counsel Broward County Police Benevolent Association



■ NSA PRESIDENT David Corona (left) pictured with Executive Vice President – Florida Chapter Carlos Hernandez (right).



■ FIRST PLACE WINNERS – *Island Dairy*: Jose Delgado, Lazaro Martinez, Neo Rodriguez and Luis Diaz, Jr.



■ SECOND PLACE WINNERS – *Florida Ice*: Roger Lucas, Miguel Guerra, Ray Llanes and Chris Soto.



■ THIRD PLACE WINNERS – *Sun City Produce*: Jaime Largent, Dio Castillo, Ira Bernhard and Joe Didarolimo.



■ TODAY'S GROCER PUBLISHER Pedro Penton (Técnica) on the links with the Weston Hills Country Club clubhouse in view.



■ GOLD COAST BEVERAGE DISTRIBUTORS TEAM



■ TECNICA BUSINESS SYSTEMS team having a great time ready to tee-off. Guillermo Arinez, Lourdes Vitoria, Rosabel Gonzalez, Hector Martinez, Barbara Ricabal, and Pedro Penton.



■ NSA MEMBERS pictured with Executive Secretary Damaris Mateo after the event.



■ NSAMEMBER Ajay Dhawan (standing in background with his daughter) pictured with scholarship recipients (seated).



■ RAFFLE WINNER Roy Hunt (right) receives his Ping Putter.



■ RAFFLE WINNER Hector Martinez (right) receives his Driver and 3 Wood.



■ RAFFLE WINNER Tony Medina (left) receives his beautiful Mont Blanc pen.



# Nothing Can Replace Meeting Face to Face...

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[www.nsaflorida.org](http://www.nsaflorida.org)



# 30 Dairy & Deli

## New Castello Burger Blue Transforms Any Burger Into an Epicurean Delight

Mouthwatering burgers topped with tangy blue cheese crumbles are a favorite for many burger fans, appearing on restaurant menus from coast to coast. Castello®, maker of creatively crafted cheeses since 1893, now makes it easy for any home cook to create an epicurean burger worthy of a gourmet chef, with the launch of Burger Blue.

Featuring perfectly sized slices of Castello Blue Cheese, Burger Blue melts evenly across a patty and stays on the burger during cooking and consumption – a feat nearly impossible to accomplish with traditional blue cheese crumbles. In addition, thanks to slices that are the ideal width for grilling, Burger Blue delivers the classic bold flavor of blue cheese without overpowering a burger.

"Burger Blue really amps up the flavor of the everyday cheeseburger," says Chef Michael Symon, co-host of 'The Chew,' author of numerous best-selling cookbooks and owner of several restaurants. "The size and thickness of the Burger Blue slices are perfect – my burgers have just the right amount of tangy, melty blue cheese without the mess and fuss of blue cheese crumbles. Not only does it make the grilling experience simpler and cleaner, it also brings out the flavor of the meat and complements some of my favorite toppings like sautéed mushrooms and onions."

Burger Blue cheese melts perfectly and is conveniently sliced to just the right size. The creamy and characteristically tangy notes of blue feature balanced sweet and salty undertones, lending an exquisite flavor to a savory grilled beef patty. Each slice has been carefully crafted in the tradition of the artisan cheese makers at Castello, using only natural ingredients and impeccable attention to detail. Part of a full line of blue cheese varieties, the new sliced Castello Burger Blue is produced only at one dairy in Denmark. Home cooks can look for Burger Blue in the specialty cheese area at grocery retailers beginning in May. A package of six slices retails for \$5.99 on average.



## Co-branded Yogurt Pouches for Babies, Toddlers and Kids Debut

Stonyfield has announced a new partnership with Happy Family, the baby food brand that introduced pouch packaging to replace glass jars. Stonyfield's popular yogurts for babies, toddlers and kids, now available in convenient pouches, will be co-branded with Happy Family this summer.

Stonyfield & Happy Family yogurt pouches offer a convenient and portable option for busy families looking for delicious, organic fruit and vegetable combinations. The yogurts are made with organic whole milk, which studies have shown provides a far better concentration of Omega-3s that can support brain and heart health than conventional milk.

The yogurt pouches are sold individually (\$1.49) as well as in four pack (\$4.99).

The re-sealable package can be out of refrigerator for up to 4 hours. Parents can expect to see The Stonyfield & Happy Family yogurt pouch line in your dairy cases starting in July.

The line includes YoBaby Yogurt Pouches, YoTot Yogurt Pouches and YoKids Yogurt Pouches.



## Joan of Arc's Packaging Redesign Earns Design Award

Saputo Cheese USA Inc., has been granted a 2014 American Package Design Award from Graphic Design USA magazine for the redesign of its Joan of Arc brand.

For five decades, Graphic Design USA magazine has sponsored national competitions recognizing the country's pre-eminent graphic designers. This year's competition received 1,800 entries, placing Saputo's winning entry among the best designed and most innovative packaging in the food and beverage industry.

The Joan of Arc cheese line has been imported since 1918 and features a variety of French and French-style favorites including lavish double and triple crème brie, flavor-infused double crème brie, Camembert, goat brie, chèvre and Roquefort cheeses. The redesign was first introduced on the brand's brie cheeses in 2013 in honor of the line's 95th anniversary.

## Sargento Tastings: Eight New Specialty Cheese Varieties for Everyday

Satisfy Everyone's Palate with Snack Chunk Cheeses in the Dairy Aisle

No other snack pairs as perfectly with wine – or nothing at all – than cheese. New Sargento Tastings are specialty snack chunk cheeses that transform every day into a savored moment.

"Specialty cheeses are now accessible and conveniently located in the dairy aisle," said Chris McCarthy, director of marketing for the Sargento Consumer Products Division. "With Sargento Tastings, everyone can explore a variety of specialty cheeses from a name they know and trust. They are perfect for a casual get-together or a satisfying solo snack."

Sargento Tastings are cut from real block cheese and come in eight varieties to satisfy everybody's palate, every day. Some of the cheeses are familiar, while others are completely new. They are: Aged Wisconsin Cheddar, Aged Vermont White Cheddar, Bruschetta Jack, Fiestita Pepper Jack, Medium Asiago, Creamy Havarti, Parmentino and New Zealander.

Carefully crafted into unique shapes and sizes, the cheeses are perfectly paired with favorite foods and wine. Try these pairing tips from Sargento Chef Ulrich Koberstein for a decadent, yet simple snack any day, any time:

### FAMILIAR

- **Aged Wisconsin Cheddar:** The aged Wisconsin Cheddar is matured for 12 months to bring out its sharp, nutty flavors which work well with Granny Smith apple slices and roasted almonds.
- **Aged Vermont White Ched-**



**dar:** This cheese is delicately ripened for 12 months to bring out its unique, matured taste. The flavor works well with roasted almonds or a glazed nut blend to complement its sharpness.

### TWIST ON FAMILIAR

- **Bruschetta Jack:** The flavor of traditional Monterey Jack cheese is infused with tomato, basil, and garlic to deliver the unique taste of Bruschetta Jack. Cubed or sliced Bruschetta Jack will taste delicious atop a crostini.
- **Fiesta Pepper Jack:** Four pepper varieties make up Fiesta Pepper Jack, including sweet chili, jalapeno, serrano and habanero. It pairs well with pineapple and seedless green and red grapes.

### FAMILIAR ADVENTURE

- **Medium Asiago:** This semi-hard cheese boasts deep, sharp and buttery notes with a firm texture. Spicy nuts and peppers delightfully pair with the cheese to bring out its

smooth and nutty tones.

- **Creamy Havarti:** Named after Havarthigaard, Denmark—the birthplace of Havarti—this creamy variety is made with extra cream for a more luxurious texture. It pairs well with dark rye bread or roasted peppers.

### NEW ADVENTURE

- **Parmentino:** Parmesan is expertly blended with English Cheddar craftsmanship to create this variety that mixes full-bodied flavor with some tangy notes. It offers a remarkably delicious and savory experience, pairing well with figs, raisins and walnuts.
- **New Zealander:** The golden hue emanating from this cheese is attributed to cows' grass fed diets near Mount Egmont. The flavor is a bit nutty and complements oven baked pita crackers with sea salt or something sweeter like marmalade. Sargento Tastings come in 3.25 to 3.95 ounce varieties for a suggested retail price of \$2.69-\$2.89 each.

## Oscar Mayer Expands its Deli Fresh Line

Launches Deli Fresh Bold Lunch Meats

The Oscar Mayer brand has announced the boldest expansion of its Deli Fresh line of lunch meats ever, by introducing new Deli Fresh bold flavors. Deli Fresh bold lunch meats contain no artificial preservatives, no artificial flavors and are gluten free as Kraft continues to listen to consumer demand for food with simplified ingredient lists and bold, spicy flavors. These lunch meats are sealed at the peak of freshness, and at least 97 percent fat free.

New Deli Fresh bold lunch meats will be available in four new flavor varieties including Italian Style Herb Turkey Breast, Cajun Style Turkey Breast, Maple Honey Ham and Chipotle Seasoned Chicken Breast. In a recent survey by Kelton, 70 percent of those surveyed said deli counter meats are lacking interesting flavors. Deli Fresh bold varieties are the solution for those seeking bold-flavor lunch meats without artificial preservatives or artificial flavors.

"Shopper behavior is evolving at a rapid rate, and we plan to stay at the forefront of category innovation," said Tom Bick, Oscar Mayer senior director of integrated marketing communications and advertising. "Millennials are asking for bolder flavors, simplified ingredient lists and greater convenience – all of which we deliver with Deli Fresh bold lunch meats."

The lunch meats are available nationwide and are sold in the refrigerated meat section at retail stores. An 8 oz. package retails at \$3.99 SRP and the family-size package (16 oz.) retails at \$5.99 SRP.





# Goya Foods Expands Global Reach

## Opens Four New Facilities to Support Demand for Healthy Product Lines



GOYA FOODS OF TEXAS has completed construction of this 400,000 sq. ft. operations and manufacturing center in the Houston area to accommodate its growth locally and nationally, as well as in Mexico.

**G**oya Foods, the largest Hispanic-owned food company in the United States, has opened four new state-of-the-art manufacturing, production and distribution facilities in Texas, Georgia, California and New Jersey as part of a \$250 million investment for a global expansion to support consumer demands of Goya's healthy product lines.

As the only Hispanic food company that offers consumers an entire line of low sodium, organic, diet and sugar free products, Goya's cutting edge, high tech facilities will maintain its mission to produce authentic, high quality and affordable products without sacrificing taste to national and global markets. "With the growing Hispanic population and the need for good nutrition, it's an opportune time for Goya to expand," says Bob Unanue, President of Goya Foods. "For more than 78 years, Goya has not only positioned itself as a leader in the Latin American food industry and a trusted



*"Our facility in Texas will mark Goya's most technologically advanced and state-of-the-art facility," -*

**Evelio Fernandez**  
V.P. of Goya Foods of Texas

American brand, but as an iconic symbol of the Hispanic culture. Our commitment to excellence is the cornerstone of

providing our consumers with products that offer 'good taste, good for you and good value,' all key elements that resonate

with our popular tagline that our grandfather created, 'If It's Goya, It Has To Be Good.'"

Each of Goya's new facilities will help reach new consumers and strengthen the Goya brand throughout the United States and internationally including Latin America, the Caribbean, Europe, Africa, and Asia. A new 350,000 sq. ft. Houston facility that sits on a 130-acre farm, opened on March 27, will serve as the prime hub for the manufacturing and distribution of Goya's healthy bean lines and will produce 1,000 cans of beans per minute serving consumers west of Mississippi. The positioning of the Texas facility is a strategic location for Goya that provides key access to skilled workforce, affordability, a favorable business climate, railroad transportation, and acts as a launching pad for global export from Houston's port and the Panama Canal. The environmentally sustainable center is also equipped with an advanced water treatment plant that will recycle and purify water used for the

soaking and transporting of beans and other products, crop irrigation and replenishment of local streams.

The 250,000 sq. ft. facility in Los Angeles will serve all of the West coast and the 151,000 sq. ft. facility in Atlanta will serve all of Georgia and the surrounding areas. Goya's new Northeast headquarters in New Jersey, scheduled to open in fall of 2014 and totaling nearly 900,000 sq. ft., will be Goya's largest expansion in the company's history. The new site in Jersey City will feature office space and a warehouse totaling 638,000 sq. ft. on 40 acres of undeveloped land and the fully renovated 240,000 sq. ft. facility in Secaucus will be armed with a new rice packaging line to produce 600 bags of Goya rice mixes per minute, six times faster than its current production.

"Our facility in Texas will mark Goya's most technologically advanced and state-of-the-art facility," Evelio Fernandez, says Vice President of Goya Foods of Texas.

## MeriTerese Racanelli Joins Goya as Nutritionist & Food Scientist

MeriTerese Racanelli, M.S. has joined Goya Foods as a Nutritionist and Food Scientist to help expand Goya's healthy product lines and wellness campaign to meet national consumer demand for healthy foods.

With her extensive knowledge of over 15 years, MeriTerese will guide Goya's research and development team on the nutritional benefits of specific ingredients, products and recipes associated with the variety of Hispanic origins of Goya consumers. She will educate consumers on strategies that incorporate natural foods, like beans and olive oil, into their every day diets and that also aid in weight management, diabetes, hypertension, Celiac disease and more. "We're pleased to have MeriTerese as part

of our wellness team and to help us expand our healthy product line while educating our consumers about the overall benefits of Goya products and of Hispanic foods," says Bob Unanue, President of Goya Foods. "MeriTerese's experience will help us to develop new products and recipes that will provide excellent food options for our consumers to live a healthy lifestyle and will aid in the reduction of various health conditions that are on the rise among the Hispanic community including diabetes, obesity, high cholesterol and blood pressure."

MeriTerese obtained a Masters of Science degree in Nutrition/Food Science from Montclair State University and studied pre-med/biology in her under-grad degree.

Her training in food, clinical nutrition and their effects on the body's health aided in her success as a Food Scientist Product Developer, where she's created and produced products, recipes, books, and nutritional programs. "I look forward to helping health professionals, Goya consumers, and others learn how Hispanic foods like beans, guava and olives can support disease prevention, good health and fitness," says MeriTerese.

MeriTerese is a member of the American Society of Nutrition, the Academy of Nutrition & Dietetics, the New Jersey Dietetic Association, the American College of Sports Medicine, the National Nutritional Foods Association, and the National Hispanic Health Foundation.



MERITERESE RACANELLI



# 32 Hospitality

## The First of the Big Ten Goes Blue

### U of M Achieves Marine Stewardship Council (MSC) Certification

The University of Michigan (U of M) has become the first Big Ten university to achieve Marine Stewardship Council (MSC) Chain of Custody certification as part of its overall commitment to offer sustainable food on campus. U-M's Michigan Dining has earned certification to support sustainably managed fisheries by sourcing MSC certified seafood that can be traced back to a fishery that has been certified against the rigorous, science-based MSC standard.

Michigan Dining will offer MSC certified seafood in five residential dining halls on campus including East Quad, North Quad, Marketplace, Markley Hall and Bursley Hall. Michigan Dining serves 3.5 million meals per year in its residential dining halls to over 9,000 students living on campus and the wider campus community. Seafood comprises 10% of menu items, which now feature MSC certified Alaska Pacific cod, U.S. Alaska pollock and Oregon pink shrimp.

"U of M students have a passion for sustainability, and it was their energy that motivated us to attain MSC certification," said Executive Chef Frank Turchan, who led the certification process. "We believe that to deliver on our mission of amazing food, we need the best ingredients, sourced in the best way. MSC certified seafood helps us do that."

"We congratulate the University of Michigan on achieving MSC certification and their continued leadership and commitment to sustainability," said MSC Commercial Director Geoff Bolan. "As the first of the Big Ten universities to be certified, the University of Michigan serves as a robust example of the collaborative efforts educational institutions are increasingly undertaking to provide sustainable seafood for this and future generations and we welcome the University of Michigan into the MSC program."

Food service suppliers Sysco Detroit and Imperial Seafoods also attained certification to ensure MSC Chain of Custody through the entire supply chain. The MSC Chain of Custody certification assures that in every step of the chain, MSC certified seafood is not mixed with or substituted for non-certified seafood.

## Capresso Offers New Merchandising Decal for Coffee & Tea Maker



Capresso is now offering a new merchandising decal for its popular, multi-functional Coffee à la Carte Cup-to-Carafe Coffee & Tea Maker. The decal prominently displays the words "Coffee & Tea," with easy-to-read bullet points that communicate its unique ability to make single serve coffee, carafe-style coffee and rapid brew tea.

This new selling tool, which can be applied to a display model, also contains a QR code that will direct the user to a video demonstration of the product. The video gives a step-by-step explanation of how simple it is to make coffee and tea in the Coffee à la Carte™, and highlights the product's advantages, including customizable brewing and sizing options and intuitive operation.

Available for immediate shipment, the

Capresso Coffee à la Carte Cup-to-Carafe Coffee & Tea Maker has a retail price of \$179.99.

## Pactiv Launches New EarthChoice Foam Cup

Made With Up To 25 Percent Post-Consumer Recycled Content

Pactiv LLC, a leader in foodservice packaging, has added a new line of foam cups to its EarthChoice portfolio. The new foam cup is made with up to 25 percent Post-Consumer Recycled Content material.

The first in the foodservice industry, these cups provide a cost-effective alternative to sustainable cups. The new cups incorporate up to 25 percent post-consumer recycled content, which is material that has been used by consumers, diverted from landfills and manufactured into new products. Plus, the new cup design conveys a high quality image and provides excellent performance.

Perfect for restaurants, convenience stores and other foodservice to go applications, these cups are available in 8, 12, 16 and 20 oz. sizes and provide big benefits.



## Shoney's Marks Historic Unveiling of New Prototype Restaurant

Shoney's Chairman and CEO David Davoudpour always sees a bright future for Shoney's. He calls it a return to "Glory Days." And on January 16 at Sugarloaf Mills in Lawrenceville, Georgia, the rest of the world got a first glimpse of his vision for the future.

On this date, the All-American iconic brand celebrated the grand opening of its first-of-a-kind prototype, featuring traditional favorites like cooked-to-order entrees and seasonal buffets; in addition, the restaurant offers full liquor service as well as Shoney's On The Go - quick service dining option providing fresh, high quality Shoney's favorites within minutes.

"This has as much historic implication as the very first Shoney's in 1947," said Davoudpour. "The stories you hear about Shoney's aren't myths. This brand was the premier family casual dining concept in the world. And this opening represents another step towards returning Shoney's to its glory days."

At the ribbon-cutting ceremony and festivities, Davoudpour unveiled the new prototype at Sugarloaf Mills Mall, 5900 Sugarloaf Parkway.

Shoney's grand opening event will be a celebration of the family favorite's first iteration at an

inside-the-mall property. Guests can meet Davoudpour, take pictures with the restaurant's famous icon, Shoney Bear, all while enjoying a free slice of Shoney's signature Hot Fudge Cake, limit one per guest, while supplies last. Pro wrestling icon Scott "Big Poppa Pump" Steiner and former NBA All-Star Ralph Sampson will also be at the ribbon cutting ceremony.

Since acquiring Shoney's in December 2006, Davoudpour has been on a driven and spirited mission to revitalize and reinvigorate Shoney's family-friendly, southern style restaurants, which was one of the premier family casual dining concepts in the United States.

"Every day at Shoney's folks can enjoy our fresh quality food at a great value with friendly service. Those are brand staples which will never disappear," added Davoudpour. "But there's more. We have developed a Shoney's with more choices that appeal to everyone. We are very excited to bring the Shoney's brand with some new never-before-seen features, all under one roof, to Sugarloaf Mills."

Shoney's new restaurant also will add over 70 full and part-time jobs to the local economy. The 3500 sq. ft. restaurant will seats 107 guests.

## Say Cheez!



**SAY CHEEZ!** The first Sweet Lorraine's Fabulous Mac n' Cheez! has opened in Detroit.

## First Sweet Lorraine's Fabulous Mac n' Cheez! Franchise Debuts in Detroit

As Detroit reinvents itself and a wave of companies bring their employees to the city, a hot, new concept in fast casual dining has been added to the GM Renaissance Center - the first Sweet Lorraine's Fabulous Mac n' Cheez! franchised location. Fast casual dining is the newest concept and highest growth category in the ultra-competitive restaurant business. And, award-winning chef Lorraine Platman may be the next 'big cheese' in franchising thanks to Sweet Lorraine's Fabulous Mac n' Cheez! and the signing of her first franchisee.

Entrepreneur Randy Dickow of West Bloomfield, MI, is the first franchisee for Sweet Lorraine's Fabulous Mac n' Cheez! Construction is expected to be completed by February 2014, and he is planning a second franchise location in metro Detroit.

"We're just getting started and already having franchise discussions in Michigan, Florida, and Texas," said Paul Bensman, Sweet Lorraine's Fabulous Mac n' Cheez! director of franchising. There are presently four corporate owned locations - The Somerset Collection in Troy, MI, Great Lakes Crossing Outlets in Auburn Hills, MI, East Lansing, MI, and Toledo, OH. The company has plans to secure 10 - 12 more franchised locations in the next 18 months.

Known for her delicious macaroni and cheese at the award winning Sweet Lorraine's restaurants, chef Lorraine Platman is bringing those recipes and more to a whole new dining experience at Sweet Lorraine's Fabulous Mac n' Cheez!

"I've spent 30 years perfecting my distinctive and delicious macaroni and cheese recipes, and now

with Sweet Lorraine's Fabulous Mac n' Cheez!, we are able to give our customers the highest quality food with fresh and interesting ingredients quickly and conveniently." Platman has created the ultimate comfort food by allowing guests to create billions of palate-pleasing combinations using 37 optional ingredients. Customers order and watch as servers assemble their cheesy, fresh, hot dish. Soups, salads and sandwich wraps are also available.

"Customers are looking for fun, high-quality food on the go and Lorraine has created the perfect menu for that lifestyle," said Gary Sussman, Sweet Lorraine's Fabulous Mac n' Cheez! president and CEO. "Franchise investors recognize that we've created a completely new category of fast casual restaurants with tremendous potential for growth."



# Shop 'N Save Opens New Store in North Huntingdon



■ NORWIN TOWN CENTER SHOP 'N SAVE owner Jeff Ross addresses the opening day crowd.



■ SUPERVALU Vice President of Professional Services Bill Lipsky with Richard Gray; President of Board of Commissioners of North Huntingdon, Chad Ott; Mehmert Store Services. The Ross Family (as follows): Deenie Ross, Shannon Faulhaber; Manager, Jeff Ross; Owner, Natalie Bello, Todd Ross, and Terri Ross. Dan Harrer; Builder; R.D. Harrer Construction Corporation, Bob Holmes; SUPERVALU Area Sales Director



■ SUPERVALU Vice President of Professional Services Bill Lipsky and Jeff Ross; Norwin Town Center SHOP 'n SAVE owner shaking hands.



■ Garden Spot Fresh & Green.



■ A view of the Neighborhood Butcher Shoppe offers the finest in USDA meats, cut fresh daily.

## Ross Family Expands Ownership with Seventh Full-Service Grocery Store

A TODAY'S GROCER Exclusive Report

The Ross Family, which has been in the local grocery business for the last 40 years, celebrated the grand opening of their latest SHOP 'n SAVE store on Thursday, May 1. The brand new SHOP 'n SAVE in Norwin Town Square in North Huntingdon, PA, offers residents an elevated full-service grocery experience, including pharmacy, beer six-pack shop and dry cleaning service.

"We are honored to celebrate the grand opening of Jeff Ross's newest store," said Bob Holmes, area sales director for SUPERVALU, which supplies the independently owned and operated SHOP 'n SAVE stores. "This is Jeff's seventh SHOP 'n SAVE, and we are proud to help him bring another locally owned grocery store to the area. This new store brings superior fresh foods, great grocery savings and added perks to the North Huntingdon community."

Built from the ground up, the new 38,000 sq. ft. SHOP 'n SAVE in Norwin Town Square is independently owned by Jeff Ross, with daily operations being managed by his daughters, Shannon Ross-Faulhaber and Natalie Bello. The Ross Family currently operates six other SHOP 'n SAVE stores in Western Pennsylvania – two in McKeesport,

Connellsville, Centre Avenue Pittsburgh, West Mifflin and Mt. Pleasant.

The new SHOP 'n SAVE provides a wide variety of fresh produce, prepared food options, expanded dairy and frozen foods section, a full-service deli and bakery, and a full-service fresh seafood and meat counter with on-site butchers. Extended services include an in-store SHOP 'n SAVE Pharmacy, six-pack shop, and dry cleaning service. Shoppers also have access to an extended health and beauty department, greeting cards, fresh floral and hundreds of gift cards.

"As neighbors, my family and I are thrilled to bring a SHOP 'n SAVE to our community," said Jeff Ross, SHOP 'n SAVE owner. "The goal of the new location is to elevate the grocery experience for the local residents by including expansive services and exclusive offerings."

The store offers double coupons, weekly specials and everyday savings throughout the store. When customers sign up for SHOP 'n SAVE Perks Card, they receive special discounts, along with "Pump Perks" to save on fuel purchases at over 130 participating SUNOCO gas stations.

The store is located at 12120 U.S. 30, Irwin, PA and is open daily from 7 a.m. until Midnight.



■ ROSS FAMILY, OWNERS AND MANAGERS of the Norwin Town Center SHOP 'n SAVE - Joe Bello, Natalie Bello, Terri Ross, Todd Ross, Deenie Ross, Shannon Faulhaber; Manager, Jeff Ross; Owner, Gail Ross, and Tom Ross.

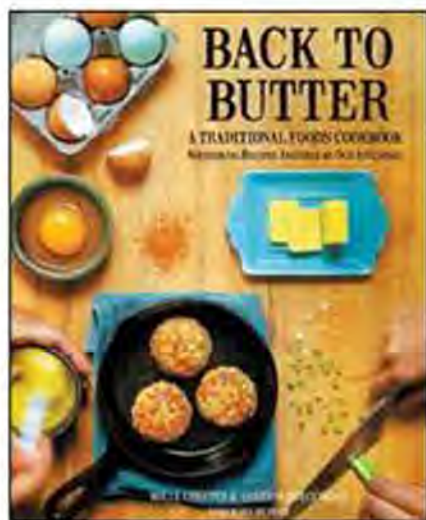


■ Jazz, Pink Lady, Ambrosia, Cortland, Fuji, Rome, Jonagold, Empire, Cameo, McIntosh, Sonya, and Granny Smith - There's a variety of apples to suit every taste. Sold by the pound or bagged.



■ JUICE INDEED! Chilled Juices



34 **BookReview****Back to Butter**

A Traditional Foods Cookbook -  
Nourishing Recipes Inspired by  
Our Ancestors

By **Molly Chester** and **Sandy Schreckengost**

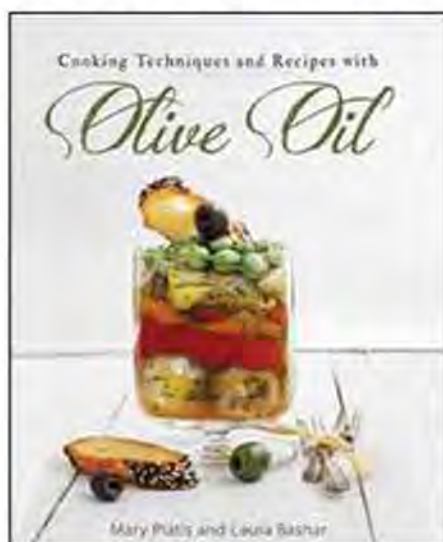
The traditional foods diet is largely viewed as the final "landing place" for people who have tried every other diet under the sun (low-fat, low-carb, vegetarianism/veganism, gluten-free, and even Paleo) with little success or improved health. Its followers are intensely loyal and are followers for life. However, "traditionalists" need as many resources as they can get to keep them on track, as the methods and recipes take time and understanding. Now they and those transitioning to a traditional food diet need look no further.

In **BACK TO BUTTER** [Fair Winds Publishing, \$24.99] authors Molly Chester and Sandy Schreckengost take readers through the basics of a traditional diet with ease and understanding, offering a list to get your pantry started and why some of the natural foods that you may have thought you should avoid (like butter, eggs, full-fat dairy, and meat) are actually healthy and essential.

And eating a traditional diet doesn't mean readers will sacrifice their favorites. Inside they'll find recipes such as: White Bean Chicken Chili, Caesar Salad with Sourdough Herbed Croutons, Baked Potatoes with the Works, The New Poppy Seed Chicken Casserole, Wonderful Winter Pot Roast, Hummus, Guacamole, and Onion dips, Crispy Peach Cobbler, and Sourdough Bread Pudding with Raisins.

In **Back to Butter** readers will rediscover how whole foods will dramatically improve both their dinner tables and their lives.

## New Cookbook Tells You Everything You Need to Know About Cooking with Olive Oil



Cooking Techniques and  
Recipes with Olive Oil

By **Mary Platis** and **Laura Bashar**

How often have you been at the store looking at bottles of olive oil and not know which one to buy? How many times have you wished you had more uses for that expensive extra virgin oil you purchased other than a salad dressing or sautéing up a quick dish? A new book has come out that provides all the answers. **COOKING TECHNIQUES AND RECIPES WITH OLIVE OIL** (Hardcover/\$26.95) by Mary Platis and Laura Bashar, provides easy yet detailed techniques for poaching, braising, marinating, infusing, and baking with olive oil -- everything home cooks need to know about olive oil: from purchasing to storage to delicious recipes.

Olive oil is a staple of the Mediterranean diet and largely responsible for making it one of the healthiest and delectable diets in the world. And, like a fine wine or exquisite cut of

meat, olive oil is known for its dynamic and diverse flavor characteristics. But surprisingly, most people don't really know how to cook with olive oil and have no idea what to look for when buying it.

"Our goal in writing this book is to teach people new ways to cook with olive oil and master fundamental skills," the authors state. "The techniques in our book will sharpen skills in the kitchen and acquaint cooks at all levels with basic methods of cooking with olive oil."

Beautifully photographed, the authors go into great detail explaining the various characteristics of olive oil and their flavors so home cooks know what to buy and how to use it. "It is our hope that by understanding basic olive oil profiles home cooks will feel inspired to experiment with new flavor combinations in dishes and try different ethnic foods and oils."

The recipes in **Cooking Techniques and Recipes with Olive Oil** are cataloged by chapters that cover Lessons in Olive Oil, Poaching, Braising, Marinating, Steaming, and Baking. There is also a chapter on Other Techniques that shows how to infuse and preserve oils with recipes for confits, mayonnaise and mustards, dressings and more.

The authors also provide conversion charts and references and encourage home cooks to buy locally produced oil from farmers markets in their area if available.

## New Cookbook Takes Favorite Comfort Foods to Delightful Gastronomical Heights



"The Food in My Beard" blogger, Dan Whalen, shows home cooks how to have fun with their food.

Our favorite comfort foods are often considered tried and true recipes. But how can you take favorite comfort foods like macaroni and cheese, a hamburger, or even ravioli and make them even more comforting, more filling, even more delicious? Blogger and author Dan Whalen knows how and by following his recipes home cooks will learn how to turn their favorite comfort foods into new and exciting dishes.

Whalen, the master behind the wildly popular food blog, *The Food in My Beard*, and the mad scientist of comfort food, is the author of the new book, **STUFFED: THE ULTIMATE COMFORT FOOD COOKBOOK** [Page Street Publishing, \$19.99]. The book is packed with recipes designed to take our favorite comfort

foods to the next level. Readers will discover how to take a full-sized cheeseburger, stuff it into ravioli and call it dinner. Another recipe puts pineapple and bacon into jalapeño peppers to create a spicy appetizer.

Each chapter covers a delicious category of recipes: Stuffed Breads; Stuffed Meats; Stuffed Pasta and Rice; Stuffed Veggies and Fruits; and Stuffed Sweets.

Start your meals creatively with **Stuffed**, and take every day, ordinary favorite foods to the next level by creating surprising meals of outrageously enjoyable food!

**Video****Boys of Abu Ghraib**

The Truth Can be Torture

A forbidden friendship and a shocking truth are revealed in **BOYS OF ABU GHRAIB**, available on VOD and DVD from Vertical Entertainment.

Based on shocking, real-life events that made headlines around the world following the 2003 U.S. invasion of Iraq...

In this military thriller, American soldier Jack Farmer (Luke Moran, *Listen to Your Heart*, *Catch*) is stationed overseas at Abu Ghraib, an Iraqi prison seized by U.S. armed forces. There, he is tasked with guarding the cell block where top-priority suspected terrorists are held, known as the Hard Site.

A rookie to the Military Police, Jack is shown the ropes by a veteran guard (Sean Astin, *Lord of the Rings* saga), who demonstrates how to control the prisoners by using violence and intimidation. But during his long, lonely shifts, Jack develops a secret bond with Ghazi (Orriid Abtahi, *Argo*, *Brothers*), an English-speaking detainee.

Soon, Ghazi is subjected to harsh interrogations over his suspected involvement in building bombs with intent to kill innocent civilians. As the questioning progresses to torture, the forbidden friendship is revealed. Now, with his career and Ghazi's life on the line, Jack must choose between loyalty to his country or his virtue.

From the executive producers of *Blood Diamond* and *The Last Samurai*, **Boys of Abu Ghraib** also stars Sara Paxton (*The Innkeepers*, *Superhero Movie*), Michael Welch (of *Twilight* fame, CBS' *Joan of Arcadia*) and John Heard (the *Home Alone* franchise).

Running Time: Approx. 104 Minutes | Suggested Retail Price: \$20.99

**Dark Hearts**

Passion Becomes  
Obsession ...

When a struggling artist, finds his muse in a sultry singer, their daring romance spirals out of control into a dangerous game of deception and betrayal in **DARK HEARTS**, available on DVD and VOD from Vertical Entertainment.

Colson (Kyle Schmid, *Copper*, *The Covenant*, *The Sisterhood of the Traveling Pants*, *A History of Violence*) is a downtown artist

trying to make a living from his paintings. His brother, Sam, (Lucas Till, *Stoker*, *Battle Los Angeles*, *X-Men: First Class*, *Walk the Line*) arrives in town to spend time with him and escape the trouble back home.

The brothers' first night is spent at an underground nightclub where they meet sexy and alluring singer Fran (Sonja Kinski, *A Wicked Within*, *Diamond on Vinyl*). A fierce romance erupts between Colson and Fran. But, despite their passion, nothing prepares them for the betrayal, obsession and destruction that their union unleashes.

Soundtrack includes music by Garbage's lead singer, Shirley Manson; No Doubt's Gabriel McNair; Fairuz Balk and Paul Oakenfold.

Running Time: Approx. 84 Minutes | Suggested Retail Price: \$14.99

### ■ Pulse-Pounding Thriller

**The Dinosaur Experiment**

They Were Supposed to be Extinct ...

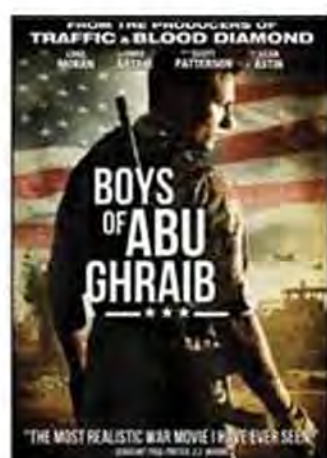
It's kill ... or be killed in **THE DINOSAUR EXPERIMENT**, now on VOD and DVD, from Uncork'd Entertainment.

A quaint, little town in Texas, Fossil Ridge, is 100 miles from anywhere ... Home to one gas station, which doubles as a diner, and not much else. But the sleepy community is abruptly turned upside down when it's discovered that a local cattle ranch is actually a breeding ground for ferocious velociraptors—blood-thirsty dinosaurs long-thought extinct. When the vicious beasts escape, the terrified townspeople must fight to survive the deadly, prehistoric killers hunting them down as prey.

Starring Lorenzo Lamas (USA's *Renegade*, CBS' *The Bold and the Beautiful*), Donny Boaz (*The Con-Test*, *Killer School Girls From Outer Space*, *The Great Debaters*), Declan Joyce (Now Here, *Six*, *Scorched*), Lexy Hulme (*Lord of Tears*) and Jana Mashonee.

The **Dinosaur Experiment** is presented in widescreen with an aspect ratio of 16 x 9 and 5.1 Dolby Digital Surround Sound.

Running Time: Approx. 90 Minutes | Suggested Retail Price: \$12.99





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# 36 Technology

## The Pyramid of Energy Savings

Just how big a problem are energy prices for large-scale retailers? Spencer Rigler, Vice President of Energy Management at Elster EnergyICT, says it's one of the most important questions that CFOs in the retail sector need to answer.

Energy costs are rising, and this hits all businesses hard - a business operating on the two to four percent margins often seen in retail will be hit even harder. In real terms, a retailer experiencing a \$1,000 increase in energy costs must sell an additional \$50,000 worth of goods to break even - hardly a sustainable financial solution.

To reduce costs you need to reduce usage - but it's more than just turning off the lights. A high quality, rigorous energy management system (EMS) is essential, but those unfamiliar with the approach might ask how and why does that help achieve a reduction? One way of answering is the Pyramid of Energy Savings, which breaks it down into 5 steps:

### 1. ENERGY VISIBILITY THROUGH ENERGY ZONING: REDUCE CONSUMPTION BY UP TO



■ SPENCER RIGLER

An EMS can provide information on where the major energy drains in your store are, highlighting immediate pain-points for quick-wins. Another two to five percent potential saving.

### 3. MEASUREMENT AND VERIFICATION: REDUCE CONSUMPTION BY FIVE TO 10 PERCENT

Maintain momentum. It's too easy to let old habits reoccur and for gradual 'energy drift' to see usage creep back up. Accurate, ongoing measurement and verification is vital for keeping focus, giving possible reductions of five

to 10 percent.

### 4. ANALYTICS: REDUCE CONSUMPTION BY FIVE TO 10 PERCENT

Intelligent analysis of energy trends across variables such as sites or seasons can reveal hidden inefficiencies to address. Another possible five to 10 percent.

### 5. BEHAVIOURAL CHANGE: REDUCE CONSUMPTION BY FOUR PERCENT

The peak of the pyramid. Electricity, gas, heating and water are used every day by people on the ground - switching lights on, baking bread and running stock checks. Retailers that have installed energy management solutions and incentivised their staff to participate, have observed increased awareness and responsibility, leading to important behavioural change.

Saving energy is difficult, but not impossible. The right information and insight from the right energy management solutions means reduction in costs, improved competitive positioning and reduced financial risk. That puts it at the top of every shareholder's agenda.

## Wawa Rolling-out Kalibrate Technologies' Fuel Pricing Solution

Kalibrate Technologies (formerly KSS Fuels) has announced that Wawa, Inc. recently purchased the Kalibrate PriceNet fuel pricing system and will implement a roll-out across their entire network of 382 fuel sites. Wawa will utilize the full capabilities of PriceNet, which includes 24/7 automation of pricing, full integration to the sites, robust analytics to determine optimal pump prices and mobile functionality on smartphones and tablets.

"We are delighted to partner with Wawa on implementing PriceNet, enabling consumer behavior, predictive analytics and global pricing best practices to enhance their performance," stated Bob Stein, president and chief executive officer of Kalibrate Technologies. "I've been in the convenience store industry

for over 30 years and Wawa has always been esteemed as one of the best operators in the world. It is a privilege and honor to welcome Wawa to our global portfolio of clients. Kalibrate will combine its software, experienced people and data analytics to deliver Wawa measured decisions with measurable results."

"Kalibrate has demonstrated that PriceNet and their experienced people can bring value to our pricing process and decision making," said Brian Schaller, vice president of fuel at Wawa. "Kalibrate will help us meet our strategic and tactical initiatives to improve performance. The system will help Wawa provide even greater value to our customers by enabling faster responses to changing market conditions. We look forward to a successful partnership together."

## Leverage Your Technology Investment for Increased Productivity

The grocery business can be brutal. With profit margins razor thin, today's grocery store managers are also challenged with the need to meet customer demand for a more enhanced in-store experience, diversifying the services offered to stand apart from competitors and squeezing out operational efficiencies without adding to their overhead costs.

Cummins Allison, leading innovator of coin, currency and check processing technology as well as ATM solutions, shares tips for how grocery store managers can utilize technology to stay ahead of the competition and streamline daily operations.

### LEVERAGE FRONT-OF-STREET OPPORTUNITIES TO ENHANCE THE CUSTOMER EXPERIENCE

Grocery store managers are tasked with figuring out ways to enhance the customer experience such as providing additional services without taking up valuable retail space. According to Marshal Cohen, a retail analyst at NPD Group, "The competition has

gained momentum, and consumer behavior has shifted. If the grocer doesn't change with them, they'll get further and further away." One solution could be putting a self-service coin counter in the front of the store, located directly past the checkouts, which allows customers to easily see the machine or promotional materials advertising the service.

"Self-service coin machines are now part of our customers' shopping experience," said Clint Woodman, vice president of Woodman's Markets. "The self-service coin machines are providing a fast, efficient service, enhancing the customer in-store experience and driving income."

With over 18 million U.S. households redeeming an average of \$200 per year at grocery stores - today's customers clearly expect their store to offer a self-service coin machine. Yet, not all grocery store managers can or want to purchase a coin counting machine. By partnering with a vendor that offers multiple procurement options, store managers have the

ability to lease, rent or own a coin counting machine or have the machine placed in their store by the vendor. This flexibility enables grocers to select the option that's right for their store and delivers the most profit per square foot.

### ADOPT DUAL PURPOSE TECHNOLOGY FOR ENHANCED BACK-OFFICE EFFICIENCY

When grocery store managers are required to put in long hours manually counting currency or depositing checks, it usually becomes harder to keep other aspects of the business running as smoothly as possible. Stores can benefit from utilizing one machine that can easily perform all of these tasks.

Commenting on the close relationship between operation complexity and overhead costs, John Ferretti, CEO of the Delaware-based retail merchandising firm Foxfire Printing says the more steps staff members have to take to get their jobs done, the harder it

Continued on PAGE 38

## New Digital Shopping Tool App Helps Meijer Customers Track Savings

Meijer recently announced added features to its mPerks program that allows customers to store digital receipts from purchases in a single place and details exactly how much they've saved by shopping at the Grand Rapids, MI.-based retailer.

With more than \$100 million saved by mPerks subscribers since 2010, Meijer is among the first retailer to provide interactive spending and savings information to customers. The new features are available for subscribers who enable the digital receipts option on their accounts and enter their mPerks ID each time at checkout.

"Customers who enjoy our everyday low prices and take advantage of mPerks can really see how their savings are adding up and better recognize the overall impact Meijer makes toward stretching family budgets," said Michael Ross, vice president of customer marketing and emerging technology.

While paper receipts will still print at checkout for all customers, digital receipts will appear 15 minutes after a purchase, and savings graphs on their mPerks accounts will update every 24 hours. Once the features are enabled, users will be able to track how much they have saved in the "Receipts & Savings" section of mPerks. Pie graphs break down savings into various categories and also display overall savings.

In addition to viewing on mPerks.com, the Receipts and Savings features can also be viewed via the Meijer app. The app is available as a free download for iPhone and Android smartphones through Apple Inc.'s App Store and the Android Market, and has many other popular features.

"We're pleased that so many of our customers are taking advantage of the time- and money-saving resources we have in place," Ross said. "We're dedicated to continually introducing solutions that enhance their shopping experience."



■ PARKnSHOP, a leading supermarket chain in Hong Kong, has chosen Galleria to further enhance its merchandising operations.

## Hong Kong Retailer Places Emphasis on Technology

Galleria Retail Technology Solutions, a leading provider of retail and category planning, automation and optimization solutions, announced that PARKnSHOP, a leading supermarket chain in Hong Kong, has chosen Galleria to further enhance its merchandising operations.

Devoted to tailoring their stores to meet the requirements of different customer segments, PARKnSHOP, a member of the A.S. Watson Group, currently operates over 360 stores in and around the region.

"With a wide variety of stores across Hong Kong, Macau and Mainland China, our goal is to provide our customers with a large selection of products at the best possible value," said Philippe Giard, Regional Managing Director of PARKnSHOP.

PARKnSHOP selected Galleria as their preferred solution provider due to its unique ability to enable the enhancement of a customer-focused approach through a full and flexible offering; from insights gained via clustering and demand signal analytics to the optimization and effective execution of strategy to store.

"We are excited to be working in partnership with PARKnSHOP to support the development of their merchandising strategies," said Ian Duncan-Lewis, Chief Executive Officer, Galleria. "We are confident that the implementation of our solutions will enable PARKnSHOP's business to achieve greater velocity on their consumer-centric journey."

Galleria is the leading provider of retailer and vendor category planning, automation, optimization solutions and consulting services. With its comprehensive product suite, Galleria provides customer-focused solutions for data warehousing, management and insight, workflow management, clustering and the automation and optimization of assortment and space planning, all of which are supported by detailed analytics and reporting solutions, designed to meet the needs of retailers and vendors. The net result is that users realize significant benefits including: increased sales, enhanced margins, reduced waste/mark-down and accelerated inventory turns.



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## VitaClay Stoneware Yogurt Maker and Personal Slow Cooker

The VitaClay Stoneware Yogurt Maker and Personal Slow Cooker is the only temperature controlled, large batch stoneware yogurt maker on the market. No more worries about leaching from plastic containers or fragile glass. 3 setting Temperature control makes creating standard style yogurt, creamy and delicious probiotic Greek yogurt, yogurt cheese or any other yogurt simple and easy. The 2 qt/64 oz ceramic stoneware insert is easy to clean and chemical free. Choose your own high quality ingredients to maximize your calcium and probiotic content. Add your own juicy fruits and sweeteners for monitoring your sugar intake. Great for one-pot personal meals, soups and stews as well. VitaClay comes with over 50 natural recipes for making and using yogurt plus savory one-pot meals. Comes in red or silver exterior. \$35, vitaclaychef.com

## Eat Cleaner Adds eatSafe Concentrated Produce Wash

To Line of Commercial Food Cleaning Products

eatSafe is the latest innovation in food safety from Grow-Green Industries, INC. A four-times concentrated produce wash, eatSafe removes 99% of harmful pathogens such as eColi, Salmonella and Listeria and is specifically designed for commercial and food service use.

eatSafe is 99% more effective than water alone in removing pesticide residue, wax and pathogens from fresh produce plus also extends the produce shelf life up to 200% diminishing waste and saving money. Grow Green Industries, INC patented formulation is OMRI-listed and Kosher certified and provides lab proven solutions that are safe, effective and



■ Mareya Ibrahim with Wanda Grant, School Nutrition Director and Dawn Soto, LA Unified senior nutrition training specialist. Wanda Grant, RD, SNS, Child Nutrition Director and Specialist says, "We're in the business of feeding children, not garbage cans. I have been in School Nutrition for over 40 years and have always struggled with how to wash produce effectively without exposing our employees to toxic, closed system chemicals. eatSafe is that answer."

## Bryant to Succeed Jenness

Continued from PAGE 1

America, president of Kellogg International, and chief operating officer.

"John has a deep understanding of all aspects of Kellogg Company's business and a clear vision of how we will deliver on our strategy and grow our business around the world," said Jenness. "His election to chairman demonstrates the board's confidence in his leadership."

Bryant also serves on the board of directors of Catalyst, The Consumer Goods Forum, Food Marketing Institute and Grocery Manufacturers Association. He received a degree from the Australian National University and an MBA from the Wharton School of the University of Pennsylvania.

Bryant succeeds Jenness, who has worked

with and for Kellogg Company for 40 years. He has been a Kellogg Company board member since 2000. Jenness also served as the company's chief executive officer from February 2005 until Dec. 31, 2006. Prior to joining Kellogg, Jenness was co-founder and chief executive officer of Integrated Merchandising Systems LLC, and served as vice chairman and chief operating officer of Leo Burnett Company.

"Everyone who encounters Jim immediately understands his deep commitment to Kellogg and his passion for our brands," Bryant said. "He has been a trusted mentor whose sound advice I value and respect. His guidance has been, and will continue to be, invaluable to me and Kellogg. We are grateful for his leadership and look forward to working with him for many years to come."

## Walmart Opening 30 New Stores in China

Continued from PAGE 1

is still on long-term investment, steady and quality growth, and to do this, we are optimizing our operations in China, investing in more stores and DCs, enhancing operational efficiency to lower our costs, improve price leadership while ensuring product safety and quality, and help our customers save money so they can live better."

Last October, Walmart announced plans to accelerate development in China by opening up to 110 new facilities in 2014-2016, including stores and DCs, creating nearly 19,000 new jobs. The new stores will be made up of Walmart Supercenters and Sam's Clubs. Supercenters will not only continue to open in first and second tier cities, such as Shanghai, Changchun of Jilin Province, Wuhan of Hubei Province, Changsha of Hunan Province, Chengdu of Sichuan Province and Nanning of Guangxi Zhuang Autonomous Region, but also open in more third and fourth tier cities, including Fuyang of Zhejiang Province, Xingtai of Hebei Province, Youxian of Hunan Province, Wenshan of Yunnan Province, Chifeng of Inner Mongolia and Nanchang County of Jiangxi Province. This will allow the company to better serve emerging groups of customers created by the country's urbanization.

Walmart is planning two new Sam's Clubs in China, located in Wuhan of Hubei Province and Changzhou of Jiangsu Province.

Clarke said that Sam's outlook is promising, and since this business model is especially relevant to burgeoning middle-income and upper-income consumers and many cities are well-suited for this format, the growth of the Sam's Clubs in Walmart China's portfolio will be strong for years to come.

In addition to opening new stores, in 2014 Walmart plans to invest 580 million Yuan in improving the quality of over 55 existing stores through a robust remodeling program, further increasing the pace of remodels, up from 31 and 45 stores in 2012 and 2013 respectively. Remodels consist of adapting better layouts to improve customer flow, repairs and equipment updates, improved parking and access, and increased sustainability features to reduce energy consumption. Such moves are expected to both enhance customers' shopping experience and improve in-store productivity.

Clarke also announced that Walmart is also continuing to invest in the expansion of its logistics network in China: "A highly-efficient supply chain is the foundation of a successful retail business, and our customers will benefit from improved quality assurance and food safety, reduced costs, and better in-stock."

Clarke added: "The retail market today requires more efficient and quality growth rather than a few years ago. We are adapting to the market by transforming and upgrading our business, which is essential to our long term develop-

ment in China. These efforts will allow us to focus more resources to build and operate high-quality stores and expanding our distribution network aim to further improve the efficiency and lay a solid business foundation for our business in China."

Walmart China currently operates over 400 stores and has more than 90,000 associates. Since October 2012, Walmart has implemented a number of initiatives to build a strong foundation for their business in China. So far, progress has been made in centralizing their merchandising system, optimizing operational efficiency, building price leadership, simplifying business processes and strengthening the supply chain, resulting in improved profitability and performance of the company's China business.

## Leverage Your Technology Investment for Increased Productivity

Continued from PAGE 36

can be for supermarkets to generate sustainable revenue levels in the long run. Operating a successful store requires managers and employees to pay full attention to issues such as marketing, pricing and how products are displayed throughout the aisles of the establishment. Yet, adding time-consuming cash-office tasks on top of these priorities can lead to an overwhelming amount of work

made with FDA-approved GRAS ingredients.

Easy to use eatSafe comes in a one gallon HDPE container with a one ounce pump dispenser, which can be used in any size kitchen or facility. By adding just two pumps of eatSafe into 5-gallons of water

and allowing fruits and vegetables to soak for 2-5 minutes, fresh produce is visibly cleaner, has a better smell, taste and mouth feel. This mix can be re-used up to 3 times, allowing 8,000 pounds of produce to be cleaned in just 1-gallon of diluted eatSafe.

## Scott Hays Named Jewel-Osco V.P. of Operations

Continued from PAGE 2

has made it a staple in homes throughout thousands of neighborhoods. I am proud to lead an operations team that has the desire to further Jewel-Osco's legacy."

Hays began his grocery career with Albertson's, Inc. in 1983 in the Intermountain West division as a grocery clerk. He was promoted to store director, and then held

positions of increasing responsibility throughout Albertson's Inc.'s growing footprint, including District Manager, Area Vice President and Division Vice President leading the Company's San Antonio Division and played an integral role in their development of South Texas markets. Hays joined Albertson's LLC in 2006 and spent the last 8 years in the Dallas/Fort Worth division.

## Pricerite Comes to New Jersey

Continued from PAGE 2

some of the industry's leading "green technologies," including glass doors on dairy cases, and energy-efficient lighting and refrigeration throughout the store.

To further reduce costs and pass along those savings to customers, PriceRite does not advertise or publish a weekly circular. Customers are encouraged to use their own bags or to buy them as needed for 10¢ each, which benefits the environment while containing costs.

"I am so excited and grateful for the opportunity to bring a PriceRite to the Garfield community," said Lawrence Inserra III, president of Inserra PriceRites. "My family has been in the grocery business for 60 years, providing me with an amazing blueprint for how to take care of the people you work with and for. With the addition of this new PriceRite store, I am so pleased to expand upon my family's commitment to providing fresh food at great prices to the great state of New Jersey."

- especially for organizations with only a handful of employees.

Grocery store managers who take advantage of efficiency-boosting tools such as cash and check scanners will better protect their businesses from unnecessary overhead costs. With labor being the highest single expense of the grocery industry<sup>1</sup>, store managers can benefit from an automated machine that performs multiple functions. By consolidating back-office tasks, store managers can

experience enhanced efficiency in the cash room so more time can be spent out on the floor with customers.

Today's grocery store managers can use technology to differentiate their store, reduce costs and increase efficiency.

<sup>1</sup> Branmark Research Report, 2011.

<sup>2</sup> Houston Chronicle, "The Industry Standard for Gross Margin in Groceries"



## New Anti-Aging Skin Care Products Debuts

Natural skin care pioneer, MyChelle, has launched three new anti-aging skin care superheros, Remarkable Retinal Serum, Wrinkle Spot Treatment, and Advanced Argan Oil. Each new product combines proprietary ingredients exclusive to the MyChelle line, with packaging innovations that increase product longevity and boost results, to deliver targeted solutions that help tighten skin, minimize fine lines and wrinkles, and impart a healthy glow.

Like all MyChelle products, the new skin treatments are made without toxic preservatives, petroleum-based ingredients, phthalates, parabens, sulfates, artificial colors or scents to nourish, treat and love skin. The line is also, gluten free, GMO free, Cruelty Free and vegan friendly. The new products also feature specially-designed packaging, including a new rollerball, airless pump and dropper to maximize product performance and enhance results. Products include:

- **REMARKABLE RETINAL SERUM** – Combined with Orange Plant Stem Cells, and Ceramide 3, this serum delivers incredible results, including reduced fine lines and redness, accelerated cell turnover, collagen reproduction, diminished age spots and sun damage, and refined pores while preventing breakouts. MSRP: \$47.50/1 fl. oz.
- **WRINKLE SPOT TREATMENT** – This concentrated treatment uses a stainless steel rolling ball applicator to stimulate collagen, relax expression lines, restore skin elasticity, and firm and tighten skin with a synergistic blend of Argireline, Leuphasyl and Instalift Goji. MSRP: \$38.50/27 oz.
- **ADVANCED ARGAN OIL** – Naturally fight the signs of aging with this versatile ultra-conditioning Argan Oil enhanced with Baobab, an African superfruit rich in vitamins A, D, E and F. Perfect for head-to-toe hydration, use straight on the skin, on wet or dry hair, mixed into creams and body lotions or as a cuticle or bath oil. MSRP: \$14.50/1 fl. oz.



## Select Brands Unveils Three New TRU Coffee Appliances

Multi-Brew Functionality Allows Brewing with K Cup or Ground Coffee via the Same Machine

An estimated 29 percent of American coffee drinkers make their daily java with a single-cup brewer and now a new line of coffee makers from Select Brands is about to challenge traditional thinking about single-serve coffee. Each brewer, marketed under the name brand TRU, is enabling the brewing of single cups and whole pots with both K Cups and ground coffees ... all in a single appliance.

According to a March 2014 Bloomberg Businessweek article, the K Cup coffee market continues to surge. Even as more coffee manufacturers get in on the action, name brand mainstays continue to excel. Indeed, "according to data from market research firm IRI ... unit sales of Starbucks K-Cups at grocers grew 47 percent in the 12 months ending Jan. 26." Meanwhile, "Lower-cost private labels, taken together, grew about



470 percent during the (same) period to rank fourth."

That skyrocketing growth can be attributed in large part to the convenience and always freshness that one-cup coffee machines provide. Although consumers enjoy these benefits of single serve brewers, what happens when they want a full pot of coffee to share with others or they don't have any K Cups on hand? Kitchen appliance manufacturer Select Brands

is solving these conundrums with the release of three new coffee maker models. This trio of appliances is being launched under the brand name TRU.

The TRU Crossover Brewer model (MSRP \$109.99) showcases coffee-making versatility. This brew system allows consumers the convenience of a single cup or the option of brewing a whole pot of coffee with the same machine. They can make as many as 10 cups at once from ground coffee or as few as one with their favorite K Cup, without taking up any extra precious counter space. What's more, the TRU Crossover Brewer offers three single-serve selections (6 ounce, 8 ounce or 10 ounce) and accommodates various mug sizes (including travel mugs).

Joining the TRU Crossover Brewer are two other Select Brands coffee makers: the TRU Dual Brew (MSRP \$39.99), which brews a single-serve coffee cup via coffee grounds or a K Cup and the TRU Single Serve (MSRP \$49.99), which brews a single-serve K Cup. All three models are available nationwide and online at the Select Brands website.

## Sugar In The Raw Organic White

To meet the demand for wholesome and eco-conscious ingredients, In The Raw, a leading provider of better-for-you sweeteners, introduces Sugar In The Raw Organic White, a 100% USDA organic certified, non-GMO verified, Eco-Social certified unbleached cane sugar.

Sugar In The Raw Organic White is packaged in a 24 ounce, re-sealable, environmentally-friendly recyclable bag and has a suggested retail price of \$3.84. A more wholesome alternative to refined white sugar, Sugar In The Raw Organic White comes exclusively from certified organic sugar cane fields. The cane juice is squeezed from freshly cut sugar cane stalks, evaporated, crystallized and washed. The results are natural-white colored crystals that are not bleached and a granulation that blends, browns and dissolves easily. Home cooks will love the authentic sugarcane flavor and versatility, using it for any recipe that calls for sugar, from baked goods and sauces to delectable desserts.

"We are thrilled to offer a wholesome alternative to refined white sugar. We understand that our consumers are increasingly health and eco-conscious and we want to meet that demand by providing the best ingredients available. Because Sugar In The Raw Organic White is Eco-Social certified, USDA Organic and non-GMO, it's a good choice for you and the environment too," said Steven Eisenstadt, CEO of Cumberland Packing Corp.



## United Supermarkets Honors Outstanding Team Members

United Supermarkets, LLC recognized its most outstanding team members and partners at the company's ninth annual Leadership Awards dinner, recently. Honorees include:

- **SUB BRADBERRY, Lubbock** – Distribution Center/Praters/Alliance Team Member of the Year
- **SHELBY CREWS, Lubbock** – Unite Award
- **KEVIN HANEY, Lubbock** – Store Support Center Team Member of the Year
- **JULIE MACKIE, Abilene** – Abilene Region Team Member of the Year
- **FERNANDO NORIEGA, Amarillo** – General Manager of the Year
- **ANA RUTLEDGE, Vernon** – Wichita Falls Region Team Member of the Year
- **MARY SHARP, McKinney** – DFW Region Team Member of the Year
- **MANDY TONEY, Amarillo** – Amarillo Region Team Member of the Year
- **COEY WOODARD, Lubbock** – Lubbock Region Team Member of the Year
- **STORE 543, Lubbock** – UCrew of the Year
- **BOAR'S HEAD DELI PROVISIONS** – "Partner of the Year"

"The Leadership Awards dinner is a very special occasion for our company every year, as we take time out to recognize and honor very special members of our team, who have gone above and beyond during the past year in helping us fulfill our company's mission," said Robert Taylor, president of United Supermarkets, LLC. "These are team members and partners whose daily focus is on doing the right thing and never stop short of excellence."

United has honored deserving team members with Leadership Awards each year since 2006. Recipients receive a one-of-a-kind award designed by the company and crafted by R.S. Owens Co., maker of the Academy Awards, to reflect the spirit of a servant's heart.



■ **AMARILLO REG. TEAM MEMBER OF THE YEAR** - Robert Taylor, Mandy Toney, and Greg Ammons



■ **AMARILLO GEN. MANAGER OF THE YEAR** - Robert Taylor, Fernando Noriega, and Sidney Hopper



■ **Robert Taylor pictured with United Award Winner Shelby Crews, Lubbock.**



■ **UCREW OF THE YEAR AWARD** - Chris James, Eugene Ford, and Robert Taylor





Award Winning Deals



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