

TODAY'S GROCER

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Price \$8.00

Meg Ham Named Food Lion President



MEG HAM

Meg Ham has been named president of Food Lion. She succeeds Beth Newlands Campbell, who has left the company for personal and professional reasons.

"We are extremely pleased to tap into internal talent to ensure a seamless transition of Food Lion operations

to Meg Ham," said Kevin Holt, Chief Executive Officer of Delhaize America. "I have full confidence in Meg to continue to lead Food Lion's transformation and to deliver on the company's Easy, Fresh and Affordable...You Can Count on Food Lion Every Day strategy to enhance the customer shopping experience. Meg has an extensive retail operations and merchandising background with a strong focus on the customer experience and associate engagement."

Ham will lead all Food Lion banner operations, including strategic direction, financial performance, product assortment, pricing, customer service and marketing. She will

Continued on **PAGE 38**

ALDI Acquiring Bottom Dollar Locations from Delhaize Group



Delhaize Group, the parent company of Bottom Dollar Food, has entered into a transaction to sell Bottom Dollar Food's 66 store locations and associated lease liabilities to ALDI Inc. As a result

of the transaction, Delhaize Group will no longer operate in the discount segment of food retailing in the United States. The November 6th announcement is consistent with Delhaize Group's previously stated strategy of focusing on its core operations in the traditional supermarket segment. The transaction is expected to close during the first quarter of 2015.

Bottom Dollar Food currently expects all stores will remain open until year-end. After that time, Bottom Dollar Food will close the stores and retire the banner's operations. Upon the closing of stores, Bottom Dollar Food will offer every associate severance, and eligible associates will be offered career

Continued on **PAGE 38**

DSD

New Trade Show Spotlights Importance of Direct Store Delivery

DAVID CORONA, President
National Supermarket Association

Photo Highlights Begin on Page 22 Inside!

7 Goya Foods Opens New California Facility

19 Publix Opens First Store in Cary, NC

28 Presidente Supermarkets Comes to Miramar

31 United Debuts First Ground-Up Amigos

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■ This Whole Foods Market will be the anchor tenant in a new retail development, The Shops at MacArthur Hills, at the intersection of President George Bush Turnpike/SH 161 and North MacArthur Boulevard in Irving, TX.

Whole Foods Market to Anchor Irving Development

Leon Capital Group, a Dallas-based, national real estate developer, has announced that Whole Foods Market will be the anchor tenant in its new retail development, The Shops at MacArthur Hills, at the intersection of President George Bush Turnpike/SH 161 and North MacArthur Boulevard in Irving, a first-ring suburb of Dallas.

This will be the first Whole Foods Market in Irving; there are currently 10 stores in the Dallas/Fort Worth area. Austin-based Whole Foods Market is the nation's leading natural and organic foods supermarket, with 402

Continued on **PAGE 38**



■ LUCKY'S MARKET FOUNDERS Trish and Bo Sharon

Lucky's Market Announces Fall 2015 Opening in Plantation, FL

Lucky's Market announced it will open its second Florida location in Plantation in Fall 2015. Opening at 7700 Peters Road (near S. University Drive), Lucky's will bring a wide selection of affordable organic, local, specialty and gluten-free items to the surrounding community.

Shoppers will find in-house cured and smoked bacon, local produce, fresh seafood and

a decadent bakery at the store. They will also enjoy a wide selection of "never ever" meats, which have never been treated with antibiotics or artificial growth hormones. Staying true to Lucky's culinary roots, customers will also find a department filled with ready-to-eat meals, made from scratch daily inside the store. A

Continued on **PAGE 38**

Scott Price to Head Walmart Asia

Wal-Mart Stores, Inc. announced that Scott Price, Executive Vice President, International Strategy and Business Development, is taking on additional responsibility as President and Chief Executive Officer – Walmart Asia, based at Walmart's global headquarters in Bentonville, Arkansas.

Price regains responsibility for the company's operations in China, Japan and India, after previously leading the division from 2009 through 2014. The role was vacated by Greg Foran back in July, when he was named President and CEO of the Walmart U.S. business.

Before joining Walmart, Scott served as chief executive officer of DHL Express Europe. Prior to that, he was chief executive officer, DHL Express Asia Pacific and the president of DHL Express Japan, DHL's largest market in the Asia Pacific region. Before joining DHL, Scott spent a decade with the Coca-Cola Company. During that period, he assumed various roles which included country leader in Japan, and as director and region manager in China.

Walmart has a significant presence in Asia with nearly 130,000 associates, more than 850 store units and ecommerce websites in China, Japan and India.



■ SCOTT PRICE

NGA Presents Spirit of America Award to Greg Gregerson

The National Grocers Association (NGA) recently presented Greg Gregerson, President and CEO of Gregerson's Foods and Pharmacy, Inc., with the NGA Spirit of America Award at the Alabama's Food Industry Finest Luncheon, held October 8. The award is one of NGA's top honors and recognizes individuals for their dedication and service to the independent supermarket industry.

"It's an honor to recognize Greg, who has always been a strong advocate for Alabama grocers and the independent supermarket industry, with the Spirit of America Award," said Greg Ferrara, Vice President of Public Affairs, NGA. "Greg has been a steadfast industry leader who truly understands the importance of educating lawmakers on industry issues, and a mentor to many within the independent supermarket industry. Our industry, as well as Gregerson's Foods



■ Greg Gregerson (center) is joined by his parents, Peter and Janet Gregerson, and his wife, Marcy as he accepts the NGA Spirit of America Award

and Pharmacy, and the communities it serves, have greatly benefited from his commitment and service throughout his career."

Gregerson has been in the grocery business in some capacity or another since 1969. In

addition to running several successful businesses, Gregerson has served on several industry related boards, including serving as a Past Chairman and Chair-

Continued on **PAGE 38**

Arbor Investments Acquires Best Maid Cookie Co.

Arbor Investments, based in Chicago, Illinois, has announced the acquisition of River Falls, Wisconsin-based Best Maid Cookie Company, Inc., a manufacturer and marketer of branded and private label gourmet cookies and dessert bars in both fully baked and frozen dough formats.

Founded in 1943 by Swedish immigrant baker C. Arthur Erickson, Best Maid has built its reputation on superior product quality and unmatched customer service. The company provides custom formulated, gourmet quality baked cookies and unique pre-portioned cookie dough products made with the freshest ingredients. Best Maid's products are sold into the

foodservice, convenience store and fundraising channels across the United States. In connection with the acquisition of Best Maid, Arbor partnered with management, led by the company's CEO, Deb Dartsch, who is Arthur Erickson's daughter, and President, Ron Thielen, both of whom will continue to manage Best Maid. The company will continue to operate out of its existing 100,000 sq. ft. manufacturing facility.

The company will join Arbor's Le Petit Pain baking platform which includes New French Bakery, Inc., a Minneapolis-based commercial bakery that manufactures a comprehensive offering of premium branded and private label

take-and-bake and fresh artisan breads. The Le Petit Pain platform is overseen by Arbor Operating Partner, Mike Schultz, a twenty year executive in the baking industry, including as a former executive at CSM Bakery Products and Minneapolis-based Best Brands Corporation.

"Best Maid enjoys a distinguished reputation in the sweet goods industry for product quality,

Continued on **PAGE 38**

Chuck E. Cheese's Acquires Peter Piper Pizza

CEC Entertainment, Inc., which operates 577 Chuck E. Cheese's stores, has acquired Peter Piper Pizza, a leading pizza and entertainment restaurant chain operating 32 company-owned locations and 115 franchises in the southwestern U.S. and Mexico, from affiliates of private equity firm, ACON Investments, L.L.C. for an undisclosed sum.

CEC intends to continue the popular Peter Piper brand with operation of the current restaurants, in addition to implementing growth initiatives to expand Peter Piper nationally.

"This is a great opportunity to welcome another established brand into our proven portfolio and, by extending our portfolio, further secure CEC

Continued on **PAGE 38**

Patrick Cudahy Complex to Modernize Production

Patrick Cudahy has broken ground on a new bacon slicing and packaging facility that will be an essential addition to the manufacturing headquarters in Cudahy, Wisconsin. Specifically, focus will be placed on more efficient production lines for retail, deli and foodservice products. The year-long construction process is set to start later this fall and be completed in time for a grand opening in November of 2015.

The 16,500 sq. ft. facility will cost \$12.1 million to build. The use of state-of-the-art technology is set to modernize the slicing and packaging processes and will be utilized as Patrick Cudahy continues to meet today's food operation and consumer demand. The building, which will be a new production facility for Patrick Cudahy, is being constructed with the goal to enhance the start-to-finish production and distribution process.

"We are excited by making such a large investment into the future of Patrick Cudahy," said Bill Otis, President, Patrick Cudahy, LLC. "Everything we do in the development of our production facility is to further the growth of our brand and this will be a huge step. Though it will not add additional jobs, our goal is that the technology implemented in this new facility will benefit both our employees and the people who purchase Patrick Cudahy."

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Tiempo total:
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Instrucciones

1. Lave el pavo y seque dando toques suaves con toallas de papel, luego colóquelo en una bandeja y sazone con el Adobo, por dentro y por fuera. Añada el jugo de limón sobre el pavo, envuelva en plástico y déjelo en el refrigerador toda la noche.
2. Caliente el horno a 375°F. Seque el pavo dando toques suaves con toallas de papel y sazónelo por fuera con dos paquetes de Sazón y por dentro con el tercer paquete. Deje afuera hasta que alcance temperatura ambiente, por unos 30 minutos.
3. Coloque el pavo sobre la rejilla dentro de la bandeja de asar. Con una cuchara grande, coloque el relleno en el interior del pavo, sin cocinar si lo desea. Ate las patas y coloque las alas detrás de la espalda. Mezcle el caldo de pollo con dos tazas de agua, y viértalo en la bandeja. Cocine el pavo rociándolo con su salsa cada 30 minutos, hasta que el termómetro indique una temperatura de 165°F (el termómetro se debe colocar en el muslo, sin tocar el hueso), de 2 horas y media a 3 horas. Saque el pavo y colóquelo en

una tabla de cortar, cubra con papel de aluminio y deje reposar de 15 a 30 minutos, antes de cortar.

4. Mientras tanto, coloque la bandeja de asar en la estufa a fuego medio-alto, hasta que el caldo que ha quedado en la bandeja hierva. Agregue la harina y con un batidor, revuelva constantemente por 1 minuto o hasta que esté suave, espesa y de color dorado oscuro. Añada el vino a la sartén y revuelva para retirar los pedazos pegados de la bandeja; deje que el vino hierva y revuelva hasta que la mezcla esté suave. Mezcle el resto del caldo de pollo con 3 1/2 tazas de agua. Vierta la mezcla de caldo en la bandeja, lleve a punto de ebullición, revolviendo constantemente. Si lo desea sazone la salsa con el Adobo y colóquela en una salsera. Para servir, corte el pavo y sirva con la salsa.

Complemente el Pavo a la Goya con las instrucciones del relleno, visitando goya.com



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4 Meat

"Delicious at Any Speed"



LEGENDARY RACE CAR DRIVER Richard Petty (center) pictured with contest winner Ahmet Canseven (left) and Gokhan Parlakdlic (right).

John Morrell Food Service Announces Contest Winner

City Pizza of Holyoke, MA, is known for its delicious bottom-toasted screen pizza and quick service. Even its logo features a chef hustling to tend to one of its customers. But at Indianapolis Motor Speedway recently, City Pizza reached a whole new level of speed. Ahmet Canseven of City Pizza won the John Morrell Food Group Food Service's "Delicious at Any Speed" contest. As the winner, his company's logo was featured on the No. 43 Richard Petty Motorsports Ford and accompanied driver Aric Almirola around the legendary speedway.

The "Delicious at Any Speed" contest rewarded John Morrell Food Service restaurant operators that enrolled in its rebate program for pizza and flatbread toppings from January through April. Once enrolled, the operators became eligible to win a grand prize trip to Indianapolis. Canseven's name was selected, which granted him a personal meet-and-greet session with Richard Petty, team owner of the number 43 Sprint Cup Series team, and a guided tour of the NASCAR Sprint Cup Series garage. Additionally, he also had his restaurant's logo showcased on the hood of the No. 43 Ford.

"It's always a pleasure to reward our small business operators," said Beth Sharkey, marketing manager, John Morrell Food Service. "Companies like City Pizza are the heart and soul of our industry and it's great to see them recognized. We hope this opportunity gives his business additional exposure and recognition. Of course we hope that Ahmet had a great time meeting Richard Petty and touring the NASCAR garage, too."

Canseven serves as the executive chef of City Pizza. City Pizza's menu features bottom-toasted screen pizza topped with quality fresh mozzarella and a wide variety of toppings, traditional dinners, appetizers, wraps, calzones, burgers, grinders, sandwiches and more.



Butterball Dishes Up Flavors with New Products

Natural Inspirations Lunchmeat and Chef Selects Flavors Create Convenient Meals

Butterball is introducing new lunch and dinner solutions to make mealtime more convenient for families, including a new line of Butterball Natural Inspirations lunchmeat and new flavors of Butterball Every Day Chef Selects. Parents will feel good about having a new all natural packaged lunchmeat option and will love the appeal of ready-in-minutes Chef Selects for dinner.

Expanding the brand's lunchmeat and dinner offerings, Butterball introduces:

■ **NATURAL INSPIRATIONS:** Served in resealable packages, this all-natural product has no artificial ingredients, no added hormones, and is Nitrate, Nitrite and Gluten Free. Available in four flavors: Oven Roasted, Maple, Garlic Peppercorn and Herb Roasted – it is a perfect option for school lunches.

■ **CHEF SELECTS:** Exciting new flavors to provide a quick dinner solution including: Turkey Meatballs in Marinara Sauce and Turkey Breast Medallions in Barbecue Sauce. Chef Selects are quick and easy dinner options for families with busy schedules.

"Whether it's lunch or dinner, Butterball understands that families need easy mealtime solutions," says Rebecca Welch, brand manager of consumer packaged goods for Butterball. "We're committed to providing consumers with high quality, convenient products with a variety of tasty flavors the whole family will love."

Butterball Natural Inspirations are now available in select markets starting at \$3.99. Chef Selects are available nationwide, all with prices ranging from \$6.49 to \$7.19.

New Research:

More Pork in the Meat Case Can Boost Overall Sales

Expanded pork options drives pork sales without impacting beef or chicken.

With protein the hottest food trend in the nation, it's natural that more grocers are paying attention to the meat case. It turns out that increasing the number of pork options for shoppers may be the secret to increasing overall category sales.

A new virtual research study fielded by the National Pork Board, Midan Marketing and InContext Solutions found that expanding pork offerings while reducing ground beef facings resulted in a 7% increase in overall fresh meat sales. Furthermore, the increase in pork cuts and facings did not negatively impact other fresh meats. Beef and chicken sales remained constant

throughout the study, while pork sales rose 23% with more cuts and facings available on the shelf.

"Shoppers in our virtual study did not substitute pork for other meats when there was more pork available within the fresh meat case. They simply purchased more meat overall. It's clear that increasing the amount of pork in the meat case not only helps pork sales, but drives sales for the entire category. These are important findings for both pork manufacturers and grocery retailers," says Rich Scamehorn, Chief Research Officer at InContext Solutions.

The National Pork Board and Midan Marketing selected virtual research with InContext Solutions for several reasons, including its capability to predict actual in-store sales. The overall challenge was to discover how to increase pork sales without damaging the sales of other products in the fresh packaged

meat category, and a virtual environment allowed accurate, applicable testing, with the flexibility to run multiple tests in a cost-effective environment.

InContext Solutions ran a control round with SKUs for pork, chicken and beef as the grocer had previously established. Then the researcher ran a test case that featured 6 additional cuts and 3 additional facings for pork, the same number of beef cuts but 8 fewer facings, and no change for chicken.

"The options for how to alternate display cases to promote overall category sales are unlimited with virtual research and can be looked at from a variety of different angles depending on the end goal," continues Scamehorn. "Selecting virtual testing allowed Midan and the National Pork Board to test various situations and determine the optimal approach for retailers."



Johnsonville Rolls Out New Fully-Cooked Breakfast Links

Johnsonville Sausage has expanded its breakfast sausage offering to include fully-cooked breakfast links, now appearing in refrigerated meat sections of grocery stores nationwide.

Johnsonville fully-cooked breakfast links retail for \$3.99 for 12 links (or 9.6 oz.), and are available in three flavors: Original Recipe, Vermont Maple Syrup and Turkey (featuring 70% less fat). Made with premium cuts of pork and a signature spice blend, the new Johnsonville breakfast links are easily prepared by warming up in the microwave for 30 seconds. "not only are the new Johnsonville Fully-Cooked Breakfast links convenient to prepare, but they're a hearty breakfast option that's gluten free and a good source of protein, giving consumers a great start to their day," said Valerie Zanchetti, a Senior Brand Manager with Johnsonville. Two links of the Original Recipe or Vermont Maple Syrup provide consumers with seven grams of protein, while the Turkey links offer eight grams.

Unlike other fully-cooked breakfast sausage brands, Johnsonville's new Fully-Cooked Breakfast Sausage links will be found in a unique resealable and clear packaging, so shoppers can observe the meat quality and freshness. The zipper also makes portioning easy and keeps the sausage fresher during storage.

Al Fresco Debuts Gourmet Chicken Meatballs

Al Fresco all natural is adding to its freezer aisle offerings with the launch of its better-for-you, all natural oven-roasted Gourmet Chicken Meatballs.

Al Fresco's Gourmet Chicken Meatballs have 60% less fat and 40% less sodium than traditional pork and beef meatballs. The all natural frozen chicken meatballs are gluten-free, pork-free and have no fillers. They come fully-cooked in a resealable pouch to make it easier to eat better whether cooking for one person, entertaining a group of family and friends around the holidays and sporting events, or adding them to a recipe.

The new line is available in gourmet flavors, including Spicy Jalapeno & Pepper Jack, Caramelized Onion, and Italian Style, making it the perfect complement to any recipe yet delicious enough to eat on their own.



Oscar Mayer Debuts Jerky Snacks

Just when you thought bacon couldn't get any better, Oscar Mayer introduces the newest innovation from the Oscar Mayer Institute for the Advancement of Bacon (OMIFAB): Bacon Jerky.

OMIFAB is dedicated to unlocking bacon's deepest mysteries for the benefit of bacon lovers everywhere, and today, they made one more bacon dream come true. Starting today, bacon-lovers can now snack on bacon throughout the day in an easy, on-the-go bacon jerky pouch. Oscar Mayer Bacon Jerky is available in two tantalizing flavors including Bourbon Barbecue and Teriyaki Ginger.

The bold snack, made of 100 percent real bacon, is not only a source of delicious bacon goodness, but it's also an excellent



source of protein, at 11g per serving.

"It's obvious that people love bacon," said Sarah Jones, senior brand manager for Oscar Mayer

Bacon. "But we know not everyone has time to whip out their skillet to make some throughout the day. With Bacon Jerky, Oscar Mayer is providing bacon enthusiasts with an easy and satisfying way to snack on bacon while on the move."

As the average American is transitioning from eating full meals to snacking more throughout the day, Oscar Mayer Bacon Jerky provides a delicious bacon experience at any time, anywhere.

Oscar Mayer Bacon Jerky is available in 3-ounce ready-to-eat packages. It will be sold alongside the full line of Oscar Mayer Bacon in the refrigerated meat case in most grocery stores nationwide, but is also shelf-stable making it a great on-the-go snacking option.

Experts Say:

C-Stores are Evolving Quickly Amid Rising Expectations

Today's convenience stores face growing pressure to evolve amid the ramped-up expectations of global consumers, according to an October 8 NACS Show presentation by Joseph Bona, president of branded environments at brand agency and retail design consultancy CBX, and Dan Munford, Managing Director of U.K.-based convenience and petroleum retail strategy specialists Insight.

"Strategic insight has never been more important, precisely because the retail world is changing so fast," Munford told the audience at the National Association of Convenience Stores' annual convention at The Las Vegas Convention Center.

Those changes, Bona added, extend well beyond the fallout from the rise of e-commerce. "For example, the phenomenon of channel-blurring has led to a proliferation of competitors from outside the traditional c-store sector," he said. "Whether you're talking about c-stores, QSR and fast food chains or pharmacies and grocery stores, all of these retail categories are chasing the same consumers. C-stores must raise their game."

In Europe and the United States alike, a growing number of c-store chains now aim to accomplish this by offering dramatically improved food offerings, often in sumptuous settings relative to the c-stores of the past, Munford said. According to a September 2014 report by Nielsen, fresh foods will account for up to 50 percent of category sales in Europe's next-generation c-stores, he noted.

Meanwhile, U.S.-based chains such as Wawa, Sheetz and Rutter's are developing increasingly sophisticated store designs centered on higher-quality food, Bona said. "These chains understand that time-pressed consumers crave healthier and better offerings in both the foodservice and grocery areas," he said. Indeed, in one Technomic survey, a sizeable majority—64%—said eating healthy was important. And earlier this year, two-fifths of consumers told the research firm they would visit convenience stores for prepared foods more often if freshness and quality were improved, Bona noted. "But bear in mind, convenience-sector foodservice is already a \$10.9 billion industry, according to Technomic," he said.

However, the trick is not just to offer higher-quality food, but also to elevate the overall customer experience. "Coffee shops in the U.K., for example, are booming, not because consumers are drinking more coffee, but because they fill a 'social venue' gap in society—one that used to be met by pubs," Bona said. "Today's c-stores have the opportunity to do the same thing."

Adding to the pressure is the reality that brick-and-mortar retail in general is becoming more disciplined, articulate and differentiated, largely in response to e-commerce. In this context, c-stores that fail to innovate are at risk of falling behind. "What are you doing to become more differentiated?" Bona asked the audience. "What improvements are you making in the area of customer service? Through innovation, you can actually transcend old perceptions of what convenience means and forge a new paradigm."

Over the course of the presentation, Bona and Munford cited a raft of research illustrating rapidly changing consumer tastes and preferences. They also pointed to smart use of technology by Rutter's and Tesco Express. The latter chain, Munford noted, has been experimenting with self-checkout stations that are half the size of standard units, with an overall goal of slashing wait times.

With respect to foodservice, Bona and Munford noted, a central issue facing the industry is whether to develop their own foodservice brands or to engage in brand partnerships. "In Europe, two of the most interesting partnership models to date are the Euro Garages 'convenience malls' and the 'brand implant' model being developed by Tesco," Munford related.

"The Euro Garages are essentially a branded partner offer. Picture a hip-looking, corrugated building alongside the road, with the likes of Starbucks Coffee or Subway inside."

Euro Garages has already rolled out hundreds of these locations, Munford said. For its part, Tesco has partnered

with foodservice brands such as Harris & Hoole, Giraffe Café, Euphorium and Fred's to good effect. "This use of the 'friendly culture' of popular partner brands was a savvy move that is proving popular with consumers," Munford said. Likewise, European convenience retailer SPAR has part-

nered with independent U.K. retailer Eat17 to create a retail destination that combines convenience, restaurant and grocery.

In the conclusion to the presentation, Bona summed up the takeaway from these trends. "In the old days, people went to c-stores simply

because they were easy to shop," he said. "Today, they're looking for something more. They want a pleasant environment, high-quality food, convenient locations, and, yes, good deals. The challenge moving forward is to exceed these rising expectations on all fronts."



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6 Produce

New York Apple Growers Partner with Wegmans

To Introduce SnapDragon Apples

The New York Apple Growers LLC is launching a new apple called SnapDragon in all Wegmans' stores. Known for its crispy texture combined with a sweet and juicy flavor, SnapDragon has a distinctly bright red dappled color.

Unlike many other produce items, apples are commonly sold by variety and consumers have shown a continued interest in trying new apples that offer unique colors, flavors and textures. SnapDragon has a limited crop this year but supplies are expected to increase in 2015.

"This bi-color apple is a hybrid of a Honeycrisp that has excellent quality, storage and shelf life," stated Jeff Crist, Vice Chairman of the Board of Directors of NYAG. "Our consumer research revealed that consumers not only responded very favorably to SnapDragon's crisp texture and sweet taste but also noted high willingness to purchase."

Because of the super sweet flavor profile of this apple, growers expect SnapDragon to be a hit with Moms who are looking for a healthy alternative to traditional junk foods. Marketing



Developed by Cornell University, SnapDragon, as well as RubyFrost is licensed for a managed release with the New York Apple Growers and RubyFrost will go to market in January 2015. Growers pay royalties on trees purchased, acreage planted and fruit produced, and the income is used to market the new apples and support Cornell's apple-breeding program.

efforts include point-of-sale materials, high-graphic packaging, in-store demos, public relations and social media activities.

To help educate consumers, a website was developed to highlight the benefits of SnapDragon and provide consumers with recipes and pairing suggestions at www.SnapDragonApple.com. The site also includes a "Meet the Growers" section that profiles a grower of the month and includes the full list of growers in New York State. Also included are links to Facebook and Twitter pages.

Both SnapDragon and RubyFrost have been a decade in

the making with the first trees planted in farmers' orchards in 2011. Now the still-young trees have produced a limited crop this year with plans for a much larger roll out in 2015-16.

Apple breeder, Susan Brown, at Cornell's New York State Agricultural Experiment Station in Geneva, New York stated, "Retailers will appreciate SnapDragon because although the apple's harvest window starts relatively early—in late September—its long storage and shelf life means they may be able to offer it with consistent quality for a longer time than Honeycrisp."

Sun Pacific Introduces Mighties Kiwi

Cuties Clementines Grower Develops New Brand for Small but "Mightie" Super Food

Sun Pacific, grower of Cuties Clementines, is introducing a new brand name for its powerfully nutritious kiwi. Sun Pacific, the largest kiwi grower in the United States is rebranding its Ripe and Easy Kiwi as Mighties Kiwi, a new name developed to promote the little fruit's powerful nutritious profile and delicious taste.



"Kiwi is a well-kept secret both in terms of how nutrient-packed it is and how easy it can be to eat," says Victoria Nuevo-Celeste, Vice President of Marketing at Sun Pacific. "Consumers tend to think of kiwi as an exotic fruit that they are not quite sure how to prepare and enjoy. The new name makes kiwi more approachable by encouraging people to 'Be Mightie' and try this surprising, ready-to-eat, little super food."

Berne Evans, owner of Sun Pacific and produce pioneer, initiated the game-changing process of ripening kiwi in cold storage, so Mighties are ready to eat as soon as they arrive in stores.

One serving of kiwi is truly "Mightie" when it comes to nutrition, offering: More vitamin C than an orange; More potassium than a banana; More vitamin E and K than a serving of Avocado; More fiber than a bowl of cereal; and Natural fiber and actinidin, nutrients that aid in digestion and intestinal health.



Baloian Farms Debuts Sweet Mini Peppers With Dip



Because Sweet Mini Peppers With Dip feature fresh, whole mini sweet peppers, the issues of freshness and shelf life commonly associated with fresh-cut products, have been reduced.

Capitalizing on the growing popularity of convenience driven fruit and vegetable snack items, Baloian Farms has expanded its product line with a new offering; sweet mini peppers with fat-free ranch, packaged together in a single-serving cup.

The snack ready, grab-and-go cup will include 3-4 mini sweet peppers, along with an enclosed, separately sealed, container of fat-free ranch dip. In a recent consumer survey, 58% of those surveyed indicated that they would purchase a mini peppers with dip product if available at a retail location.

"We know that today's consumer is looking for convenient, easy and on-the-go options for snacking. We saw this as an opportunity to not only expand our product line and continue to build the pepper category, but introduce a product that would appeal to all consumers with its convenient ready-to-eat, portion controlled size, and flavors that all ages enjoy," remarked Jeremy Lane, Sales Manager of Baloian Farms.

"We are excited to be able to offer consumers another healthy option that they can enjoy year round, as well as to be able to offer retailers a product that will help increase sales in the pepper category. We are constantly striving to find innovative and new opportunities to continually bring our customers premium fresh products," concluded Lane.

The product is available year-round and has a 21-day shelf life. Peppers are packed in an 11 count case.

Daily Cherry Consumption Adds Powerful Punch to a Healthier Diet

Did you know that consuming cherries might reduce your risk or modify the severity of diseases such as arthritis, diabetes, cardiovascular disease, blood pressure and cancer?

According to the results of a recent study conducted by researchers at the USDA-ARS Western Human Nutrition Research Center, cherry growers are pleased to announce that consuming about 45 (280 g) cherries daily may significantly decrease circulating concentrations of specific inflammatory biomarkers in the blood. The findings of the study were published in the *Journal of Nutrition* and are indicative of good news for those who want to reach for healthier snacks and ingredients on a daily basis.

Rich in fiber, potassium, and melatonin, cherries are taking center stage in this tasty arena. Available fresh during the summer harvest season or frozen and dried year round, cherries are a delicious way to bite the inflammatory burn and add some pizzazz to your menu. Inflammation is indeed the pits when it comes to health and wellness, yet cherries are a simple and delicious way to offer healthy support whether they are served fresh and eaten out of hand or added to yogurt, granola, oatmeal, fruit salads and even savory preparations.



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Goya Foods Opens New Facility in California

250K Distribution Center Located in The City of Industry

Goya Foods, the largest Hispanic-owned food company in the United States, expands its West Coast headquarters with a new facility and distribution center in Southern California in response to the increased consumer demand of Goya's healthy and nutritious products.

As the only Hispanic food company to offer consumers an

entire line of low sodium, organic, diet and sugar free products, the 250,000 sq. ft. facility will boost Goya's distribution capabilities of healthy and authentic Latin food and strengthen the company's position and growth in the West. "Based on our current sales and the influence of Latin culture on the food industry, it's an opportune time to expand in California, a marketable region that represents high-growth for Goya," says Robert A. Unanue, who spearheaded the expansion of Goya California and whose great grandfather Don Prudencio founded Goya Foods in 1936. "The new California fac-



■ GOYA FOODS President, Bob Unanue, Robert A. Unanue, General Manager, Goya Foods Of California with Michael Flood, President Los Angeles Regional Food Bank.



■ ROBERT UNANUE, General Manager of Goya Foods' California Arm, at the company's new distribution center in City of Industry.



■ RIBBON-CUTTING: Goya Foods of California recently celebrated the opening of a new distribution center located in The City of Industry to support consumer demand of healthy product line.

ity will allow us to accelerate our reach and secure our position in one of the top regions of the United States while simultaneously allowing us to focus on the expansion of our healthy product lines."

The new facility will act as Goya's West Coast hub and service the surrounding states including Arizona, Nevada, Oregon, Washington and Utah. The new center features a new warehouse management system, increased capacity for packing, freezing, and railroad transportation that strategically runs through the West Coast and links to Goya's new facility in Houston, Texas.

As part of Goya's 2011 collaboration with First Lady Michelle Obama's MyPlate / MiPlato campaign, Goya has focused on expanding its healthy product lines that feature a variety of over 40 low sodium and organic beans, organic rice, brown rice, quinoa, beans, vegetables, frozen vegetables and fruits, coconut water, diet beverages, as well as household staples like olive oil and low sodium condiments. "Goya's new California facility is part of the company's \$300 million global



■ The new facility acts as Goya's West Coast hub and services surrounding states including: Arizona, Nevada, Oregon, Washington and Utah. The new center features a new warehouse management system, increased capacity for packing, freezing, and railroad transportation that strategically runs through the West Coast and links to Goya's new facility in Houston, Texas.

expansion of four new state of the art manufacturing, production and distribution facilities in Texas, Georgia, and New Jersey, and will play a significant role in supporting our efforts to provide healthy products," says Bob Unanue, President of Goya Foods. "Since our collaboration with First Lady Michelle Obama, we've printed over 336 million cans marked with the MyPlate logo. We've not only provided consumers with healthy options that have 'good

taste, are good for you and of good value," key elements that resonate with our popular tagline 'If It's Goya, It Has To Be Good,' but we've provided the educational materials and aligned our overall communications in order to really make a difference in the well-being of our consumers." Each of Goya's new facilities will help reach new consumers and strengthen the Goya brand throughout the United States and internationally.

No One Understands Saints Fans Quite Like Winn-Dixie

Winn-Dixie

The Official Supermarket of the New Orleans Saints

It's an extraordinary experience when one has the opportunity to meld the cornerstones of a timeless city with a truly unique culture into a distinctive expression of art through photography and advertising.

With assistance from On Ideas, Inc., Winn-Dixie and the New Orleans Saints did just that. Cajun cuisine and Saints football are blended into one complete package that brings to life the most well known aspects of life in the bayou through Winn-Dixie's sponsorship advertising campaign. The grocery chain turned to On Ideas to create a campaign consisting of outdoor, stadium signage, program ads, in-store elements and a microsite that launched at the start of the season.

Utilizing three iconic local food dishes and the New Orleanian "Holy Trinity" of onions, bell pepper and celery sourced from New Orleans' own neighborhood Winn-Dixie, On Ideas crafted the easily identifiable Saints insignias from scratch and beautifully rendered them with carefully crafted messaging. With the goal of staying true to the soul of New Orleans, On Ideas found the perfect pairing by partnering with New Orleans-based photographer Matthew Nole, and his wife, food stylist Becky Nole.

Through engaging, locally relevant visuals and a clear sponsorship message, the creative strengthened the long-standing connection between New Orleans and Winn-Dixie.

With a trip to their neighborhood Winn-Dixie, customers will be on their way to crafting the perfect game day platter sure to make their guests say "Who Dat?"



■ While much has changed in the Big Easy since the first Winn-Dixie New Orleans opened back in 1956, the company's dedication to New Orleans Saints has remained the same. Since the very first kickoff in 1967, when linebackers wore helmets as thick as salsa bowls, Winn-Dixie has supported NO's hometown heroes in every possible way.



■ A young Saints' fan reads one of Winn-Dixie's new visuals created in support of the new Big Easy program.



Chestnut Hill Tree Farm Brings Chestnuts Back to American Food Culture



Chestnuts are no longer just for 'roasting on an open fire.' Chestnut Hill Tree Farm has spent the last 30 years leading the way to re-establishing the Chestnut Tree in the United States. Now they will bring the Chestnut back to American food culture by importing eight artisanal chestnut products from Northern Italy. The products will be exclusively available at select Whole Foods Markets in early November.

"Chestnuts were the most common tree in North America in the early 20th Century," said Robert Wallace, owner of Chestnut Hill Tree Farm. "By 1950, a blight wiped out nearly every chestnut tree in the country. As a result, we lost chestnuts as an important part of our food culture in the United States. By importing these unique products from Italy, we hope to stimulate people's interest in this food and teach them to use chestnuts in ways that are more diverse. We're making chestnuts accessible in way they've never been before in the US."

The diverse group of products comes from Italy and all products are produced using traditional and sustainable methods. The chestnuts are harvested in the mountains of northern Italy without the use of chemicals or fertilizers, true to the practices of the region.

"At Whole Foods Market, we're always looking for new culinary finds to share with our shoppers, and they count on us to deliver high quality products they simply can't find anywhere else," said Dwight Richmond, global grocery purchasing coordinator for Whole Foods Market. "We're excited to partner with Chestnut Hill Tree Farms to bring this traditional flavor back to American food culture."

Chestnut Hill Tree Farm Products include: Chestnut Flour, Chestnut Flakes, Chestnut Chocolate Cream, Chestnut Sweet Cream, Baked Chestnuts Soaked in Balsamic Vinegar, and Baked Chestnuts Soaked in Bergamot.

These products will be available in select Whole Foods Market regions in Florida, Midwest, Northeast, Southern Pacific, Pacific Northwest, South and Southwest.

Lance Introduces



Limited Edition Seasonal Favorites Cookie Sandwiches

Lance has launched its first-ever limited edition Seasonal Favorites Cookie Sandwiches. Available now for the holiday season, the three cookie sandwich varieties include Chocolate Nektar Cookies with Mint Filling, Nektar Cookies with Pumpkin Cheesecake Filling and Sprinkled Sugar Cookies with Sweet Creme Filling. Combining the brand's bestselling cookies with the season's most popular flavors, new Lance Seasonal Favorites are a festive addition to the company's tasty lineup of Lance cracker and cookie sandwiches.

"Lance is making this holiday season an exciting milestone for the brand with its first ever seasonal product launch. We've paired our traditional cookies, like Nektar, with the season's most popular flavors that our consumers know and love to help them get into the holiday spirit," said Tom Ingram, Senior Brand Director, Bakery at Snyder's-Lance, Inc.

Lance Seasonal Favorites join the extensive Lance snack family, which currently consists of over 20 cracker and cookie sandwich varieties, including the popular Lance Whole Grain and Lance Bolds. All Lance Seasonal Favorites have a suggested retail price of \$2.99 for a 6-count box and are available at mass merchandisers and grocery stores nationwide through the end of the year (or until quantities sell out).



Fruitees Premium Fruit and Vegetable Squeeze Pack Snacks Now at Meijer

Fruitees, the maker of organic fruit and vegetable snacks in squeeze packs, has announced the brand's official launch into Meijer retail stores throughout the Midwest. Providing a healthy treat made with unique combinations of certified organic fruits and veggies, Fruitees is a delicious and convenient snack that is now available in over 200 Meijer locations.

Perfect for kids and adults alike who are looking for faster and easier ways to implement better nutrition into their diets, Fruitees combines fresh fruits and vegetables into a squeeze pack to make a smooth and creamy snack unlike anything else currently on the market. Available in three flavorful combinations, Kaleform Grape (Grape-Kale), 24 Carrot Orange (Orange-Carrot), and Nothing Beets Cherry (Cherry-Beet), each snack provides 100% daily value of Vitamin C and contains only 70-80 calories. Fruitees is not just another puree or apple sauce, as its complex pairing of fruit and vegetable juices give Fruitees bright, bold flavors and a fun, unique consistency that you won't find in other squeeze packs. In addition to being USDA organic, Fruitees is Non-GMO Project verified, vegan, gluten-free, kosher and contains no added sugar. These squeeze pack snacks are BPA-free and are 100% kid-approved.

"We wanted to create a convenient snack option that not only tastes amazing but makes it easy to eat healthy while on-the-go," said David Cinn, CEO of Fruitees. "We are thrilled to launch Fruitees at Meijer stores throughout the Midwest and hope to expand to other regions so that our healthy and tasty snack becomes accessible to everyone."

Fruitees are available for the suggested retail price of \$1.99.

Nakano Introduces First Sweet Seasoned Rice Vinegar

Mizkan's New Mango and Citrus Flavors On-shelves Now

Mizkan America's success with its popular Nakano product line led the leading global condiment manufacturer to expand with the first ever sweet seasoned rice vinegars. Nakano Mango Seasoned Rice Vinegar and Nakano Citrus Seasoned Rice Vinegar are the new flavors now available nationwide for a suggested retail price of \$2.99 - \$3.19.

Following Nakano's tradition of brewing from whole grain rice, the Mango and Citrus varieties fill a category gap in sweet flavors available to consumers. At 20 calories a splash, the two new seasoned rice vinegars are ideal for consumers to use in place of oils, dressings and mayo, without compromising taste. With far fewer calories than everyday condiments, Nakano Mango and Nakano Citrus add delicious tang to food without adding fat.

■ **NAKANO MANGO SEASONED RICE VINEGAR** – Perfectly balanced with light and sweet tropical fruit flavors.

■ **NAKANO CITRUS SEASONED RICE VINEGAR** – Combined lemon peel, citrus flavors and a hint of ginger to offer a unique flavor profile.

New Nakano Mango and Nakano Citrus Seasoned Rice Vinegars reflect Mizkan's dedication to authentic ingredients and heritage. All of Mizkan's rice vinegar products are made with real, whole grain rice and are brewed in the traditional Mizkan manufacturing process, which originated in Japan more than 200 years ago.



General Mills Brings Back Free Prizes In Cereal Boxes

General Mills has been surprising American families with free prizes in cereal boxes for more than 80 years with its Big G events promotions. From secret wrist bands to whistles, and mini license plates to free paint sets, getting something special inside the box is part of the heritage of iconic General Mills cereal brands. Still today, General Mills remains committed to providing cereal fans of all ages with a premium surprise when they buy their favorite cereal.

And for the first time General Mills is offering free customizable premiums for both boys and girls through a partnership with Mega Bloks. With toys featuring construction play patterns and customization on the rise, the partnership is right on trend. Each participating brand of General Mills cereals offers a free Mega Blox car with a set of Hello Kitty and Power Rangers stickers and instructions to cut out a pattern to construct a cardboard jump from the cereal box. In addition to the Mega Bloks freebies promoting fine motor skills and construction play patterns for children, the offer leverages hot properties like Hello Kitty and Power Rangers so adults can get into the act, too.

General Mills recognizes that adults make up nearly 50 percent of its cereal consumption which suggests that families are enjoying cereal time together. The brand is encouraging family time from what you eat to how you play and is now revving up the breakfast table with the Mega Bloks partnership. Mega Bloks cars can be found in specially marked boxes of cereal, including Honey Nut Cheerios, Reese's Puffs, Cocoa Puffs, Lucky Charms, Golden Grahams and Cinnamon Toast Crunch.



Love Grown Foods Launches Power O's

At Kroger Stores Nationwide

Love Grown Foods, maker of healthy, non-GMO cereals, has announced the launch of Power O's in Kroger stores nationwide. Power O's are a powerfully nutritious cereal made from various types of beans that come in four flavorful varieties including Original, Honey, Strawberry and Chocolate.

Love Grown Foods offers a delicious line of breakfast and snacking options meant to encourage healthier eating. Unlike any other cereal, Power O's are made of navy beans, lentils and garbanzo beans. Offering a natural boost in the morning, Power O's are non-GMO, vegan, low sodium, and contain a good source of protein and fiber to help support you throughout your day. Power O's have award-winning taste and are one of the only O-shaped cereals on the market that do not contain wheat or corn.

"We intend to revolutionize the cereal category and couldn't be more thrilled to be launching this product nationally with Kroger," said Maddy D'Amato, Founder and Chief Love Officer of Love Grown Foods. "We have received an overwhelming amount of love from our fans for Power O's and look forward to being able to offer our nutritional cereal at Kroger stores nationwide."

Love Grown Foods' Power O's are available in over 1,500 Kroger stores nationwide at the SRP of \$3.99.



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Walmart CEO Outlines Growth Strategy

In opening remarks at the company's 21st Annual Meeting for the Investment Community, Wal-Mart Stores, Inc. President and CEO Doug McMillon recently outlined the company's growth strategy, including plans to invest in new capabilities and to continue improving the customer experience at all Walmart stores. McMillon addressed how Walmart is well-positioned to meet the needs and preferences of an ever-evolving customer base.

Improving on four key customer dimensions—price, assortment, experience and access, McMillon said, "Customers make their shopping decisions based on four key dimensions—price, assortment, experience and access. What we can offer them, and how we compete across those dimensions, is changing."

"Today, a customer has a desire for more items, more assortment, more choice than ever before," he continued. "We have tens of millions of customers visiting us weekly online and through our mobile apps looking for information, product options and then buying merchandise from us in stores and online. We're known for assortment and we will be in the future."

Discussing price and experience, McMillon went on to say, "At Walmart, we serve value-conscious customers that come from all walks of life and all income levels. Price matters to our customers and it always will. As a company, being a low cost operator is in our DNA. This will never change and we will be the price leader, across a broad assortment, every where we operate. Experience is about customer service. From our associates in stores to

Company prepared to win on four key customer dimensions—price, assortment, experience and access.



■ DOUG McMILLON

our engineers and data scientists, we'll invent new ways to surprise and delight customers."

McMillon noted that the ways customers access Walmart is being redefined. "There is a growing consensus that the future of retail is not just in-store and not just

online. The winners in retail will be those that can put them together. Frankly, we think we're already doing the harder part. Locations matter because convenience matters. We have the stores, the associates, and the expertise in the physical world that others will

need to build."

McMillon continued, "To capture the upside of our strategic advantages, we need to develop a more seamless relationship with our customers. We won't just be a store on the street. We'll support our customers' lives, with them in the driver's seat, to save them money and time. We'll give customers the choices they want and need by integrating digital and physical retail. As we have many times before, we'll exceed our customers' expectations, and as a result, we will win the new era of retail."

ENTERPRISE-WIDE APPROACH

McMillon said leadership fully recognizes how quickly customers' expectations are changing, which requires Walmart to think and act differently.

"In the past, we've tended to roll up our plans from markets and segments, but this year we've started with an enterprise-wide approach. The internet, mobile, data and technology present opportunities across the world and across our businesses to better serve the changing customer," he said. "We've taken a fresh look at where we want to play—what businesses, markets, formats, and services we need and how to win—what our customer value proposition should be."

"Our strategy will guide our approach to capital discipline," McMillon continued. "We will change the mix of our capital spend through reductions in areas we have invested in historically to fund investments in new growth opportunities. Specifically, we will moderate the growth of investments in stores, and we will increase our investments in e-

commerce.

WINNING NOW

McMillon outlined what the company is doing to win now, noting that improving the company's short-term performance is a priority across all of Walmart's segments and markets.

"Our supercenters in the U.S. should be delivering positive comps consistently. Our combination of pricing, in stock, service levels and merchant skills will generate improved performance in our supercenters. Our Neighborhood Markets continue to be a bright spot in terms of comp sales."

He said Sam's Club is thinking creatively about the future of its business and has made some changes with membership rewards and credit offerings designed to strengthen its position and performance. In e-commerce, Walmart is continuing investment in its new technology platform, rolling it out to customers, continuing to build its next generation fulfillment network and expanding assortment.

McMillon highlighted three key points that will drive the business going forward:

- "First, we're going to position ourselves to do a better job serving customers. We can create a next generation customer proposition through the combination of what we do with price, assortment, access and experience. We will save them money and time.
- "Second, our priority is growth. Driving demand is the only sustainable way to deliver returns over time.
- "Finally, we'll manage capital in a disciplined, thoughtful manner."

Single-Serve Cups of Rockin' & Roastin'



Aerosmith drummer, Joey Kramer, tells us that his 100% USDA Organic Certified coffee line, Rockin' & Roastin', is now available in single-serve cups compatible with brewing in Keurig machines. After spending the past year developing and perfecting the single-serve, versions with his roasting and packaging partners, Kramer is eager to debut his latest product which he is confident addresses a coffee issue many have experienced.

"The problem with most single-serve cups is that they have a tendency to go stale

quickly," said Joey Kramer, Founder & CEO of Rockin' & Roastin'. "My main goal was to create a cup with an improved design. I knew this would ensure that people would be tasting the same fresh and delicious flavors they have come to expect with my organic Rockin' & Roastin' products."

Kramer's single-serve custom-roasted coffee brews come in a trio of organic flavors that represent Kramer's favorite coffee-producing regions: a medium roast from Guatemala; a medium-dark roast from Ethiopia, and, a dark roast hailing from Sumatra. The single-serve versions utilize recyclable cups and can be purchased online for \$8.99 per 12-cup box of any variety, or for \$7.99 per 12-cup box when one purchases four or more boxes, plus shipping and handling. For a limited time, Rockin' & Roastin' will provide complimentary shipping for orders of eight or more 12-cup boxes at the price of \$7.99 each.

"My career has had me 'on the go' for decades and I really wanted to expand my coffee business to provide a convenient option without sacrificing the freshness or quality," added Kramer. "There is a proven need for single-serve cups and I'm amped to bringing my take on it to the java market."

LEVEL Life Introduces Indulgent Snack Line

LEVEL Life, a modern diabetes management company focused on empowering people with the right tools to help manage their diabetes effectively, has announced the introduction of a new line of indulgent snacks, including Peanut Butter Cups and Peanut Turtle Bars that are formulated with 80 percent- and 60 percent-less sugar than traditional offerings, respectively. With diabetes affecting an estimated 29 million people in the U.S. and more than 86 million Americans with prediabetes, which is known to progress into Type 2 diabetes without early intervention efforts through diet, exercise and weight loss¹, the new decadent snacks help to keep blood sugars stable throughout the day while also offering healthier options for those seeking a sweet treat or dessert without the guilt of a candy bar.

"We're committed to changing the way people think about managing and preventing diabetes, and believe the key to success lies in positive nutrition and eating properly," comments LEVEL Life Founder Ethan Lewis, who was diagnosed with Type 1 diabetes at age 12 and recognized the need for tastier and nutritious snack options. "We use real, high-quality ingredients that don't give you stomach or blood sugar issues, and which are formulated to quickly deliver the results you need."

LEVEL Life's new decadent snacks are low glycemic and gluten-free, making them ideal for anyone looking for simple solutions to satisfy hunger while watching carb and sugar intake. The Peanut Butter Cup features 9g fiber and 5g protein and contains only 3g sugar. The Peanut Turtle Bar has 7g fiber, 6g protein and 8g sugar. The sweet treats fit easily into a pocket or purse, making snacking on-the-go both simple and convenient.

LEVEL Life Peanut Butter Cups and Turtles (\$5.99 MSRP, 4 ct. box) are available nationwide.

¹ Center for Disease Control



Increasing Consumption Occasions by Celebrating a Popular Hispanic Tradition

By **Gustavo Guerra**, Brand Director for Tecate and Indio, HEINEKEN USA



The holidays are a time for reflection, a time to appreciate loved ones, and, most importantly, a time for celebration. In general, the holidays represent 20% of total annual retail sales, and consumers spent an average of \$730 on gifts, food, and more last year¹.

Specifically, more than 54 million cases of beer are sold in a two-week period during

the December holiday season, making it one of the top six beer-selling holidays in the United States². As such, food and beverage marketers are constantly looking for ways to extend the shopping season, increase consumption occasions, and break through the holiday clutter in order to maximize sales during this lucrative period.

Many marketers have discovered that one of the best ways to accomplish this goal is to connect with the fastest-growing segment of the U.S. population: Hispanics. At 17.5% of the population³ and with a purchasing power topping 1.2 trillion⁴, Hispanics are increasingly the target of myriad holiday marketing campaigns. More than 90% of Hispanic shoppers made party-related purchases during last year's holiday period and they also

tend to outspend their general market counterparts for these celebrations⁵.

In order to extend the holiday shopping season and increase sales for retailers, Tecate and Tecate Light are encouraging bicultural Hispanic consumers 21+ to "Taste their Traditions" through a retail program anchored on the Mexican tradition of Lupe-Reyes. Lupe-Reyes is a series of holidays popular in Mexico and among Mexican-Americans that kicks off December 12 and runs through January 6. During this three-week period there are multiple celebrations with family and friends involving food and drinks, offering retailers opportunities to suggest additional consumption occasions and extend holiday sales for a longer period of time. This is the second year that Tecate

leverages Lupe-Reyes to extend the holiday selling period and to-date is the only beer brand that is tapping this insight to connect with bicultural Hispanic consumers. The 2014 program launches in mid-November to allow consumers enough time to take advantage of Facebook promotions and contests urging them to share their own Lupe-Reyes traditions for a chance to win prizes and obtain discounts.

GUSTAVO GUERRA is the Brand Director for Tecate and Indio, part of HEINEKEN USA's portfolio of Mexican imports.

¹ National Retail Foundation 2014

² Nielsen "Home is Where the Super Bowl is" 2014

³ US Census

⁴ Selig Center for Economic Growth

⁵ Mintel Holiday Study 2013

The Business Benefits of a Pipeline Mentality



By: **John Graham**

Today, the customer story is simple. Loyalty ranges from non-existent to temporary. Mining the Internet is second nature, relying on smartphone apps to cut through the clutter. With an endless array of channels available, engaging customers can be an exercise in futility.

Surprisingly, the current situation hasn't changed much, particularly for those in sales, who have always asked, "Whom can I talk to today?" The search for prospective customers is just as elusive as it has always been. In spite of all the changes, the prospect problem remains the same.

A different approach: a pipeline view

To get beyond the barriers that keep us from engaging customers and avoid always asking the "Whom can I talk to today?" question, what's needed is "a pipeline mentality"

The process is one of 'customer creation', of filling the pipeline with potential business while taking care of the new that flows from the pipe. Instead of spending valuable time and using limited resources on constantly looking for new business, a more prudent approach is to create a 'pipeline mentality' process that produces business.

Building the pipeline

Here are the elements of implementing a pipeline strategy:

1. View prospects as 'customers-in-the-making'.

Although it contradicts traditional sales strategies, looking at prospects as 'a potential sale' distorts the selling process. Although most salespeople are quick to say that they are solution-oriented and want to help customers, their behavior betrays their words.

It's easy to spot the salesperson with one objective in mind: to make

the sale. Everything is aimed at achieving that one goal. Prospects quickly sense the true mission and go on the defensive, either rejecting the salesperson or backing away from making a decision.

To think of prospects as *customers-in-the-making* is more effective, whether they buy today or a year from now. The goal is to bring them into your orbit in such a way that they will not go elsewhere. This is what allows selling to focus intensely on the customer.

2. Make prospect identification an ongoing commitment. It's actually counter-intuitive to put making a sale ahead of creating a customer. The goal of prospecting should be to identify those who fit a company's customer profile and who, when properly cultivated, hold a potential for becoming buyers.

The most difficult task for most businesses is making prospect identification an ongoing task. The life force of sales is a pipeline that's filled with prospects that have discovered the value of doing business with you, who recognize that there's value in partnering with you, and who have discovered all this *before* becoming customers.

Most prospect identification efforts produce minimal results because they lack constant attention. They're viewed as temporary 'activity' rather than as the lifeblood of the organization, the source of new business for the years ahead.

3. Segment prospects to focus on individual needs. Even after decades of discussion, few companies recognize the value of segmenting their databases and toss everyone in a couple of buckets, failing to drill down for personal preferences, lifestyle nuances, sales and demographic data.

Although this is the 'age of the individual customer', the implications are largely ignored by most businesses. 'Boiler plate' proposals are deadly, and emails are often nothing more than not-so-thinly-

disguised ads. All of which creates a negative impression.

4. Implement prospect cultivation tactics. There's only one way to cultivate prospects successfully — and it's not how a salesperson wants to go about it. Customers set their own buying schedules and they're not about to abandon their priorities to fit a salesperson's needs. They don't want to be 'bothered' with multiple emails or repeated telephone calls.

They're not moved by attempts to arrange a meeting or by someone saying, "I'm reaching out to you to gather information." But when the prospect is ready to buy, those who come to mind have the opportunity to make the sale. Staying in front of prospects regularly with helpful information builds the platform of success.

5. Be the resource for prospects.

The most effective way to convince a customer to buy from you is to make yourself invaluable. What you sell may help a customer become more successful, but what you know solves customer problems. There are those who are reluctant to share their knowledge, fearing that prospects will take what they want and never bother to become buyers. While there's always the chance this can happen, it's worth it in order to demonstrate a company's competence and expertise.

The best way for prospects to become aligned with a company is for them to discover the depths of your expertise and the extent of your knowledge. This is the value-added that makes a significant difference.

6. Help customers be more successful.

If partnering has any value as a concept, it's to be found in helping prospects and customers meet business challenges. Just selling them the right product or service isn't nearly enough today to build a lasting bond. Almost any 'vendor' can do that.

Going beyond the expected is today's challenge. A supplier of bakery mixes and fillings discovered that its

customers were asking for help in developing marketing strategies and tactics for retailing their products. It then dawned on management that even high quality and innovative products were not enough. Their customers were looking to them for ways to increase sales. Meeting this need was the first step toward selling more mixes and fillings.

7. Take the lead. While playing it cautious may seem prudent, it's leadership that captures the attention of prospects. There's a lot any business can learn from Subway, for example. The focus on 'fresh,' flavor and 'foot-long' low cost specials hits what young and older adults want today.

But when it comes to pace-setting in customer service Amazon is the winner, not just in its broad range of products, but by having customers answer questions, rate products, sending reminders, making personalized suggestions, keeping them informed and offering free shipping, easy returns, and incredibly fast deliveries. All of this sends the message that Amazon cares about customers.

A results-based approach

Because results are what count, wasting time chasing possible sales, following up on less-than-serious prospects and preparing dead-end proposals doesn't make sense.

Spending time trying to find customers — those who fit your profile of buyers — is a futile waste of time and resources. What's required is a strategy that fills the customer pipeline with prospects that can be nurtured so that there is a steady flow of new business from those who know and understand company's capabilities. What's needed is a 'pipeline mentality'

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Holiday Health Survival Guide

By: **Dr. Caroline Cederquist MD**, author of *The MD Factor* and creator of *bistroMD*

If you've ever overindulged on Thanksgiving dinner, you're not alone — the average Thanksgiving meal comes in at about 3,000 calories in just one sitting! For readers following a healthy eating plan, Thanksgiving can leave us feeling discouraged at slowed progress — however, there are easy ways to re-energize metabolism and avoid holiday overindulgence or weight gain. Below are some tips that will help you survive the holidays with your health intact.

PREP YOUR PALATE

When it comes to holiday parties, eat a light snack or dinner before a party and during the day, don't skip meals. Skipping a meal will only make you hungrier later, leading to overeating and guilt later on.

PORTION YOUR PLATE

Before reaching for the closest foods on the table, create a plan of attack. Load up on veggies to take up space on the plate. Add the items you love, but get smaller portions of what you know isn't healthy. Fill your plate with the healthier foods. Limit the

amount of starches and go for more lean meats or vegetables instead.

FAMILIARIZE YOURSELF WITH HEALTHIER "SWAPS"

If you can switch out ingredients for low-fat or fat free substitutes that can help even in the smallest of ways, go for it! There are many healthier holiday food and drink substitutes. Just be mindful about what's healthy and what is not — come up with your own healthier holiday versions of holiday favorites:

- Find healthier alternatives to those holiday cocktails; you may be surprised how many hidden calories they actually contain
- Refrigerate gravy and the fat will harden. Then skim the fat off. This may sound gross, but it can save up to 56 grams of fat per cup.
- Eat the turkey without the skin, and be spared the extra unwanted saturated fat.

THINK POSITIVE

Although you may have overindulged during the Thanksgiving feast, the likelihood that you gained a pound on this day is very unlikely. Don't throw in the towel

on a healthy lifestyle because of one day. Just like one good meal won't make you skinny, one bad meal/day won't make you overweight, or one bad day. Just know not to make a habit out of this type of unhealthy eating. Your metabolism may be a little sluggish after eating poor for a day or around the holidays (with alcohol, poor food choices, and large buffet style meals) however, as long as these don't become a lifestyle your metabolism will be back to its normal speed in no time.

CAROLINE CEDERQUIST, M.D., is a board-certified bariatric physician with a specialization in nutrition, metabolism and weight management who dedicates her professional career to healthy weight loss and management. She shares nearly two decades-worth of knowledge and treatment for weight loss, predominately correcting metabolism dysfunction, in her new book — *The MD Factor Diet*. Her book breaks down the difficulties behind losing weight and reversing metabolic dysfunction. She also carries her message of health and wellness through publications in professional journals, and has appeared as a weight-management expert on several popular television shows, including *Dr. Phil*.



12 Strictly Natural

House Foods Introduces

The Biggest Loser Branded Tofu Shirataki Noodles Packaging



House Foods, a premium tofu purveyor recently unveiled a new look for the category-leading Tofu Shirataki noodles. The noodles will feature branding from NBC's *The Biggest Loser* to encourage consumers to eat consciously and get in shape like the contestants on the show.

"The Biggest Loser has been integral in showing Americans how to eat better," said Yoko DiFranco, Manager of PR and Marketing, House Foods.

"House Foods is thrilled to join

The Biggest Loser to encourage a diet-friendly lifestyle."

Twenty former athletes, including NFL players and Olympic gold medalists, aim to change their lives on the 16th season of NBC's hit franchise *The Biggest Loser: Glory Days*, airing Thursdays at 8/7c. This season, the contestants are working with new trainers Jessie Pavelka and Jennifer Widerstrom, as well as veteran trainers Dolvett Quince and Bob Harper. Alison Sweeney has also returned as host.

House Foods' portfolio of products includes: Premium Tofu, Organic Tofu, Bulk Tofu and Tofu Shirataki noodle substitute. Made exclusively with 100% U.S. grown soybeans, all products are Non-GMO Project Verified and gluten-free certified.

HNINA Debuts Gourmet Line of Raw Vegan Chocolates

HNINA, is a line of gourmet vegan chocolates created with high quality raw ingredients to make delicious guilt-free dark chocolate truffles. These artisanal treats offer a variety of gluten-free flavors mixed with sprouted seeds and nuts.

HNINA gourmet chocolates are mouthwatering indulgences for those who crave sweets but want to be health conscious. These wholesome truffles are non-GMO, dairy free, contain unpasteurized ingredients and are suitable for paleo diets. To further ensure exceptional quality, the nuts and seeds are sourced from organic farms throughout the world. HNINA is available in flavors such as Almonds + Hazelnuts, Macadamias + Pistachios, Brazilian nuts + Almonds + Coconut, Walnuts + Cashews, Deeds, Pecans + Pine Nuts, and Pistachios + Hazelnuts. These delicious gourmet truffles are high in protein, vitamins, minerals, anti-oxidants and nutrients. As HNINA's motto goes, they are guaranteed to make you NUTS ABOUT CHOCOLATE!

"HNINA is the ultimate labor of love as we pride ourselves on carefully sourcing the purest ingredients to make this delectable treat," says Vanessa Morgenstern-Kenan, Founder and CEO of HNINA. "It is important to us that our chocolates are remarkably delicious, while 100% organically healthy which makes us different than other chocolates on the market."

Not Your Sugar Mamas Launches Raw, Organic Line of Chocolate Bars

For the millions of chocolate lovers in the U.S., there was a collective sigh of relief when dark chocolate was taken off the forbidden list of sweet treats in recent years. For healthy foods advocates, there has been a deluge of fantastic organic chocolate to hit the market, but aficionados of raw foods often have to settle for a sub-par chocolate experience with chalky, grainy textures.

Now, thanks to Not Your Sugar Mamas, a new chocolatier based on Martha's Vineyard, consumers can delight in great-tasting, melt-in-your-mouth chocolate that is certified organic, certified gluten-free, certified vegan, AND raw.

Not Your Sugar Mamas offers conscious chocolate consumers six decadent bars with no refined sugar (only organic maple syrup and coconut nectar) and ethically sourced, certified organic, non-GMO ingredients that offer the highest nutritional value and quality.

SALTED CARAMEL: Raw almond butter, maple syrup, coconut oil, vanilla and sea salt mix together to create a caramel sauce full of healthy fats; sandwiched between decadent layers of antioxidant-rich chocolate.

ROSE & MACA: A potent combination, maca is widely known for hormone balancing & its nourishing effects on the endocrine system. The maca, combined with rose oil, helps calm overactive minds and cope with stress.



LAVENDER & SEA SALT: Using sea salt from the shores of Martha's Vineyard, this popular bar combines the soothing vibes from lavender with the numerous essential trace minerals found in sea salt.

GINGER POMEGRANATE: The ginger in this bar is known to help relax the digestive

system and acts as an anti-inflammatory. Pomegranate is an antioxidant rich food that is known to offer protection against heart disease and cancer.

COCONUT CRUNCH: This bar is sweetened with coconut nectar and sprinkled with coconut flakes and chunks of almond. People love the protein, fiber and iron boost provided by the almonds and coconut!

PURE & SIMPLE CHOCOLATE BAR: A delicious basic recipe bar packed with antioxidants and healthy fats with a highlight of Madagascar vanilla bean.

"We believe that chocolate can taste great and be good for you," said Bennett Coffey, co-founder of Not Your Sugar Mamas. "Our high-quality chocolate is enhanced by superfoods like maca, ginger, pomegranate, rose, Himalayan sea salt and coconut oil. Each bite is filled with antioxidants, which help improve your body and your mind. The benefits of raw chocolate go far beyond its superior taste, and we want to help change the world—one chocolate bar at a time."



New Garden of Eatin' Flavors in for Fall

Kale, Pumpkin & Reduced Fat Tortilla Chips

Garden of Eatin' is releasing two brand new flavors, Kale Tortilla Chips and Reduced Fat Blue and Yellow Chips, and is bringing back the ever-popular Pumpkin Tortilla Chips just in time for fall.

GARDEN OF EATIN' KALE TORTILLA CHIPS are topped off with a delicious topical seasoning and are an excellent source of Vitamin K.

GARDEN OF EATIN' REDUCED FAT BLUE AND YELLOW TORTILLA CHIPS are 25% less fat than the leading brand of tortilla chips, providing a better-for-you alternative for consumers seeking healthier snacks, without sacrificing taste.

GARDEN OF EATIN' PUMPKIN TORTILLA CHIPS are back by popular demand for the fall season, available through December 31st, giving pumpkin lovers the opportunity to enjoy them through the holiday season.

Like all Garden of Eatin' products, these new varieties are made with organic whole kernel corn, non-GMO ingredients, and are gluten-free. All three varieties are currently available nationwide.



Pacific Foods Reveals

Savory, Sippable Organic Bone Broths

New Broth Beverage Delivers More Protein Than A Glass Of Milk



Consumers are looking to add more protein to their diets have a new, old option to consider – bone broth. Top-selling organic broth brand Pacific Foods is introducing a line of organic readymade varieties, developed to increase accessibility to the traditional recipe, which takes up to 24 hours to make.

With high protein, low calories and a myriad of reported wellness benefits, it's easy to see why health enthusiasts, paleo diet practitioners and crossfit-ers, have led the way in reviving the ancient – and time intensive – practice of making sippable bone broth from scratch.

"Our bone broth has more protein than a glass

of milk, half the calories and a heck of a lot more flavor," said Kevin Tisdale, vice president of marketing for Pacific Foods. "Now, consumers can simply pour, heat and enjoy in just minutes."

Lightly seasoned with sea salt and fragrant herbs, consumers can warm and drink for a savory, protein-packed snack, or use in place of water when cooking grains and beans to add complex flavor and a boost of nutrition. The broths come in five distinct varieties: Organic chicken with ginger, 8 oz; Organic chicken with lemongrass, 8 oz; Organic chicken original (unsalted), 8 oz and 32 oz; Organic turkey with rosemary, sage & thyme, 8 oz; and Organic turkey (unsalted), 32 oz.

Both the 8 and 32 ounce bone broths are packaged in bpa-free aseptic cartons, and the 15.2 ounce bone stock is packed in bpa-free recart cartons. All are available nationwide with a SRP of \$1.79 - \$2.39, \$4.89 - \$5.89, and \$4.59 - \$5.59, respectively.

Happy Non-GMO Status

News from Pamela's Products

Just in time for the busy holiday cooking and baking season, Pamela's Products is celebrating its versatile All-Purpose Flour - Artisan Blend and classic Biscuit & Scone Mix for earning Non-GMO Project Verified status.

Pamela's high standards for creating delicious, gluten-free foods has always placed as much importance on what goes in its gluten-free baking mixes, cookies and snack bars, as what it leaves out; pledging to consumers: No artificial additives, No high fructose corn syrup, and No GMOs – the brand is working closely with its vendors to assure the quality and source of all its ingredients.

In addition to the all-purpose flour and scone mix, the company has nine SKUs pending verification – many of which should be approved in the coming months.





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14 Beverage

Florida Coast Coffee Launches with Tropical Twist to Craft Coffees

Afficionados know that exceptional coffee comes from craft roasters using the highest quality beans to achieve a smooth aroma and superior taste. Florida Coast Coffee, using authentic signature methods, is a tropical lifestyle brand that is creating new Florida-inspired flavors in premium whole bean and ground coffees.



The entrepreneurs behind Florida Coast Coffee are coffee-lovers and practitioners of the Florida lifestyle in every sense—authentic locals, tropic-minded and ocean conservationists. Through their patronage of many coffee houses they realized that most of the coffees on the market were synonymous with Seattle's northern tastes. What they longed for was coffee with the flavors of Florida that they knew and loved. They also knew that there was already a vast market in the millions of people who live in or visit Florida every year for its tropical climate and unending stretches of beautiful beaches. So they set out to introduce fans of the tropics to enticing new flavors like Tiki Bar Rum Cake, Toasty Toasted Coconut, Hammock Breeze Hazelnut, and Coastline Regular Roast. Coffee connoisseurs can experience Florida's relaxed, "Paradise in every cup" lifestyle with every sip.

Florida Coast Coffee is also kickin' off the holiday quarter with their first seasonal roast, Kick-Back Key Lime. It will be available for a limited time at the same price points as their regular lineup. Other new and exciting flavored roasts are coming. Additionally, Florida Coast Coffee offers two-pound and five-pound bags of all their roasts. These bags are perfect for coffee-drinking households or small restaurants looking to add a touch of paradise to their menu.

Florida Coast Coffee uses a signature artisanal "first-crack" roasting technique to ensure a rich roast that's deeply infused with the flavors of Florida. They use only premium hand-selected, 100% Arabica beans in their small-batch coffees.

POM Wonderful Launches New Antioxidant Super Teas



POM Wonderful is powering up the produce aisle with new Antioxidant Super Teas that are simply Tea-lightful: Pomegranate Lemonade Tea, Pomegranate Sweet Tea and Pomegranate Honey Green Tea. POM's No.1-selling Pomegranate Peach Passion White Tea will join the new Antioxidant Super Teas with a fresh new look and convenient new size.

The new Antioxidant Super Teas combine the antioxidant power of premium 100% Pomegranate Juice with gently brewed teas. Pomegranate Lemonade Tea is a fresh take on an all-time favorite, combining POM Juice with perfectly sweetened lemonade and tea. Pomegranate Sweet Tea is a California twist on Southern tradition with sweet black tea and POM Juice. Fans of POM's original Lychee Green Tea will enjoy new Pomegranate Honey Green Tea, which combines a refreshing blend of green tea with the natural sweetness of honey and rose flavors. Pomegranate Peach Passion White Tea will maintain the tropical flavors of passion fruit with sweet ripe peach to deliver a crush-worthy taste.

"POM Wonderful always innovates to meet growing demands, and with tea sales skyrocketing, we're capitalizing on momentum to offer consumers new ways to enjoy pomegranate juice," said Dahlia Reinkopf, senior director of marketing, POM Wonderful. "Antioxidant Super Teas aim to reach new consumers looking for healthy on-the-go refreshments without any artificial flavors or artificial sweeteners."

POM Antioxidant Super Teas are available in convenient 12 oz. sizes in POM Wonderful's iconic curved bottle for \$1.99 SRP. They will be available in the produce section of mass and grocery stores nationwide. The launch will be supported with in-store displays, point-of-sale, retailer promotions, free standing inserts, trade advertisements, digital activations and public relations.



Jones Soda Launches Line of Sparkling Waters

Jones Soda Co., a leading premium beverage company known for its unique flavors and customer-designed packaging, has announced the launch of Jones Sparkling Water.

Created in response to increased consumer demand for healthier products, Jones Sparkling Water is available in four signature Jones flavors—Berry Lemonade, Fuyu Berry, Green Apple, and Strawberry Lime. Featuring the iconic consumer submitted photos that Jones Soda is so well known for, Jones Sparkling Water is packaged in conveniently sized eight ounce cans, and is perfect for healthy school lunches, after school activities, and families on the go. Jones Sparkling Water is unlike any other product in its category, offering kids a way to enjoy the fun and tasty flavors they want, without all the sugar and calories that their parents don't. With just two ingredients, water and natural flavors, Jones Sparkling Water has no added sweeteners of any kind, no added colors and no artificial preservatives.

"We are bringing fun into this exploding sparkling water category, and in a unique way that appeals to kids," says Jones Soda CEO, Jennifer Cue. "This is something we are all proud to stand behind. As the mother of a seven year old, I can identify with parents who are looking for something interesting, fun, and healthful to give to their kids for lunches, or really anytime. With fun, natural flavors, no added sugar or preservatives and no added colors, Jones Sparkling Water is a great way to encourage our young children to drink more healthy beverages."

Jones Sparkling Water will initially be available in a four-pack at Target stores throughout the West and Mountain regions, as well as on the Jones Soda's website at www.jones-soda.com. Jones Sparkling Water should become available at various other retailers across the U.S. in the near future.



Numi Organic Tea Announces a New Line of Turmeric Tea

Numi Organic Tea, known for delicious organic, non-GMO and Fair Trade Certified teas and teasans, is proud to announce a new product line: Turmeric Tea. Numi's Turmeric Tea is the first full line of organic, fair trade, premium turmeric-focused blends on the market, and highlights its namesake ingredient's earthy and robust flavor in a collection of four cleansing and refreshing herbal teasans.

An ancient root related to the ginger family, turmeric is native to Southeast Asia and is often found in curries, giving the food its brilliant, golden orange color. Turmeric has been used in traditional Chinese and Ayurvedic medicine for centuries, and has surged in popularity over recent years as scientists have discovered its many health benefits.

Curcumin, the medicinal compound in turmeric, has been associated with relieving pain and arthritis, decreasing blood clots, preventing cancer, strengthening digestion, detoxifying the liver and healing skin wounds.

Consumers can choose from four enticing blends that are excellent served hot or iced:

- **THREE ROOTS** - Blending earthy turmeric, spicy ginger, and sweet licorice, Three Roots transports your senses to an exotic Indian Bazaar.
- **GOLDEN TONIC** - This uplifting blend of turmeric, lemon verbena and dried lime mingle for an exhilarating dance. Golden hues of turmeric have an earthy sweetness as the zesty citrus notes soar and enliven the senses.
- **FIELDS OF GOLD** - The mellow richness of turmeric, the sweet calming notes of chamomile, and the lively zest of lemon myrtle reside in Fields of Gold. This bright blend will delight you with its light, vibrant flavor as it soothes the spirit.
- **AMBER SUN** - With a radiating, smooth richness, this blend of turmeric, rooibos, vanilla beans and a hint of cinnamon offers mellow apple notes with a sweet peppery zest.

Tradewinds Debuts



Exclusive Line of Jimmy Buffett's Island Tea

Tradewinds, a company inspired by a family tradition of slow-brewing sweet tea, has unveiled its new flavorful line of island teas. Jimmy Buffett's Island Tea, inspired by the music and lifestyle of singer songwriter, Jimmy Buffett. Tradewinds has partnered with Margaritaville Holdings, LLC to create a line of premium, tropical-flavored island teas that are refreshing, great-tasting and made with natural flavors and natural sweeteners. The five unique flavors that will be offered nationally include: Pineapple Coconut White Tea, Tropical Citrus Green Tea, Peach Mango Black Tea, Strawberry Lime Black Tea, and Paradise Punch Hibiscus Tea.

This new line of island teas will give consumers a refreshing taste of paradise: perfectly crafted iced teas blended with authentic, tropical fruit flavors. The bottle structure even features a unique proprietary design inspired by Jimmy Buffett, Margaritaville, and the beautiful islands of the Caribbean. These new flavors contain no artificial sweeteners, a range of 0-4% real juice, and only 120 calories per 18.5-ounce single-serve bottle.

"Island Tea is a truly unique concept in the RTD tea category. Both Tradewinds and Jimmy Buffett stand for relaxation, escapism and just kicking back and having a good time!" said Julia Balakrishnan, Associate Marketing Manager of Tradewinds. "Each flavor tells a different story that is inspired by Jimmy Buffett's lifestyle, as well as provides our consumers with a naturally flavored beverage option without sacrificing the refreshing, tropical taste they're craving."

Tradewinds Jimmy Buffett's Island Tea will be available at major national retailers and convenient store chains at a suggested retail price of \$1.39 – \$1.59.



Choice Organic Teas Makes a Splash

Tea is the most popular beverage in the world, and the U.S. is starting to take notice, as the overall growth of the tea category in natural supermarkets is up 9% over 2013 (according to SPINS, June 2014). This is great news for Choice Organic Teas, the first exclusively organic tea crafter in the United States and first in the country to introduce Fair Trade Certified teas, as the company has posted 19% growth, outpacing the overall category.

Fall and winter has retailers looking to provide consumers with delicious teas that also support health and wellness needs, such as colds and flu, digestive support during holiday feasting, and sleep support during busy winter months. Choice Organic Teas Wellness Teas are a well-rounded line of certified organic, functional teas specially formulated by a master herbalist and faculty member in Botanical Medicine and Ayurvedic Sciences at Bastyr University.

Offered at suggested retail price of \$4.69, varieties include Easy Digest, Mental Focus, Breathing Space, Rest Assured, Regularity, Throat Cozy, Simply Detox, and Energy Boost. The 8 SKU's feature 30 active, certified organic botanical herbs that are recognized and used for their health-supporting qualities. With the exception of Regularity, the Wellness Teas have been formulated for daily use.

A portion of the proceeds from the new line help advance the field and practice of natural medicine by directly supporting the Bastyr University Student Scholarship Fund.



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■ Bite-Sized Coconut Treats



O'Coconut Snacks Place the Power of Coconut In the Palm of Your Hand

Nutiva, a leading brand of Coconut, Chia, Hemp & Red Palm organic superfoods is finding success with the recent introduction of O'Coconut bite-sized snacks (SRP \$0.89 / 0.5 oz pouch). The perfect delicious anytime treat, Nutiva's new O'Coconut products are crafted from lightly sweetened organic, fair trade coconut and have only 60 calories each. They are made without corn, soy, or cane sugar. Enjoy pure coconut with O'Coconut Classic or try O'Coconut Hemp & Chia for additional nutty flavor and the nutritional benefits of Omega-3s. O'Coconut snacks are perfect for lunch boxes, to take on a hike, or anytime you want to satisfy a craving for a sweet but healthy snack.

Once a central part of the traditional Pacific Islander diet, luscious coconut is fast becoming a staple in modern healthy diets as well. Coconut oil is about 50 percent lauric acid, a nourishing medium-chain fatty acid found in mother's milk. Each O'Coconut snack boasts a 1.5 teaspoon serving of coconut oil.

All Nutiva coconut products are made from fresh coconuts and are certified organic and verified non-GMO.

■ 71% of U.S. Moms Agree:

Food and Happiness Go Hand in Hand

Thought for Food Survey Identifies Trends in Food Purchasing

The majority of U.S. moms (71 percent) believe the foods they eat affect the quality of their lives. By reading more labels, researching ingredients and actively engaging in conversations, moms are making informed decisions about food in order to help their families lead better lives.

Leading food ingredient company, Chr. Hansen, Natural Colors Division, commissioned the "Thought for Food" survey to learn what U.S. moms look for in food labels and gauge their perceptions of natural ingredients. While moms rely on personal insight gained from Google searches, news segments and social media discussions, most of their purchasing choices are made by reading food labels.

"One significant outcome from the survey found 83 percent of respondents wish there were more naturally derived food offerings from U.S. food companies. This insight drives product development to help our customers meet consumer needs," said Mary Bentley, senior vice president color sales and commercial development, Natural Colors Division, Chr. Hansen. "It's also interesting to note 80 percent of moms are more likely to purchase a product if it contains naturally derived ingredients, which demonstrates strong purchase intent that will position those products as market leaders."



OTHER KEY FINDINGS INCLUDE:

- 57 percent of moms are purchasing more foods containing naturally derived ingredients today than 10 years ago.
- Nearly 2 in 3 moms (63 percent) claim to read food labels always or most of the time prior to purchasing a product.
- 71 percent of moms are willing to pay 5 percent or more for naturally derived color food products.

"Findings also revealed U.S. moms are very knowledgeable and active in the natural ingredient conversation," said Bentley. "Our strategy to be Nature's #1 drove the "Thought for Food" survey. We hope that by sharing our findings, it can serve as a benchmark for future studies as interest in natural ingredients continues to gain momentum as a leading consumer trend."

Badger Announces New Beauty Product Line

U.S. BADGER, a leader in the natural personal care category, recently revealed its new badger face care product line at Natural Products Expo East in Anaheim, CA. This debut follows a 17 percent growth in the body care industry over the past year, based on research from a 2013 SPINS Report.

Badger's new line, inspired by the needs of U.S. Badger employees, includes cleansing oil, face oil and beauty balm. Each of these products is available in one of four categories (Argan, Seabuckthorn, Damascus Rose and Unscented), depending on skin type. This product line is one of the first on the market that caters to consumers' increased interest in oil cleansing.



New Chocolate-Flavored Dr. Cocoa for Children

Infirst Healthcare knows that taste matters. So, they are providing a new solution with the launch of their new Dr. Cocoa for Children brand. It's the first-ever line of patented over-the-counter cough and cold medicines formulated with trusted, effective ingredients and 10% real cocoa for real chocolate taste to improve compliance.

Dye-, alcohol- and gluten-free, the new Dr. Cocoa line is available in three formulas that combine trusted, effective ingredients with 10% real cocoa for a real chocolate flavor:

- **DR. COCOA FOR CHILDREN LONG-ACTING COUGH RELIEF:** is for the non-drowsy, temporary relief of coughing due to minor throat and bronchial irritations as may occur with a cold. Intended for use in children ages 4-13. Carefully follow the instructions for dosing on the box using the enclosed measuring



- spoon. (Active ingredient: Dextromethorphan)
 - **DR. COCOA FOR CHILDREN DAYTIME COUGH+COLD RELIEF:** is for the non-drowsy, temporary relief of cough due to minor throat and bronchial irritation as may occur with a cold, along with nasal congestion. Indicated for use in children ages 4-13; use in children under the age of 8 should be on the advice of a doctor. Carefully follow the instructions for dosing on the box using the enclosed measuring spoon. (Active ingredients: Dextromethorphan, Phenylephrine)
 - **DR. COCOA FOR CHILDREN NIGHTTIME COUGH+COLD RELIEF:** temporarily relieves sneezing, itchy nose or throat, cough due to minor throat and bronchial irritation as may occur with a cold, nasal congestion, runny nose, and itchy, watery eyes, while helping your child to rest. Intended for use in children ages 6-13. Carefully follow the instructions for dosing on the box using the enclosed measuring spoon. (Active ingredients: Diphenhydramine, Phenylephrine)
- Dr. Cocoa for Children is owned and distributed by infirst Healthcare Inc., a subsidiary of U.K.-based infirst Healthcare Ltd.

■ Produce for Kids

E-Cookbook Kicks off a Healthy Holiday

The holidays are getting a makeover in the new Festive Flavors: 12 Fresh Takes on Holiday Favorites e-cookbook from Produce for Kids. The e-cookbook contains 12 healthy holiday dishes, including Sweet Potato Casserole and Cranberry Apple Crisp, plus festive snack ideas and meal planning tips.

"Between parties, family get-togethers and meal planning, the holidays can be a stressful time for parents. We're excited to launch this new e-cookbook with delicious, healthy recipes and tips to make the holidays a little less stressful," said Trish James, vice president, Produce for Kids. "Our hope is that families will learn how easy it is to makeover their favorite dishes for a healthy holiday celebration."

The holidays are a crucial time for the sale of fresh produce and can make or break sales for the year. All of the recipes featured in Festive Flavors highlight fresh produce as main ingredients in an effort to help increase families' consumption during this timeframe.

Produce for Kids will be hosting two opportunities for consumers to enter and win this holiday season. Consumers can visit the Produce for Kids Facebook page from now through Dec. 31 to enter to the #FestiveFlavors Sweepstakes for a chance to win a Ninja 3-in-1 Cooking System. Consumers are also encouraged to show off their healthy holiday meals on Instagram using the hashtag #FestiveFlavors to be entered to win a Ninja 3-in-1 Cooking System and have their recipe featured on www.produceforkids.com.



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18 On the Promotional front



■ New Logo, Tagline, and Store Name
■ GORDON FOOD SERVICE has introduced a new logo, tagline, and name for its stores as part of the evolution of its corporate brand. The most visible change is the company's new logo. "Our previous logo was a strong symbol of our brand that has served us well for over two decades," said Jim Gordon, CEO of Gordon Food Service. "But as our business evolves, we want to make sure that our look does, too."

Gordon Food Service Launches Refreshed Brand

Gordon Food Service has introduced a new logo, tagline, and name for its stores as part of the evolution of its corporate brand.

With over 115 years of expertise in the industry, Gordon Food Service is known by customers for its commitment to heartfelt service, precise delivery, and industry innovation. The company is introducing refreshed key elements of its brand to reflect these strengths, and bring them to the market in a new and exciting way.

The most visible change is the company's new logo. "Our previous logo was a strong symbol of our brand that has served us well for over two decades," said Jim Gordon, CEO of Gordon Food Service. "But as our business evolves, we want to make sure that our look does, too."

With this in mind, the company

maintained key elements of the previous logo, including the color red, but shifted from using the company's acronym, GFS, to spelling out the full company name, with an emphasis on the Gordon family name.

"Leading with the Gordon name demonstrates that we're a family business and a people-focused company, which we know is a part of our story that matters to our customers," said Jennifer Batley, North America Senior Manager of Customer Experience. The new logo will soon appear in places like trucks, store signage, and communications.

Additionally, GFS Marketplace has been renamed the Gordon Food Service Store. This shift leverages the new logo and shows the connection between the company's headline distribution and stores

business.

Customers will also notice Gordon Food Service's new tagline, "Always at your table," which showcases the company's readiness to partner with them to achieve their goals. "Being at our customers' tables has been true of our organization since 1897—and will be true for the next century, too," said Jim Gordon.

Batley emphasized that while the company's look has changed, customers will continue to enjoy the same products and service they count on from Gordon Food Service. "We're confident our customers will appreciate our more modern and personal look and feel," Batley said. "We will remain committed to delivering seamless experiences as we roll out the brand across our organization."

Coco Joy Kids Features Characters from Disney's Big Hero 6

FAL Food and Beverages, a FAL Group brand, debuted recently its newly-launched Coco Joy Kids brand featuring characters from Walt Disney Animation Studios' comedy action-adventure film Big Hero 6.

Coco Joy Kids is all-natural fruit-flavored, pure coconut water for kids, containing no added sugar, preservatives, or concentrates.

"Coco Joy Kids is thrilled to work with Disney once again—this time in conjunction with Big Hero 6," said Tim Xenos, CEO of FAL Food and Beverages, a FAL Group brand. "Our brand launch for Coco Joy Kids this summer was a great success, and we're excited to share this new opportunity with our retail partners in advance of the Big Hero 6 premiere. Coco Joy Kids offers a new, healthier choice to parents and their children with a refreshing, tasty beverage featuring Disney characters that children will adore."

Coco Joy Kids and its sister brand Coco Joy offer a new approach to garnering the health benefits of coconut water. Unlike other coconut water beverages that mix the fatty, milky juice of aged brown coconuts with green coconut water, Coco Joy Kids and Coco Joy are made purely from fresh, young green coconuts from Southeast Asia. Compared to leading coconut water brands, Coco Joy products have fewer calories, less sodium, no added sugar and no preservatives, offering healthy hydration for people of all ages.



Opa by Litehouse Named 'Dressing of the Year'

Opa by Litehouse Feta Dill Greek Yogurt Dressing was named The Association for Dressings & Sauces (ADS) Dressing of the Year at the ADS Annual Meeting held October 11-13 in Naples, Florida. Litehouse Foods launched OPA by Litehouse to rave reviews: in just one year in the market the best-selling dressing has reached over 50 ACV in 47 of the top 64 IRI markets and is already 21 percent of the yogurt refrigerated salad dressing category.

"We are so honored that Litehouse was chosen for this prestigious award," said Maria Emmer-Aanes, Vice President Marketing and Communications for Litehouse, Inc. "OPA by Litehouse Greek Yogurt Dressing was the first fresh, Greek yogurt based dressing to market, and we've received rave reviews from consumers since its launch. We are thrilled to be acknowledged by our peers as well."

The Dressing of the Year Award is presented by ADS to recognize and celebrate truly innovative and delicious dressing products. Nominations for the award were received from ADS members and were then voted on by members via a blind taste test at the ADS 2014 Technical Meeting in San Diego, California. ADS members voted for the dressing deemed to have the best overall taste.

Utilizing Greek yogurt as a salad dressing base provides a lower calorie dressing with twice the protein of a traditional dressing. OPA by Litehouse dressings are free of trans fats, have no MSG or artificial preservatives and only 0-1 gram of sugar per serving.



■ 'LiveGfree'

ALDI Exclusive Product Line Becomes Permanent Addition in Stores

ALDI continues to demonstrate its ability to provide high quality products at the lowest possible prices with its permanent addition of exclusive gluten-free brand "LiveGfree." The line features 17 items from bread, pasta and pretzels to cookies, brownie mix and granola.

Adding LiveGfree products to its exclusive offerings was a direct response by ALDI to the overwhelmingly positive feedback received from its shopper base. Immediately following the product line's initial debut as a Special Buy, gluten-free fans and supporters from all regions of the U.S. applauded LiveGfree as "affordable" and "great tasting" while expressing their satisfaction with ALDI for making affordable gluten-free items available to them.

"At ALDI, we have always believed in offering high quality food at everyday low prices. We applied this same philosophy when selecting items to include in our new LiveGfree line of gluten-free products," said Chuck Youngstrom, president of ALDI. "ALDI shoppers quickly embraced the great taste and affordable prices of LiveGfree products, with many requesting gluten-free products be made available in ALDI stores year round, which is exactly what we did."

The ALDI LiveGfree product line allows customers with gluten-restricted diets the opportunity to enjoy their favorite meals at an affordable price of up to 50 percent** less than traditional grocers.

To ensure its exclusive brands - including LiveGfree -- meet or exceed the national brands on taste and quality, ALDI conducts rigorous testing on all products. ALDI stands behind this commitment to quality with a Double Guarantee: If for any reason a customer is not 100 percent satisfied with a food product, ALDI will gladly replace the product and refund the customer's money.



■ Ready. Set. PLAY.

Nathan's Famous and KaBOOM! Celebrate Detroit Community

Nathan's Famous and KaBOOM! made a trip to the Motor City recently bringing with them a little piece of Coney Island. The world famous hot dog company and the national non-profit dedicated to giving kids the play they need to thrive partnered with Brightmoor Alliance to bring Ready. Set. PLAY. to the Detroit area. Nathan's and KaBOOM! have staged similar events across the country as part of the Ready. Set. PLAY. program, which was created earlier this year to celebrate play and the "playmakers" who are making play possible in communities around the country. Kroger Supermarkets also stepped in to support the event with a donation of food items to complement the Nathan's hot dogs children and guests enjoyed during the afternoon of fun.

The Brightmoor Alliance is a coalition of residents, stakeholders and organizations in Detroit dedicated to enhance the capacity and the effectiveness of Brightmoor residents and stakeholders to transform the community into a community of choice. Founded in 2000, the Alliance was established in response to conditions in the community, including poor housing, a high crime rate, and a staggering amount of vacant



■ BRIGHTMOOR NEIGHBORHOOD children and community enjoy a taste of Coney Island as part of Ready. Set. PLAY.

land. Community organizations - many of which had partnered with one another over the years - felt that the time was right to mobilize commu-

nity resources and focus their combined efforts to revitalize the area. Brightmoor Alliance, which worked with KaBOOM! to build a community playground in 2011, was selected for the event because of their passion for the importance of play for youth and their commitment to promoting and protecting balanced and active play.

"We joined forces with KaBOOM! earlier this year and together, we wanted to create a way to give back to organizations and schools who are working hard to support children and their communities by promoting and protecting active play," said Mike Paribello, senior director of marketing for the John Morrell Food Group, a subsidiary of Smithfield Foods and licensing partner of Nathan's Famous. "Ready. Set. PLAY. was born and we've had a blast bringing some summer fun along with a piece of Coney Island to youth across the country. We are honored to work with and celebrate Brightmoor Alliance and are thrilled to partner with Kroger Supermarkets to host this play-filled day here in Detroit."

"The fundamentals of balanced and active lifestyles begin at home with our parents and in our communities," said KaBOOM! CEO and Founder

Darell Hammond. "With support from Nathan's Famous through Ready. Set. PLAY., we are able to bring play opportunities to communities across the nation and inspire kids and families to incorporate play in their everyday lives."

The fun-filled afternoon included the flavors of Coney Island with delicious Nathan's Famous Hot Dogs, carnival-like games, giveaways and much more. Leading up to the event, youth ages five to 12 were encouraged to participate in an essay contest focused on the importance of play and what play means to them. Four winners were selected at the event and as a prize, attended the NASCAR Sprint Cup Series race, August 17, at Michigan International Speedway in Brooklyn, MI.

"Our children are our future and we believe a key element for a successful future is to lead an active, well balanced lifestyle," said Riet Schumack, Brightmoor community resident and Brightmoor Alliance board member. "We are truly thankful for the efforts of organizations such as KaBOOM! and Nathan's Famous. Their work through programs such as Ready. Set. PLAY. enhance local efforts to ensure our children and our communities have safe and active lives."

Publix Opens First Store in Cary, NC

A TODAY'S GROCER
Special Report

Publix Super Markets, Inc. Charlotte Division is celebrating the opening of Publix at Bradford in Cary which opened on October 29. The 49,000 sq. ft. Publix is the company's first store in the Triangle Region (Raleigh, Durham, Chapel Hill and Cary).

"The opening of our first Publix in the Triangle is a significant time in our company's history," Kim Reynolds, Publix Media and Community Relations Manager told TODAY'S GROCER. "The opening of our Cary Publix 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 Cary and are looking forward to being an active and present partner in the community."

Tim Gibson serves as manager of Store #1466 and has 38 years of service with Publix. Gibson most recently served as store manager at the Publix at Gateway Village in Clemson, SC.

Approximately 135 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 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.

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 memorable 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



■ GRAND OPENING CAKE



■ PUBLIX PRESIDENT Todd Jones autographs the key to the store #1466 prior to presenting it to Store Manager Tim Gibson.



■ KEY TO STORE CEREMONY - Mark Pittman; Todd Jones; Tim Gibson; Howard Walker; Chuck Roskovich.



■ PUBLIX SUPER MARKETS, INC. opened its first store in North Carolina's Triangle Region (Raleigh, Durham, Chapel Hill and Cary). The 49,000 sq. ft. Publix at Bradford is located at 1020 Bradford Plaza Way. It is managed by Tim Gibson, a 38-year veteran with the company.



■ MANAGEMENT TEAM - Regional Director, Mark Pittman; President, Todd Jones; Store #1442 Manager, District Manager, Howard Walker and Charlotte Division Vice President, Chuck Roskovich with Publix at Bradford Manager, Tim Gibson (right).

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.

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.

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.



■ CUSTOMER SERVICE - Dave Laird, CSM; Marty Oliver, CS RBU; and Oletha Calhoun, ACSM.



■ 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 can be found in the Apron's Simple Meals case located directly next to the kitchen.

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1st Annual

National Supermarket Association -

**MILANDER CENTER
Hialeah, Florida
October 9, 2014**

A TODAY'S GROCER Exclusive Report
VANESSA ACOSTA and DENNIS KANE Reporting

The National Supermarket Association – Florida Chapter presented its first-ever Trade Show, October 9, at Milander Center in Hialeah, Florida. This unique showcase presentation afforded exhibitors of products and services a great opportunity to network with supermarket owners and operators as they prepared for the all-important Holiday Buying and Promotional Season.



■ NATIONAL SUPERMARKETS ASSOCIATION – Carlos Hernandez, Executive Vice President and David Corona, President.



■ AG of FLORIDA – Amaury Portela, Vice President of New Business Development pictured with Gregg Young, Sr. Vice President of Sales and Procurement.



■ Pedro Penton, TODAY'S GROCER Publisher/Técnica Business Systems; Pedro Fernandez, Bravo Supermarket and Ricardo Lira, Bravo Supermarkets.



■ MADAME GOUGOUSSE – Gilberto Diaz and Hector Toyo.



■ CAFÉ LA LLAVE – Enrique Gonzalez and Pedro Del Valle.



■ Christopher Miller, President of Associated Grocers of Florida and David Corona, President of National Supermarket Association pictured with: Ed Sacks, Luzmary Jimenez (Blue Mile Adv./AG), Tatiana Barrera (ALTPAY), Sam Arrain and Carolina Caicedo (ALTPAY).



■ Lincoln De Leon, Café Domino; Carlos Hernandez, National Supermarkets/NSA; Raifaz Vargas, Bravo Supermarkets/NSA and Evin Medina, Bravo Supermarkets/NSA.



■ TÉCNICA BUSINESS SYSTEMS – Onnel Garcia, Henna Pardo, Lourdes Vitoria, Yitzy Ruiz, Rosabel Gonzalez, Hector Martinez, Barbara Ricabal and Guillermo Arinez.



■ BADIA SPICES – Jorge Aquino, Aurora Molina and Marlon Rodriguez.



■ ALTPAY – Tatiana Barrera, Brand Manager pictured with Carolina Caicedo.



■ NSA – Carlos Hernandez, Executive Vice President of National Supermarket Association Florida Chapter and Damaris Mateo, Executive Secretary of NSA Florida Chapter Office located in Pembroke Pines.



■ BRAVO SUPERMARKETS – Alina Leal, Jose Jorge and Gina Hausen.



■ VALENTINI ICE CREAM – Stephanie Wright pictured with Alexis Fernandez, General Manager.



■ PHOENIX FLOOR CARE – Matthew Wolf.

Florida Chapter Hosts DSD Trade Show



■ KINGSTON-MIAMI TRADING CO. (Jamaican Country Style Brand) – Joseph Enriquez and Kiela Molina.



■ QUIJOTE FOODS (Elore Enterprises) – Sergio Pires, Commercial Director and Fred Steiner, Business Manager.



■ QUIRCH FOODS – Arnaldo Martinez, Project Manager from Técnica Business Systems pictured with Jerry de la Luz, Business Development US Sales Team from Quirch Foods.



■ LAKAY – Johana Campo, Christopher Lapuy and Genesis Martinez.



■ WINECO – Isaes Pérez Herrera, Ivy Sanchez, Faustino Canizares, and Barry Cregan.



■ CONCHITA FOODS – Layara Mejias and Pedro Salas, Sales Manager.



■ SHERWOOD FOOD DIST. – Gary Endlich (left) pictured with Kevin Darcy, Vice President, Wholesale Sales and Purchasing – Florida and Luis Achong, Sales Account Manager.



■ REX DISCOUNT – William Trinidad, Market Developer.



■ DADE PAPER – Glenn Padron, Carlos Zaher, and Frank Ramirez.



■ PROMOTING DSD – Oscar Rodriguez, VP of Logistics & Operations; Juali De Freitas, General Manager; Anthony De Freitas, President and Adriana Moyano, Sales Manager.



■ IBERIA FOODS – Karina Herrera, Ray Sanchez, Maria Araujo, Peter Casais and Marilyn Ferrando.



■ SUN CITY PRODUCE – Bryan Ore, Ira Bernahard, Minish Patel, and Riotca Toledo.



■ CAFÉ EL ÁGUILA – Warren Stable, Adriana Lazo and Carlos Quintana.



■ Manufacturer Representative, Mario Baro; Luis Hernandez, President of El Sembrador; Carlos Hernandez, Executive Vice President NSA and Orlando Alvarez, Sales Manager El Sembrador.



■ GRABA USA (Asielle) – Cristina Babuglia and Jason DeKnegt.



■ HOLSUM – Erick Jarquin and Mike Powers.



■ CUMMINS ALLISON – Jeff Weiner, Sales Representative; Peter Ventura, Senior Sales Representative and Kyle R. Barry, Senior Account Manager.



■ FLORIDA PROPANE – James Wilson, Ofelio Martinez, David Torres and Alex Tovar.

OBITUARY-

Maynard Rabin Dead at Age 82

Longtime South Florida Food Broker

The South Florida Food Industry is mourning the passing, November 17, of retired Food Broker Maynard Rabin at age 82. Rabin was predeceased by his parents, Leo and Lottie (Witzel)



MAYNARD RABIN

Rabin of Chicago and his brothers Allen and Kenneth. Maynard is survived by his wife Renate Mayer Rabin and her family; his children Keith Rabin of Denver; Bruce Rabin and Susan of Baltimore; Karen Rabin and Spencer of CA; Adoring grandchildren Keith Jr, Adrian, Alex and Phoenix, his sister Barbara Rabin Fruchter and Bernard of Las Vegas; sister-in-law Gertrude Rabin; Marilyn Hechler Rabin; nieces, and nephews.

Rabin was born in Chicago but had lived in Florida since 1952. He was a pre-med student until he became interested in the food industry. He worked in retail grocery, then served as

President of Morris Food Sales affiliate of the former Miami-based distributor Hi-Grade Foods, later moving to Marketing Specialists food brokers, until his retirement. Knowledgeable in

perishables and specialty foods, he was widely-respected and very dedicated to his work.

Rabin will always be remembered for his gentle and kind nature, his sense of humor, ever-present smile and his generous and unique laugh. He was always ready to help people and often did. In his personal, professional and family life, he led by example and set high standards for honesty and integrity. Knowledge and learning were his passion, as well as a little known love for the Greek classics and history. He loved to teach and guide and he was a benevolent mentor to many.

Safeway's Karl Schroeder Corporate Honoree for Classic Bicycle Tour



KARL SCHROEDER and his wife, Aurelia.

Karl Schroeder, President of Safeway's Northern California Division, served as Corporate Honoree of the 14th annual California Coast Classic Bicycle Tour (CCC), presented by Amgen. Approximately 250 cyclists rode from September 13-20 and raised \$1.1 million for the Arthritis Foundation.

This year, Schroeder led Team Safeway on the boutique ride from San Francisco to Los Angeles. He stated, "I was honored to have participated in this great cause, and to represent the more than 28,000 Safeway employees who battle this disability every day." As in previous years, Safeway volunteers cheered on the cyclists and provide food and beverages at rest stops during the breathtaking 525-mile course along iconic Highway One.

"We were thrilled to welcome Karl Schroeder as our 2014 Corporate Honoree," said Manny Loya, CEO of the Arthritis Foundation, Pacific Region. "We are grateful for Safeway's generous support of our mission to improve the lives and find a cure for nearly 53 million adults and 300,000 children with arthritis. Karl's leadership of the Safeway partnership helped ensure that this year's ride was a great success."

Schroeder led the efforts of nearly 270 Safeway stores in



John Castro, Jonathan Prichard, Tim Vaughn and Emily Vaughn.



Cyclist pass over Bixby Creek Bridge on the Coast Road in Big Sur Country. The bridge is located 120 miles south of San Francisco and 13 miles south of Carmel in Monterey County along State Route 1.



Race participants already smell victory while cycling through Santa Ynez Wine Country.

ALPAY Mobile Payment Company Receives \$1 Million in Equity Funding



ALPAY's unique business model is based on a mobile payment software application integrated with the merchant's point of sale and back office that uses a patent-pending one-time-use token tied to location and time. The technology, which replaces cash tender at the point of sale, does not require merchants to make hardware upgrades. It is easy to use and provides a direct channel of communication to the customer's smartphone to deliver a targeted customer rewards program. The technology works with Android, Apple and Windows mobile smartphones.

The same study shows another 20 percent of households, or nearly 25 million, with a bank account used financial services outside the banking system.

ALPAY offers secure, cost effective mobile payment solutions to retailers who want to connect with their customers, understand their customer's needs demographically and offer loyalty programs.

ALPAY, a startup mobile payment company that released its patent-pending technology six months before Apple Pay launched a similar system, has received a \$1 million equity investment from two family office investors.

"ALPAY is one of two first-to-market companies that are already doing business, have clients and revenue. Successfully up and running since March in the South Florida area, our mobile payment service is secure and private, saves merchants money and helps them to retain customers making every day purchases," said Victor Cook, managing partner of ALPAY, which has its headquarters in Hollywood, FL.

ALPAY markets its mobile payment service in the United States to regional and mid-market retailers, including supermarkets, grocers, pharmacies and convenience stores. They will launch in Latin America in the first quarter of 2015.

One of ALPAY's target markets is retail customers without bank accounts. A recent FDIC study shows that one in 13 households in the United States, representing 9.6 million households, were unbanked in 2013.

Associated Food Stores Signs Supply Agreement with C&S

Associated Food Stores, LLC has signed an agreement with NH-based C&S Wholesaler Grocers, Inc. for C&S to become its primary supplier. C&S will provide warehouse, transportation and procurement services. Associated Food Stores licenses the names Associated, Compare, Met, Met Fresh and Metropolitan City Markets to over 350 independently owned and operated

supermarkets.

"With the acquisition of the assets of our former supplier White Rose, C&S has demonstrated a strong commitment to servicing the New York metro market and the hundreds of independent stores we represent. We look forward to continuing to grow our business with C&S as our primary supplier," said Bob Sigel, President of Associated Food

Stores, LLC.

"C&S has admired Associated Food Stores and the impact it has had on the New York tri-state area for a long time, and we are delighted to have the opportunity to partner with this strong retail group to service the customers in this region," said Rick Cohen, Chairman and CEO of C&S Wholesale Grocers.

Stuff Those Stockings with Organic Goodness

TruJoy Sweets makes it easy to enjoy natural sweetness for all holiday gift giving. They are all free of artificial colors and flavors. They are also corn syrup free, Non-GMO project verified, gluten-free, vegan and kosher too.

Made with four simple ingredients, these are a cleaner version of the popular holiday favorite. Naturally colored with organic apple juice, organic black currant and organic black carrot juice. Peanut-free, gluten-free, vegan and kosher. Feature them for healthy holiday profits! SRP \$3.99.



Blue Bell Introduces New Holiday Favorite

Peppermint Bark Ice Cream

With the holiday season upon us Blue Bell Ice Cream is introducing a new flavor that is inspired by a popular Christmastime treat, peppermint bark. Peppermint Bark Ice Cream is a smooth mint ice cream loaded with luscious dark chocolate chunks and tasty white chocolate chunks containing crushed peppermint candies.

Peppermint Bark is a new addition to the popular Holiday Favorites line Blue Bell introduced in 2011. The line also includes Christmas Cookies Ice Cream, Fudge Divinity Ice Cream and Spiced Pumpkin Pecan Ice Cream.

Feature Peppermint Bark Ice Cream along with the four returning Holiday Favorites each packaged in a half gallon container, adorned with a red ribbon and bow. Blue Bell Holiday Favorites are only available for a limited time.



Video

BookReview 25



A Woman in Flames

A Stunning, Shocking, Erotic Tale...

An unfulfilled housewife walks out on her possessive husband and finds freedom as a Berlin hooker in *A WOMAN IN FLAMES*, seducing DVD now from Film Chest Media Group.

Frustrated with her stuffy life, wealthy housewife, Eva (Gudrun Landgrebe, *Rosini*, *The Cat*, *The Berlin Affair*), leaves her arrogant husband and enters the call girl business in a bizarre effort to regain her freedom and maintain her high-end lifestyle. A fellow prostitute

(Gabriele Lafari, *The Sensuous Three*, *Blondie's Number One*) teaches Eva the basics and the pair sets out to seek clients together.

When Eva meets a charming, young man, Chris (Mathieu Carrière, *Luther*, *A Girl Called Rosemary*, *Young Törless*), she falls head over heels. Late one evening, she goes to his house for a romantic tryst where she discovers he is a bisexual gigolo. But, madly in love, the couple moves into a chic penthouse with enough room for separate workstations.

As their joint bank account steadily grows, Eva slowly enters a world of sado-masochism — where she finds being a dominatrix extremely satisfying — while Chris longs for both parties to exit the business and start a family. When Eva refuses, her lover's possessive instincts surface...

Also starring Hanns Zischler (*Flame and Citron*, *Munich*, *The Educators*), *A Woman in Flames* is presented in full screen with an aspect ratio of 4 x 3 and original sound with English subtitles.

Running Time: Approx. 106 Minutes | Suggested Retail Price: \$13.98

Don't Blink

You Might Be Next...

A group of friends looking for a relaxing, weekend getaway get anything but in from Vertical Entertainment.

In this gripping suspense-thriller, 10 friends head to a remote mountain resort for a quiet, much-needed, weekend getaway. But upon their arrival, the rustic lodge is more than just sleepy... it's apparently deserted.

Food is served... baths are drawn... and signs of guests are everywhere. Eerily silent, not even a bird chirping or a fly buzzing can be heard. But with no gas, cell service or phone to be found, the anxious group is left wondering what to do next.

When one of their own suddenly vanishes — seemingly in front of their eyes — terror grips them. Miles from the nearest town, tensions run high and loyalties falter as others abruptly, and inexplicably, go missing.

Desperately seeking salvation, the survivors realize, *Don't Blink* or you might be next...

Starring Mena Suvari (*American Reunion*, *American Pie 1 & 2*, *American Beauty*), Brian Austin Green (*Chromeski*, *Laid to Rest 2*, *Terminator: The Sarah Connor Chronicles*, *Domino*), Joanne Kelly (*Warehouse 13*, *Diamonds*), Fiona Gubelmann (FX's *Wilfred*, *Blades of Glory*, *Employee of the Month*), Zack Ward (*Transformers*, *Resident Evil: Apocalypse*, *Almost Famous*), David de Lautour (DMC: *Devil Man Cry*), Leif Gantvoort (*The Amazing Spider-Man*), Curtiss Friesle (Terri), Emelie O'Hara (*Josephine and the Roach*, *Stained Glass Window*, *Undocumented*) and Samantha Jacober (*First Winter*).

Running Time: Approx. 92 Minutes | Suggested Retail Price: \$20.99



The Killer Shrews

So Bad ... It's Good

Digitally Restored Cult Classic

On an isolated island in the midst of a hurricane, a small group of people are terrorized by voracious, mutant creatures in *THE KILLER SHREWS*, digitally restored and available now from Film Chest Media Group.

Captain Thorne Sherman (James Best, *The Dukes of Hazzard*, *Sounder*, *Shock Corridor*) and his first mate deliver supplies by boat to a remote island. There, scientist Dr. Marlowe Craigis (Baruch Lumet, *The*

Pawnbroker) — accompanied by his daughter (Miss Sweden 1956 Ingrid Goude, *Never Steal Anything Small*, *Steve Canyon*) and his assistants — is doing research in an effort to reduce world hunger.

When the group welcomes their visitors but, despite an approaching hurricane, subtly resists them staying overnight, it becomes apparent something is terribly wrong. An ill-fated experiment has resulted in the creation of giant, voracious, poisonous shrews that are now loose on the island, where they are reproducing and growing larger by the day.

Barricaded in the research compound, they become surrounded by the mutant beasts, which are hungry and quickly running out of food. In predictable, B-movie fashion, the shrews attack the ship's crew, then turn their sights on the rest of the group, resulting in mayhem, death and destruction.

Released in 1959, this low-budget flick found its niche with cult horror fans and is a favorite of Stephen King himself.

Also starring Ken Curtis (*Robin Hood*, *The Searchers*, *Gunsmoke*), *The Killer Shrews* is presented in full screen with an aspect ratio of 4 x 3 and original sound.

Running Time: Approx. 69 Minutes | Suggested Retail Price: \$9.98

Changing Lives Through Food

Three Friends Pen Cookbook Inspired by Their Healthy Lifestyle Change

Felicity Philp was diagnosed with the autoimmune disease Scleroderma in 2001, when she was 29 years old. Instead of letting her health issues decrease her quality of life, she simply changed the types of food she was eating and began to see a difference in the way she felt.

Felicity, along with her two friends and business partners, Julie Reardon and Kate Owen, have since created a cookbook, and ultimately a company, to help others with this lifestyle change as well. In their new book, *FRIENDSHIP FOOD*, all 74 recipes are free of gluten, dairy, eggs, yeast and refined sugar, and are accompanied by fun, colorful images of each prepared item. This is not just for the typical, domestic housewife searching for new recipes on the most current health kick. "Friendship Food" is a cookbook with a conscience and a mind to better the lives of their peers, families and the rest of the world.

After healing her personal ailments, Felicity passed her practices down to her children. She accredits her teaching experience for her knowledge of, "what helps children learn well and what helps them be happy and develop the self-confidence to succeed in life. I believe food plays a large part in this, and as a parent I am constantly thinking of ways to help my children make better food choices so they can be the best they can be."

Felicity is concerned with the state of our global health by addressing three main reasons she believes she developed health issues of her own — exposure to chemicals, stress and inappropriate food. "Friendship Food" provides tips to reduce the chemicals in your home and ideas to help people honor their bodies and make better choices.

"I am not trained in a particular healing modality, however by successfully implementing healthier practices into my diet and home, I now live a more comfortable and happier life," Felicity said. "Through finding the right foods for your body, you can easily, practically and affordably change the way you eat so that you feel good every day."



Special Day Cooking

New Cookbook Offers Key Life Skills & Everyday Recipes for Budding Young Cooks

In her 11 years of experience working with special education students, Beverly Worth Palomba has found that developmentally-challenged individuals require certain teaching strategies. After developing a culinary arts class for her special needs students, she found there wasn't a cookbook on the market that enforced these critical teaching methods. As a result, Palomba decided to fill that void and created *SPECIAL DAY COOKING: A LIFE SKILLS COOKBOOK*.

Geared not only toward those with autism, down syndrome, ADHD, ADD, and other developmental and learning disabilities, but young people with a desire to learn to cook as well, the recipes in *Special Day Cooking* are supported by a proven approach to cooking that show great success. All recipes are in large type, and are formatted in consistent, easy-to-follow steps for all skill levels. They are safe -- needing only a microwave, toaster or blender and a plastic knife to cook, and sometimes no equipment at all -- and can all be completed in one hour or less.

Including more than 80 recipes, *Special Day Cooking* goes beyond cooking skills to teach life skills including:

- Knowledge to promote independent living
- Working together and fostering teamwork
- Self-confidence and building self-esteem
- Bonding with family and friends in the kitchen
- Strengthens motor skills
- And so much more!



Wife of a Miami Dolphin Writes Cookbook



Cedar Fort Publishing & Media and Christy Denney have released *THE GIRL WHO ATE EVERYTHING: EASY FAMILY RECIPES FROM A GIRL WHO HAS TRIED THEM ALL*.

Take it from a girl who has earned her name as *The Girl Who Ate Everything*, this cookbook is filled with family-friendly recipes that were taste tested and approved by her own 5 kids. There are over 90 new drool-worthy recipes, along with 10 popular favorites from the blog. From appetizers to dessert, you'll find a wide variety of recipes for every palate. Every recipe has a photo taken by Christy Denney herself, and personalized tips to help you along the way. You'll love her S'mores Cookie Cups, Cheeseburger Pizza Balls, Juicy Beef Tenderloin, and Cinnamon Roll Sheet Cake.

Christy is a self-proclaimed food-a-holic. She grew up in Mesa, Arizona, as the youngest of ten kids. She has 40 nieces and nephews and counting. Food and family were always intertwined in her childhood, and most of her memories revolve around food. She took ballet and contemporary dance for 14 years and also played the viola for 10 years. Music is a big part of her life, which is why on any given day you can find her in the kitchen with the tunes cranking! She graduated from Brigham Young University in Computer Science and worked at a Forensic Science software company until 2005, when she had her first son.

She always loved food, but didn't really start cooking and baking until she got married and realized she needed to feed this huge man of hers. She loves running, and ironically most of her recipe ideas are brainstormed during her runs. She started her blog, *The Girl Who Ate Everything*, in 2008, and worked as a freelance writer and recipe developer for General Mills starting in 2010. She's been married 13 years and has been living in sunny Florida for nine years, where her husband plays football for the Miami Dolphins. She is a mother to five kids and loves her life.



CHRISTY DENNEY

26 Dairy & Deli

“Grab & Go”



Seminole Pride Noble Juices Now Offered in 12-oz Containers

The Seminole Tribe of Florida, Inc., and W.G. Roe & Sons have expanded their juice product offerings with a line of eight naturally pure and purely organic “grab & go” 12 oz. versions of many of their most popular juices bottled under the Seminole Pride Noble Juice brand.

Seminole Pride Noble juice “Grab & Go” 12 oz. juices include 100% Florida orange juice, 100% Florida tangerine juice, blood orange juice, lemonade made with agave, organic orange juice, organic apple juice, organic lemonade and Caribbean, which is a blend of 100% Florida tangerines, guava puree, and mango puree.

The eight “Grab & Go” juices join an extensive line of Seminole Pride Noble juices available in larger family sizes. As premium juices in smaller containers, the new line is designed to appeal to health-conscious, on-the-go consumers who are drinking juices throughout the day as part of their embrace of a healthy lifestyle.

“Citrus juices aren’t just for breakfast anymore,” said Tony Sanchez, President of the Seminole Tribe of Florida, Inc., the driving force behind the recent growth and expansion of Seminole Pride Noble juices. “Our 12-ounce products are the perfect complement to healthy breakfasts and lunches offered at many of the nation’s food service establishments.”

In April of this year, the business development arm of the Seminole Tribe of Florida acquired a majority share in the W.G. Roe & Sons juice processing operation in Winter Haven, FL.

Alouette Cheese Introduces New Holiday Products

New holiday profit-makers hitting the shelves now from Alouette Cheese include Cranberry Apple Spice Soft Spreadable Cheese, featuring a unique blend of cranberries, apples and cinnamon for an ideal complement to favorite holiday foods; and Brie Fondue, a 4-minute microwaveable fondue featuring Brie, white wine reduction and spices for a rich and creamy texture perfect for dipping. These products join Pumpkin Spice and Vanilla Bean Cheesecakes Soft Spreadable Cheeses for the 2014 holiday product lineup.



Jennie-O Expands Deli Products

With New Reduced Sodium Offering and Creative, On-trend Flavors



Jennie-O, a brand on a mission to show the world how easy it is to eat well with the delicious taste of turkey, is poised to expand its deli product portfolio with a host of new items that align with consumer desire for better-for-you options and creative, on-trend flavors.

Jennie-O brand will expand its line of reduced sodium deli items, which offer consumers oven roasted deli turkey options with 50 percent less sodium, according to USDA data. Additional deli products set to debut this year include: newly reformulated Jennie-O Buffalo Style Chicken Breast, Applewood Smoked Chicken Breast and limited-time-offer Jennie-O Smokehouse Turkey Breast and — back in stores for the holidays — Jennie-O Cranberry Sage Turkey Breast.

Building on its existing portfolio of reduced sodium deli products, this year, Jennie-O will launch new Jennie-O Reduced Sodium Grand Champion Oven Roasted Turkey, a delicious browned variety of deli meat.

The product promises to be an excellent fit for today’s nutrition-conscious shoppers, according to recent research from the Institute of Food Technologists (IFT). The IFT research, released at the organization’s 2014 Annual Meeting & Food Expo, indicates that more than 50 percent of consumers are interested in products with reduced levels of salt.

Each serving of the new Jennie-O Reduced Sodium Grand Champion Oven Roasted Turkey is only 50 calories, includes less than 1g of fat and 260mg of sodium.

Jennie-O Deli Items Appeal to Consumer Interest in Creative Flavors

As consumers become more inclined to experiment with creative tastes, the Jennie-O product portfolio has grown to include a wide variety of interesting flavor combinations. Now, the company’s latest deli offerings continue to align with changing attitudes highlighted in Technomic’s 2013 Flavor Consumer Trends report.

- **NEWLY REFORMULATED JENNIE-O BUFFALO STYLE CHICKEN BREAST:** According to the Technomic report, in 2013, for the first time ever in the United States, the majority of American adults (54 percent) reported they prefer spicy foods and sauces, a significant increase of 6 percent since 2011. New Jennie-O Buffalo Style Chicken Breast offers an ideal combination of spicy Buffalo sauce, reminiscent of traditional Buffalo chicken wings, and vinegar and butter that yields a bold, yet balanced taste that won’t overwhelm turkey’s natural flavoring.
- **NEW APPLEWOOD SMOKED CHICKEN BREAST:** Featuring a mild smokiness mixed with a subtle sweet taste, Jennie-O Applewood Smoked Chicken Breast is a versatile choice for shoppers interested creating unique flavor pairings. New Applewood Smoked Chicken Breast is uncured, contains no nitrates or nitrites and is 98 percent fat free.
- **LIMITED-TIME ONLY PRODUCTS** Just as the busy holiday season arrives, Jennie-O has launched two limited-time-only deli products:
- **Jennie-O Cranberry Sage Turkey Breast:** Boasting sweet, fruity and savory flavors synonymous with the holidays, Cranberry Sage Turkey Breast is great for making a variety of special sandwiches, snacks and meals perfect for home entertaining. This deli option is made with premium quality, oven roasted whole muscle turkey breast.
- **Jennie-O Smokehouse Turkey Breast:** Made from all natural, whole muscle turkey breast, Smokehouse Turkey Breast is hardwood-smoked with hickory chips to achieve an appetizing, savory taste, making it a versatile option for any meal. The product is also uncured and free of nitrates and nitrites.



Jarlsberg Cheese Adds Snack Size Minis

Jarlsberg Cheese, a nationally recognized premium quality brand, has introduced Jarlsberg Minis, the perfect snack-size cheese treat. Available in 5-count bags, for individual sale or in bulk, Jarlsberg Cheese Minis are in a display-ready case for immediate placement. Jarlsberg Cheese Minis offer c-stores, drugstores, retail, hospitality and foodservice channels an opportunity that taps directly into current consumer demand for all-natural, fresh, ready-to-eat formats of their favorite brands.

“We anticipate new Jarlsberg Cheese Minis driving incremental in-store sales by bringing a well-recognized premium brand into everyday snacking occasions,” says Deborah Seife, General Marketing Manager. “The mini concept is growing across all categories, not just dairy, so we expect to see marked growth. Additionally, we have a population that is continually focused on health and smaller portions of the foods they like best, so Jarlsberg Cheese Minis will facilitate this growth.”

Each 20g portion-sized Jarlsberg Cheese Mini is just 70 calories and a good source of calcium and protein. Jarlsberg Cheese Minis are also available in a 30 count display ready case as well as a 50 pound bulk case.

Innovation at its Finest:



Tribe Hummus Pairs EVOO with Exotic Herbs to Create Newest Limited Batch Flavor

Tribe’s extensive portfolio of innovative hummus flavors just became a lot more delicious with the addition of its latest Limited Batch flavor, Herb Infused Olive Oil, a robust combination of exotic herbs and olive oil.

Tribe’s Herb Infused Olive Oil hummus has a bold taste that is both rustic and refined. The brand’s beloved Classic hummus is blended with exotic za’atar, which is a mixture of sumac, sesame seed and herbs frequently used in Mediterranean foods. This distinctive blend is topped with dried roasted garlic, sesame seeds and then drizzled with olive oil that has also been infused with za’atar, the final touches on this complex flavor is that is simply delicious.

Tribe’s Limited Batch Herb Infused Olive Oil is as versatile as it is unique. Perfect for those looking to add flavor without loading on the sodium or fat, it makes for a great spread or dip for all types of breads, replacing every day table olive oil and butter. Additionally, it’s a great accompaniment for all vegetables including a simple crudite platter or roasted vegetables, namely cauliflower, eggplant and zucchini.

Tribe Limited Batch Herb Infused Olive Oil is being distributed nationwide. The suggested retail price of the eight oz. bowls is \$3.49.

A.G.A. Hosts Legislative Panel At Food Industry Finest Luncheon

The Alabama Grocers Association held its annual Food Industry Finest Luncheon, October 8, honoring their retailer, wholesaler, manufacturer and broker of the year award-winners.

Over 150 people attended the event at The Club to discuss the work of the Alabama Grocers Association in 2014 and those in the food, beverage and grocery profession in Alabama.

"We are proud to have honored each of these fine individuals today. They are an asset to the Alabama Grocers Association and to the grocery industry in the state of Alabama," said Ellie Taylor, Alabama Grocers Association President. "We are lucky to have such a thriving industry in our great state and each of these individuals makes this possible."

Retailer of the Year is Wade Payne, Director of Retail Operations, Mitchell Grocery Retail Division. This Division is part of Mitchell Grocery Corporation and encompasses the banners of Food Giant, Foodland, Warehouse Discount Grocery and Super Dollar for a total of 32 stores which employ over 1,250 people throughout the state.

Wholesaler of the Year is Billy Leverett, Vice President Sales with Associated Grocers of the South. As one of the oldest grocery wholesale cooperatives in America, Associated Grocers of the South celebrated its 85th Anniversary in 2013, having been



ALABAMA GROCERS ASSOCIATION (A.G.A.) held its annual Food Industry Finest Luncheon, October 8, honoring their retailer, wholesaler, manufacturer and broker of the year award-winners.

founded in 1927. The warehouse serves over 300 independent grocers in a five state area of Alabama, Mississippi, Georgia, Tennessee and the Florida Panhandle.

Broker of the Year is Greg Phillips, who recently retired from Advantage Sales and Marketing. Greg is a distinguished Vietnam veteran having been awarded the Silver Star, two Purple Hearts, the Air Medal, Army Commendation Medal and Combat Infantryman's Badge.

Manufacturer of the Year is John D. Fox, Jr., Regional Vice President, Moore's Marinades and Sauces, a division of Ferwick

Capital Group. Ferwick Capital Group, Inc. is a private equity firm headquartered in Birmingham that focuses exclusively on investing in companies operating in the consumer packaged goods industry.

This year's Legislative Panel focused on business tax issues. The Panel included Speaker Mike Hubbard, Alabama House of Representatives, District 79; Representative Mary Sue McClurkin, Alabama House of Representatives, District 43; Senator Jabo Waggoner, District 16 and Commissioner, Julie P. Magee, Alabama Department of Revenue.



ALABAMA GROCERS ASSOCIATION President, Ellie Taylor (center) pictured with Alabama's Department of Revenue Commissioner Julie P. Magee (center right) and A.G.A. Legislative Representative, Pat McWhorter (second right) and elected officials.



BROKER OF THE YEAR AWARD - Harold Garrett, Gateway Foods and Johnny Fox, Moore's Marinades presents Greg Phillips from Advantage Sales & Marketing with his award.



WHOLESALE OF THE YEAR AWARD - Harold Garrett, Gateway Foods and Johnny Fox, Moore's Marinades present the award to Billy Leverett, Associated Grocers of the South.



RETAILER OF THE YEAR AWARD - Harold Garrett, Gateway Foods and Johnny Fox, Moore's Marinades present the award to Wade Payne from Food Giant.



MANUFACTURER OF THE YEAR AWARD - Harold Garrett, Gateway Foods (left) presents John D. Fox, Jr. of Moore's Marinades (right) with his award.

How to Survive and Thrive on the U.S. Digital Grocery Shelf

The Age of the U.S. Digital Grocery Shelf has Arrived

Grocery represents one quarter of U.S. retail sales; however, with the recent entry of Amazon and major mass merchandise players such as Walmart into online grocery, the industry as we know it will never be the same.

"All signs point to a critical inflection point in this market, including the success of disruptive new delivery-based business models and double-digit growth in the prepared foods category, reflecting more single households and a key facilitator to increased online grocery sales," says Jenn Markey, Vice President of Marketing, 360pi. "We are also seeing an increase in mobile shopping and price transparency, both disrupting traditional grocery selling mod-

els. The question facing today's grocery retailers and CPG manufacturers are: 'What to do online, when and how?'"

According to leading price intelligence vendor, 360pi, while the digital grocery shelf may be daunting, it is not uncharted territory. The good news for U.S. grocers is that Amazon has had limited success in the U.K. market, which means there is plenty of information for retailers to learn to get a head start in the U.S. Below are some best practices to help grocers and CPG manufacturers navigate online grocery growth in the U.S. market:

■ **SURVEY THE ONLINE GROCERY LANDSCAPE:** Both grocers and CPG manufacturers need to know who is selling which products, where and at what price point. Armed with competitive pricing and

assortment information, grocers can identify incremental margin and sales opportunities – online and in-store. With this information, CPG's can address threats to their brand and channel effectiveness by identifying and addressing marketplace threats.

- **BE STRATEGIC WHEN PICKING ONLINE CATEGORIES:** Understand which categories are leading in online penetration – today, these include breakfast foods, snacks, coffee and pet food. One effective way to gauge online category success is to leverage online keyword searches as a proxy for online consumer demand. This also helps determine SKU elasticity online vs. in-store.
- **PACKAGE AND PRICE FOR ONLINE:** This is typically where

Amazon wins, by selling larger pack sizes at higher prices to facilitate online sales and mitigate the cost of shipping. A typical grocer starts with exactly the opposite model – single packs at low individual price points and an aversion to home delivery. CPGs and grocers must rethink packaging and pricing for online success.

- **PRICE-PER-UNIT VS. PRICE-PER-VOLUME:** Whether you're a retailer, manufacturer or even a shopper, understand the game being played. Price-per-unit is typically how retailers navigate for online channel success. Price-per-volume helps CPGs understand optimal online pack sizing and pricing.
- **EMBRACE ZONE-BASED STRATEGY:** Grocery and regional pricing are natural allies.

Online zones need to reflect the local supply chain reality and can be blurred from a customer perspective with free or subsidized shipping. For CPG manufacturers, online represents an opportunity to create regional products and brands to reflect different geographic digital penetration and shopping preferences.

- **MANAGE SHARE OF DIGITAL SHELF:** Grocers should avoid over-concentration on one or two online channels. CPGs should be especially wary of the "Amazons," which include Amazon.com, AmazonFresh, AmazonPantry and Amazon Marketplace. For retailers star struck with models like Instacart, recognize that this is also a form of channel disintermediation and loss of customer interface and perceived value.



■ PRESIDENTE SUPERMARKETS has opened President Supermarket Cafeteria & Deli at 3108 S. University Drive in Miramar, Florida, near Calder Race Track and Casino.

Presidente Supermarkets Comes to Miramar

Omar Rodriguez Debuts 50K Superstore on University Drive

A TODAY'S GROCER Exclusive Report

Prominent South Florida owner/operator Omar Rodriguez has opened his newest Presidente in Miramar, Florida. Presidente #35 "Donde Su Dinero Rinde Mas" (Where Your Money Goes Farther) is located at 3108 S. University Drive, on the west side of University. This new Broward County location is the 24th store in the rapidly-growing company.



■ SOUTHEAST WHOLESale FOODS representatives Osmil Alonso, Tony Palacios (General Manager) and Gaston Diaz pictured with Presidente Director of Meat & Produce Odalys Hernandez.



■ FLOWERS BAKING COMPANY representatives Hector Venegas and Juan Colonie were on hand for the opening day festivities.



■ TEAM TECNICA – Guillermo Arinez, Lourdes Vitoria and TODAY'S GROCER Publisher Pedro Penton (right).



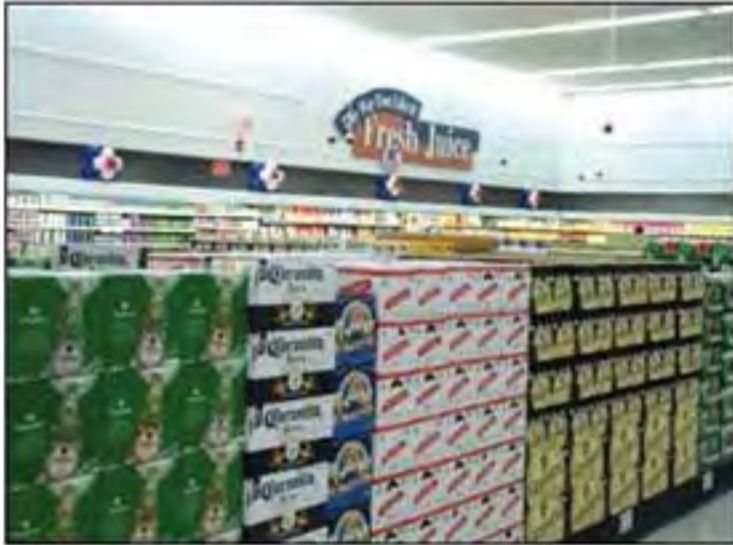
■ OPENING DAY CROWDS exit the checkout area quickly thanks to the store's technologically advanced checkout area.



■ The front-end checkout area features state-of-the-art technology provided by Doral-based Tecnica Business Systems. It features seven checkouts and two Express Lanes.



Large displays attract shoppers' attention!



Thirsty? The store is all set to handle large beer purchases.



Arcoiris TV Network representative Mariela Gonzalez (left) pictured in the Fresh Seafood Department with Presidente Supermarket's Dir. of Meat & Produce Odalys Hernandez (right).



An expansive offering of large size bagged rice.



The attractive, well-merchandised fresh produce department.



Cheese and juices in the Dairy Department.



Deli Department



Attractive, well-merchandised end-cap displays at the rear of the store.



Shoppers will like the wide selection of fresh meats found in the Meat Department.



A view of the expansive Frozen Food Department.

30 Wines & Beers



Chateau St. Jean Launches "Bijou" Chardonnay

The newest Chardonnay from famed Sonoma producer Chateau St. Jean, has made its debut across the U.S. "Bijou" which means jewel in French is a lightly oaked Chardonnay sourced mainly from California's Central Coast vineyards and sits at a retail price of \$14.

"Chateau St. Jean has built a 40-year reputation as one of California's leading Chardonnay producers. After conducting extensive sensory research on the Chardonnay consumer, we discovered that there are two distinctly different taste profiles that consumers identify with; the crisp / fruity / floral segment (lower oak) and the richer / rounder / buttery segment with a higher oak profile. Finding that the Chardonnay category is highly underserved by the first segment, we decided to launch a lightly oaked counterpart to our North Coast Chardonnay currently in market. Looking to capitalize on the fast growing \$10-14 Chardonnay segment and to provide an alternative style, Bijou is a natural extension to further Chateau St. Jean's leadership position in Chardonnay," said Barry Sheridan, Vice President of Marketing for Treasury Wine Estates.

Targeted at the female consumer, the inaugural 2013 vintage is 30,000 cases and is the first wine from Chateau St. Jean under screwcap.

"Our Bijou Chardonnay is crisp and elegant, driven by a core of forward fruit flavors with subtle nuances of French oak. The wine goes through malolactic fermentation giving it a rich texture balanced by bright acidity," said Margo Van Staaveren, Winemaker at Chateau St. Jean. "The lightly oaked profile of the Bijou Chardonnay makes it very food friendly pairing well with a wide range of dishes," she added.

Andrew Peller Expands skinnygrape Wine Brand to 330ml PET Bottles for New Spritzers



Andrew Peller Limited, a leading producer and marketer of quality wines in Canada, has introduced skinnygrape spritzers, a popular low-calorie spritzer in a sleek-looking premium 330ml barrier polyethylene terephthalate (PET) bottle from Amcor Rigid Plastics, the world's leading producer of PET packaging. The ready-to-drink (RTD) premium PET container delivers convenience

and portability due to its light weight and shatter-resistant characteristics, enabling this spritzer brand to be enjoyed at backyard barbecues, picnics, swimming pools, beaches, and other outdoor licensed venues.

skinnygrape, previously only available as a low-calorie wine in a 750ml glass bottle, is a naturally-flavored wine-based cocktail that has only 90 calories per bottle. Consumer response has been strong for this low-calorie spritzer which uses stevia, a natural sugar substitute. The highly attractive, custom PET container with eye-catching graphics differentiates skinnygrape from other products in this highly competitive RTD category, according to Sarah Ripley, National Brand Manager for Andrew Peller Limited. "The slender bottle is extremely comfortable to hold," said Ripley. "Our consumers are mostly women and this bottle sits comfortably in their hand." Andrew Peller Limited moved to a single-serve size for the low-calorie spritzer based on an unmet demand for a wine-based low-calorie option in the RTD category.

skinnygrape spritzers are available in four-packs in Key Lime Lemonade and Blueberry Pomegranate flavors in Liquor Control Board of Ontario (LCBO) and NSLC (Nova Scotia) stores and The Wine Shop (100 stores in Ontario). The Wine Shop also carries an exclusive flavor, Strawberry Pineapple. Andrew Peller Limited is currently developing other flavors and expects to launch them late spring 2015.

Don Sebastiani & Sons Debuts Delish California Sauvignon Blanc



Fourth-Generation Sonoma vintners Don Sebastiani & Sons have unveiled a new ultra-premium Sauvignon Blanc comprised of some of the best appellations in California. Delish is an evocative, fun and indulgent Sauvignon Blanc showcasing the best of California.

California, home to a wide variety of appellations and microclimates, produces some exceptional Sauvignon Blanc fruit. The Delish 2013 California Sauvignon Blanc fruit represents some wonderful terroir diversity: 34% from the Sonoma County sub-appellations of Alexander Valley, Russian River Valley, Knights Valley, Dry Creek Valley and Sonoma Valley, 19% from Paso Robles, 18% from San Joaquin County, 17% from Lodi and the balance from Clarksburg.

"Ultra-premium Sauvignon Blanc is a hot and growing category and with Delish

we're offering a very well made wine to consumers who want a quality wine that's fun and enjoyable. Our Delish features a whimsical set of ice cream cones leading you down the path - pour yourself a scoop of Delish," said Don Sebastiani & Sons proprietor Donny Sebastiani. "Wine is meant for all occasions and generations and Delish is our fun high quality Sauvignon Blanc. We couldn't be happier about this offering."

Delish will be broadly distributed throughout the U.S. with a focus on retailers looking to offer their consumers something new, Delish and fun - cold box placements will be a priority to encourage impulse purchases. The Delish label design features a whimsical trio of ice cream cones on a thick textured paper stock in a consumer friendly screw cap closure for easy enjoyment. The crisp green and white color accents are soothing and refreshing - truly a Delish wine.

VOGA Italia Wine Introduces Red Fusion



VOGA Italia has added Red Fusion to its collection of meticulously crafted, strikingly packaged wines. Imported from Italy by Enovation Brands, Inc., Red Fusion reflects the VOGA Italia mission to produce distinctive, high-quality wines for the modern wine consumer.

Made from a blend of 65% Zinfandel and 35% Cabernet Sauvignon from Salento, known as the "heel of the Italian boot", the terroir and hot, sunny southern Italian climate are unmistakable in the soft mouth feel and lush fruit flavors of this bold, provocative wine. Bursting with blackberry, black cherry and black raspberry notes, Red Fusion has a jammy fruit character on the palate and a hint of mint on the nose. The tannin structure and oak aging provide balance, complexity and a long, delicate finish to this contemporary, food-friendly blend. After years of being passed over for single-varietal wines, a new wave of red blends are winning over consumers, with Zinfandel based blends leading the charge. "Red Fusion offers consumers the choice of a distinctive blend of two popular varieties versus a conventional, single-varietal wine," said Enovation Brands, Inc. President Alberto Pecora. "Crafted with Salento grapes, Red Fusion also provides an Italian option for California Zinfandel and Cabernet Sauvignon lovers."

Packaged in the VOGA Italia award-winning trademark cylindrical bottle with re-sealable cap, the soft grey minimalist graphics communicate a subtly masculine quality appropriate for this big, bold red. At \$11.99 per 750ml, Red Fusion hits the category sweet spot and delivers exceptional quality rarely seen at this price point.



Pinnacle Vodka Launches New Amaretto Flavor

Pinnacle Vodka, one of the leading imported premium vodka brands, is introducing a new enticing flavor experience: Pinnacle Amaretto Vodka. This latest creation from Beam Suntory offers a full-bodied almond flavor with undertones of cherry and a smooth, lingering cocoa finish to meet consumer demand for a premium Amaretto Vodka product with an exceptional taste.

"Pinnacle Vodka is known for pioneering high quality premium vodka with out-of-this-world flavors," said Jason Dolenga, Senior Brand Director of Vodka at Beam Suntory. "We're committed to continually providing new, fun flavors that we know our Pinnacle fans will enjoy. Amaretto is no exception."

Pinnacle Amaretto Vodka, which was recently awarded the Silver Outstanding medal in the flavored vodka category at the 2014 International Wine and Spirit Competition, is best served chilled, on the rocks or mixed in a delicious cocktail. Pinnacle Amaretto Vodka is now available nationwide at a suggested retail price of \$12.99 for a 750ml bottle.

Fireman's Brew Expands Distributions



Fireman's Brew, Inc. is being shipped to Fresh & Easy stores in California and Nevada. Fresh & Easy will carry the Fireman's Brew 12-pack sampler and 22-ounce Fireman's Brew Blonde.

Fireman's Brew is a rapidly growing craft beer brand. It is now available in its home state of California along with Arizona, Nevada, Colorado, Nebraska,

Iowa, Oklahoma, Illinois, Ohio, Kansas, Virginia, Rhode Island, New York, Hawaii and Michigan.

Extinguish Your Thirst! with Fireman's Brew, a premium line of micro-brewed beers created by two Los Angeles-based firefighters. Based in Canoga Park, CA, Fireman's Brew has quickly become one of the fastest growing craft beer brands in California and beyond. Created using only the finest of all-natural ingredients, Fireman's Brew offers a selection of three microbrewed beers for off-duty refreshment. Originally created by firefighters for firefighters, Fireman's Brew is committed to giving back to the firefighter community and donates a portion of its proceeds to the National Fallen Firefighters Foundation in Emmitsburg, MD.

ROTTA Winery Introduces New Line of Wines



ROTTA Winery, originally established in 1908, has announced a new direction under the leadership of General Partner Jason Shorrock.

"We are so very proud to have resurrected many of the stories and legends from our historic winery without losing site of the winemaking. Under the guide of our acclaimed winemaker, Jeff Branco, we are introducing a new line of wines using innovative techniques and adhering to the historical 'DNA' of our property on the west side of the Paso Robles AVA. Our team's sixth sense has always told us that we

had something special at this location but it wasn't until we decided to take a 'chapter one' approach to the wines, viticulture and history that we were able to discover this location as the cradle of what would become the Paso Robles AVA," says Shorrock.

Their 2013 red blend is of Bordeaux varietals such as Merlot and Cabernet. It is aged for a short time in French Oak so that the wine is clean, sophisticated, value oriented and approachable (\$20).

Their White blend is in the same tradition of the red, which is made as a style, not a variety. Primarily Sauvignon Blanc, the wine is similar in style to the aromatic blended whites of Orvieto in the Umbria Region of Italy (\$17).

Their Rose' is another blend that is approachable and consumer friendly. Made in the Saignee or "bleed-method," which combines red and white wine together for a refreshing wine for any meal (\$17).

ROTTA continues its more recent tradition of making Black Monukka, a grape originating in Jerez, Spain that was brought California's Central Valley, where only 85 acres remain today. ROTTA uses Black Monukka to make its dessert sherry style wine. A perennial favorite in the tasting room, Black Monukka's style is part Sherry, part Tawny Port and all delicious (\$31).

United Opens First Ground-Up Amigos

35K Store Debuts in Hereford, TX.

A TODAY'S GROCER
Special Report

United Supermarkets, L.L.C. opened the company's fourth Amigos location and an adjacent United Express convenience store and fuel station at 520 N. 25 Mile Ave. in Hereford, Texas on August 20. Between the two stores, nearly 150 new jobs were created in the Hereford community.

The new Amigos is the company's first built from the ground up, as the other three locations were converted United Supermarkets. At more than 35,000 sq. ft., the Hereford Amigos offers a unique blend of traditional and cultural favorites for guests, as well as incredible everyday values. The store also features a new décor package and will be the first Amigos to carry the new logo on the exterior of the store.

"The Hereford Amigos is one-of-a-kind and will offer guests an enjoyable shopping experience, with a large variety of products,

designed to save time and money," Robert Taylor, President of United Supermarkets, L.L.C. told TODAY'S GROCER.

Each of Amigos' fresh food departments, including one of the largest full-service meat and seafood counters in West Texas, has an extensive selection to meet any traditional Hispanic meal preparation needs, as well as everyday favorites. The store also offers indoor seating for shoppers



■ At the Aguas Frescas counter, shoppers can purchase refreshing and authentic drinks made with fresh fruit.



■ UNITED SUPERMARKETS opened the company's fourth Amigos location and an adjacent United Express convenience store and fuel station at 520 N. 25 Mile Ave. in Hereford, Texas, August 20.

to grab a bite while they are in the store.

Other significant features of the new Amigos include:

■ A Taquería featuring fresh-made, restaurant-quality favor-

ites such as menudo, carnitas, barbacoa and posole

■ An in-store tortilleria, which makes fresh tortillas every day

■ The Panadería offers freshly-baked pastries and custom-decorated cakes

■ At the front of the store, shoppers will find a large produce area with fresh fruits and vegetables

■ Aguas Frescas, which are refreshing and authentic drinks made with fresh fruit, can be ordered in-store

■ A walk-in beer cooler with a large assortment of domestic

and imports

"We are excited to be a part of Hereford and believe our new Amigos store is evidence of the strong relationship we want to create with our guests and this great community," said Julio Elizalde, Store Director of the Hereford Amigos.

Adjacent to Amigos is a new 2,400 sq. ft. United Express Convenience Store, which features an eight-dispenser gasoline and diesel fuel station, and a drive-thru window offering specialty coffee and tea service featuring the company's popular Arriba brand.



■ AMIGOS offers one of the largest full-service meat and seafood counters in West Texas.



■ The in-store Tortilleria makes fresh tortillas every day.



■ UNITED EXPRESS offers traditional snacks and drinks, as well as a drive-thru window offering specialty coffee and tea, featuring the company's popular Arriba brand.



■ LA COCINA features fresh-made, restaurant-quality favorites such as Menudo, Carnitas, Barbacoa and Posole



■ THE PANADERIA in Amigos offers freshly-baked pastries and custom-decorated cakes.



■ Adjacent to Amigos is a new 2,400 sq. ft. United Express convenience store with an eight-dispenser gasoline and diesel fuel station.



■ The new Hereford Amigos offers a unique blend of traditional and cultural favorites for shoppers.

Diamond Foods Building Dedicated Innovation Center

To Support Product Development for Snack and Nut Brands

Diamond Foods, Inc., the company behind such household brands as Kettle Brand, Pop Secret, Emerald Nuts and century-old Diamond of California, is gearing up for a pipeline of new products with a new innovation center and expanding team of experienced tastemakers.

Groundbreaking began recently on the product development and testing center, located adjacent to the Kettle Brand production facility in Salem, Oregon. Stated for completion next year the building will house a team of employees dedicated to bringing products to market – including food scientists, sensory personnel, and marketing, packaging and regulatory experts. The cross-functional team is designed to support innovation across the company's family of snack and nut brands. The facility includes a state-of-the-art R&D kitchen and lab, allowing production of product samples and simulation preparation processes,



■ **DIAMOND FOODS, INC.**, the company behind such household brands as Kettle Brand, Pop Secret, Emerald Nuts and century-old Diamond of California, is gearing up for a pipeline of new products as it begins construction on this new innovation center in Salem, Oregon. ZGF Architects LLP designed the building with food development and safety in mind with an aim to minimize impact on the environment and reflect the spirit of Diamond Foods.

a sensory evaluation center for real-time product testing with consumers, and a concept room designed for ideation and customer meetings.

"It is a commitment for the future," said Holly Mensch, who joined the company last year as Vice President of Research, Development and Innovation, bringing with her a strong background in product innovation. "We are fo-

cus on innovation on all fronts – flavors, formats and packaging and the new facility gives us more space and equipment to do our work more efficiently and space to immediately test with consumers."

The Company's first formal R&D center is located next to the Kettle Brand facility due to the brand's strong history of innovation, as well as employee talent in the agricultural region of the Willamette



■ Groundbreaking has begun on the product development and testing center, located adjacent to the Kettle Brand production facility in Salem. Stated for completion next year the building will house a team of employees dedicated to bringing products to market – including food scientists, sensory personnel, and marketing, packaging and regulatory experts.

Valley and its close proximity to the culinary scene in Portland, Oregon.

ZGF Architects LLP designed the building with food development and safety in mind with an aim to minimize impact on the environment and reflect the spirit of Diamond Foods.

"The two-story center creates a new innovative space that aligns with the Company's mission," said Kathy Berg, ZGF Architects Part-

ner. "The building form is shaped by a correlation to a majestic oak tree, to allow offices and other rooms to maximize views of the restored and expanded wetland in Salem."

ZGF brings a wealth of experience in the food industry, having designed the University of California, Davis Campus's Robert Mondavi Institute for Wine and Food Science and the Clif Bar headquarters and R&D kitchen.



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All New Wollensky's Grill Opens in Chicago

Smith & Wollensky Restaurant Group Debuts Innovative Concept

A TODAY'S GROCER Special Report

Smith & Wollensky Restaurant Group, a collection of iconic American steakhouses, announces the grand reopening of the all new Wollensky's Grill. The new Wollensky's Grill concept stays true to the heart of best-in-class dining while exploring culinary avenues influenced by shareable dining and social interaction.

Corporate Executive Chef Matt King developed an innovative, forward-thinking menu that is engineered toward sharing and sampling, where formality is not the norm. The beef-centric menu includes classic Smith & Wollensky USDA Prime dry-aged and charbroiled steaks, available as sliced shareable plates.

The gastropub-style menu features a diverse selection of standout items, including a crispy house smoked beef Cup O'Bacon, Duck & Chicken Liver Mousse with tarragon and sea salt fried dough, Signature Smoked Rib Eye with blistered shishito peppers and chimichurri, Lobster Corn Dogs with cognac mustard sauce and a unique burrata bar section. The catalogue of craft beers, artisanal cocktails and assortment of wines-by-the-glass and half-bottles further complement the vibrant, innovative menu.

Destined to remain a downtown Chicago staple anchored in the heart of the city, Wollensky's Grill is located in the expansive all-glass lower level of the riverfront restaurant. Wollensky's Grill underwent a comprehensive overhaul which includes a mix of pinwheel black and white marble mosaic flooring, scrubbed oak hardwood, antique lighting and classic bentwood furniture.

The new design harmonizes with the look and style of the menu, creating a relaxed speakeasy atmosphere.

"Smith & Wollensky has had a loyal following for many years, and we're excited to relaunch Wollensky's Grill as a fresh and unique concept. The Grill is an approachable gateway to an entirely original culinary and hospitality experience that's familiar to our traditional steakhouse guests," said Michael Feighery, CEO and president of Smith & Wollensky Restaurant Group. "Michelle Anderson will lead the operation as general manager of Wollensky's Grill. Her proven success in high-volume restaurant operations and community roots made her the perfect fit to lead the new concept."

"With riverfront views and a superb location in the heart of downtown Chicago, I feel honored and excited to be leading a team of culinary front-runners at an all new concept which incorporates the classic Smith & Wollensky tradition," stated Anderson. "We're confident Wollensky's Grill will be a noteworthy gathering and dining spot among discerning Chicago restaurant followers."

Located at 318 N. State Street on the lower level, Wollensky's Grill is open Monday through Thursday, 11:30 am-1 am, Friday and Saturday, 11:30 am-1:30 am, and Sunday 11 am-12 am.



SMITH & WOLLENSKY RESTAURANT GROUP, a collection of iconic American steakhouses, recently celebrated the grand reopening of its all new Wollensky's Grill. The new Wollensky's Grill concept stays true to the heart of best-in-class dining while exploring culinary avenues influenced by shareable dining and social interaction. Destined to remain a downtown Chicago staple anchored in the heart of the city, Wollensky's Grill is located in the expansive all-glass lower level of the riverfront restaurant.



WOLLENSKY'S GRILL General Manager, Michelle Anderson.



LOWER LEVEL EXTERIOR VIEW. Movie buffs will recognize the Marina Towers to the left where Steve McQueen did a famous stunt in his 1960 movie, *The Hunter*, in which he drove a car into the Chicago River.



EXECUTIVE CHEF Victor Nevgren.



SIGNATURE SMOKED RIB EYE with blistered shishito peppers and chimichurri



CUP O'BACON - Crispy house smoked beef bacon, blue cheese dip.



In the restaurant's beverage catalogue, diners will find unique microbrews, artisanal cocktails and wines-by-the-glass & half-bottles. Tap into the unexpected at Wollensky's Grill overlooking the picturesque Chicago River.



LOBSTER CORN DOGS with cognac mustard sauce.

Natural Grocers Opens in Reno, Nevada

Biggest Little City Welcomes "Store That Can Change Your Life"

A TODAY'S GROCER
Special Report

Natural Grocers by Vitamin Cottage, Inc., the natural foods chain that has changed many customers' lives with its nutrition education, higher standards and more affordable prices, opened its first Nevada location in Reno, NV, October 28 at 4819 Kietzke Lane.

"Natural Grocers is very excited to open its first Nevada store in the great community of Reno," Kemper Isely, co-president of Natural Grocers. "We're committed to offering affordable and nutritious food choices to everyone in the community, and we can't wait to become part of the community in The Biggest Little City in the World."

Shoppers in the Reno area may wonder how a grocery store can change people's lives. "It's because we provide the resources that people need to live a life of optimal health and vitality even when facing health challenges," Isely explained.

Following Grand Opening Week, Natural Grocers is holding free community events most every weekend through January including a Healthy Holiday Happiness session, a gluten-free Tasting Expo and Health Fair and cooking demos.

Of special note, Natural Grocers recently unveiled some of the strictest dairy ingredient standards in the grocery industry. The company's goal is to help support family farms while keeping GMO feed, veterinary drug residues and inhumane treatment out of the milk production system that provides



■ NATURAL GROCERS has grown based on the premise that consumers should have access to affordable, high-quality foods and dietary supplements, along with nutrition knowledge to help them support their own health.



■ NATURAL GROCERS BY VITAMIN COTTAGE, the natural foods chain that has changed many customers' lives with its nutrition education, higher standards and more affordable prices, opened its first Nevada location in Reno, NV, October 28 at 4819 Kietzke Lane. The Reno location is open Monday through Saturday from 8:00am to 9:04pm. On Sunday the store will be open from 8:00am to 7:06pm. Customers are welcome to come a little early or to stay and shop a little late.



■ What's missing when you walk through a Natural Grocers' store? All those bad things one frequently reads about. Natural Grocers will not sell any grocery product that contains artificial colors, flavors, sweeteners, preservatives, or harmful trans fats. Each Natural Grocers store has a credentialed Nutritional Health Coach on staff.



■ NATURAL GROCERS' associate, Petra Kordischova at work in the BTE cereal aisle.

dairy products for our customers. "We hope to spark a conversation with our communities and the nation about how our food is raised, and how it impacts so many other parameters that we sometimes forget to consider: food quality, health, sustainability, community well-being, and animal welfare," said Isely.

The Reno Natural Grocers is open Monday through Saturday from 8:00am to 9:04pm. On Sunday the store will be open from 8:00am to 7:06pm. Customers are welcome to come a little early or to stay and shop a little late.

Founded in Colorado by Margaret & Philip Isely in 1955, Natural Grocers was built on the premise that consumers should have access to affordable, high-quality foods and dietary supplements, along with nutrition knowledge to help them support their own health. The family-run store has since grown into a successful national chain with locations across Arizona, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington and Wyoming and employs over 2,000 people. Although the company went public in July 2012, Isely family members continue to manage the company day to day, building on the foundation of their parents' business. Natural Grocers' popularity and success can be traced back to its founding

principles: dedication to providing science based nutrition education, exceptional customer service, the highest quality natural and organic products at affordable prices, supporting their communities and providing great jobs with excellent benefits and a living wage to their employees.



■ NATURAL GROCERS' associate, Kevin Trujillo stocks the ice cream upright freezer case. Staff



■ DAIRY DEPARTMENT - Natural Grocers recently unveiled some of the strictest dairy ingredient standards in the grocery industry. The company's goal is to help support family farms while keeping GMO feed, veterinary drug residues and inhumane treatment out of the milk production system that provides dairy products for our customers.



■ NATURAL GROCERS' associate, Jake Reid is hard at work in the Produce department.



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36 Technology

22 kW Guardian Series

Market's Largest Air-cooled Home Standby Generator Redefines Value

New generator offers lowest cost per kilowatt in its class

A TODAY'S GROCER
Special Report
by Vanessa Acosta

Generac Power Systems, a market leader in home standby power and industrial, has provided another example of its commitment to innovation and value when it unveiled the new and unprecedented 22 kW Guardian Series air-cooled home standby generator. The 22 kW Guardian Series is the largest air-cooled home standby generator on the market. With an MSRP of \$4699, it redefines value by delivering the lowest cost per kilowatt of any air-cooled home standby generator.

To help the retail food trade become more aware of a cost-effective, beneficial and versatile generator, the company recently debuted the Generac Power Systems 22kW Guardian Series at an event at the manufacturing facilities in Whitewater, WI which offered the chance to get an up-close view of not only the company's newest products, but how these units are being made and function. TODAY'S GROCER Assistant to the Editor, Vanessa Acosta was included among a group of several media representatives invited to attend.

The power that enables everyday function to a business owner, from running the registers to running a small refrigeration system, is often taken for granted. However,

damaging storms, flooding and grid fluctuations have shown that service is far from infallible. Especially for those in areas prone to extreme weather or downed power lines, preparing for an outage before it occurs is a necessity, and backup power is one component to consider.

The cost of damaged produce, meats, seafood and frozen foods can be devastating to grocers and c-store owners due to their inability to keep items at required temperatures during power interruptions.

Air-cooled standby generators are so called because they are cooled by air flowing through the generator's enclosure. They are popular because they are smaller and more cost-effective than their liquid-cooled cousins, which feature more expensive automotive-style engines with radiators for cooling. Previously limited to a maximum of 20 kilowatts by current powertrain technology, Generac engineers developed a breakthrough air-cooled engine and alternator combination to achieve this record-breaking 22 kW output level.

Power outages cost businesses and residents close to \$120 billion dollars a year. Hurricanes are responsible for 9% of those power outages. "Why would you not want to keep your business running without any interruption?" Terry Dolan, Executive Vice President of Commercial and Industrial Products, Generac told TODAY'S GROCER.

"Previously, if a c-store owner on a strict budget needed a low-cost generator with a little more 'oomph' than they could get from



■ GENERAC recently debuted the Generac Power Systems 22kW Guardian Series at an event at the company's manufacturing facilities in Whitewater, WI which offered the chance to get an up-close view of not only the Generac's newest products, but how these units are being made and function.

a 20 kW home standby or more expensive industrial sized generator, they'd have to invest several thousand dollars more for a 22 kW liquid cooled generator. But our new 22 kW Guardian Series generator provides that extra power for only a few hundred dollars more. That's a tremendous value for our customers," said Jake Thomas, senior product manager for Generac.

The Generac 22 kW QuietSource liquid-cooled standby generator has an MSRP of \$8909. The company's 20 kW Guardian Series home standby generator has an MSRP of \$4499.

The new 22 kW Generac Guardian Series unit has all the features and functionality customers have come to expect from the market-leading brand of home standby generators:

- Generac OHVI engine purpose-built for the rigors of generator use.
- True Power technology for clean, smooth operation of sensitive electronics and appliances.
- Ability to be installed within 18" of a c-store's exterior wall, if located away from doors, windows, and fresh air intakes, and unless otherwise directed by local codes.
- Evolution controller with dual-line multilingual LCD display, easy monitoring of history and maintenance logs as well as management of generator functions, and built-in hour meter to monitor run times.
- Ability to run on natural gas fuel pressure as low as 3.5" of water column.

The new 22 kW Guardian Series is compatible with the Mobile Link cellular remote monitoring system. This system, sold separately, allows customers throughout the U.S. and Canada to know the status of their generator anywhere, anytime, using their computer, tablet or smartphone. Mobile Link sends updates to the homeowner via Web, email or text message when the generator experiences a change in status. Owners can also monitor their generator via the Mobile Link app, which is currently available for both iOS and Android devices, and is free and downloadable on the iTunes App Store, Google Play and the Amazon App Store.



■ The 22 kW Guardian Series is the largest air-cooled home standby generator on the market. It generates enough electricity to power a smaller sized c-store or business.

Generac's Mobile Link App



■ MOBILE LINK owners can view their generator's status and maintenance needs, set the unit's exercise schedule, review its running and maintenance history, and receive push notifications to indicate status changes.

Monitor Your Standby Generator from Your Mobile Device

Mobile Link from Generac offers an iOS and Android app that is free and downloadable for customers on the iTunes App Store, Google Play and the Amazon Appstore. With Mobile Link, owners can view their generator's status and maintenance needs, set the unit's exercise schedule, review its running and maintenance history, and receive push notifications to indicate status changes. They can even arrange to send notifications to their local dealer. This makes maintenance easier, since dealers can spot any issues in advance and can ensure the generator is operating smoothly, no matter the homeowner's location.

- View current generator status and upcoming maintenance needs.
- Remotely set the generator's exercise schedule.
- Review the generator's run and maintenance history.
- Receive push notifications to indicate changes in status.

Mobile Link and the Mobile Link app work with select automatic home standby generators from Generac. The new 22 kW Guardian Series is compatible with the Mobile Link cellular remote monitoring system. This system, sold separately, allows customers throughout the U.S. and Canada to know the status of their generator anywhere, anytime, using their computer, tablet or smartphone.



■ Operators now have real-time visual views on the line and can use touch-screen functionality to verify steps and quality control. They can also use their screen to signal to a supervisor if there's a problem or when the unit is ready to move to the next station; the station's signal light will change accordingly.



■ A view of the newly-renovated Whitewater, WI facility where the Generac Power Systems 22kW Guardian Series is manufactured. This is one of the many items manufactured at this state-of-the-art facility.



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Chuck E. Cheese's Acquires Peter Piper Pizza

Continued from **PAGE 2**

as the leader in family fun," said Tom Leverton, CEO of CEC. "This transaction complements our strategy of accelerating Chuck E. Cheese's growth nationally and globally, while fulfilling our commitment to provide even greater customer experience to children and families. We are confident that this combination will create a world-class team focused on driving hospitality and innovation in our current and future markets, ultimately to the benefit of our valued guests."

"We are ecstatic to be partnering with Chuck E. Cheese's, a highly respected and established brand with a deep understanding of our industry," commented Charles Bruce, President and CEO of Peter Piper. "We are confident that Chuck E. Cheese's will uphold the Peter Piper commitment to the families

and communities we serve, as well as implement initiatives to expand our brand to new customers. Chuck E. Cheese's has the right combination of new leadership, industry knowledge and financial resources to grow and evolve both of our brands for millennial families. I would like to thank ACON for their support over the last few years. ACON's leadership was essential in revitalizing our brand and improving our market position."

Leverton added, "Peter Piper has already begun new brand strategies in recent years, including a heightened focus on technology and stronger engagement with the Hispanic community, one of the fastest-growing segments of the U.S. population. We are eager to build on this foundation and strengthen Peter Piper's brand by leveraging CEC's scale, expertise and resources."

ALDI Acquiring Bottom Dollar Locations from Delhaize Group

Continued from **PAGE 1**

transition services.

"This decision was difficult given the impact on our associates, customers and communities in which we operate," said Gene Faller, vice president of retail operations for Bottom Dollar Food. "We want to thank our associates, customers and communities for their support over the past four years."

Bottom Dollar Food opened its first store in King of Prussia, PA, in

October 2010, and currently has 46 stores in greater Philadelphia, PA, and 20 stores in greater Pittsburgh, PA. The banner currently employs about 2,200 associates.

According to ALDI, the company is in the early stages of an accelerated strategic growth plan. Rising demand for ALDI is fueling significant expansion as growing numbers of smart shoppers are discovering that they can save time and money at ALDI without sacrificing quality. ALDI plans

to open 650 new stores across the country, including expanding to Southern California, bringing its total number of US stores to nearly 2,000 by the end of 2018. The expansion is expected to create more than 10,000 new jobs at ALDI stores, warehouses and division offices across the country. ALDI itself has been offering the highest quality groceries at the lowest possible prices to shoppers throughout Pennsylvania and Southeast New Jersey for more than 20 years.

Meg Ham Named Food Lion President

Continued from **PAGE 1**

continue to report to Holt.

"I'm honored to take on this new role at Food Lion, a company that I have been passionate about for many years," said Ham. "I look forward to maintaining our positive momentum at Food Lion by continuing to deploy our new strategy, serving our customers well and caring for our communities through Food Lion Feeds."

Previously, Ham served as president of Bottom Dollar Food. She joined Delhaize America in 1988 and has held a wide range

of leadership roles at both Food Lion and Hannaford.

"I want to thank Beth for her 27 years of service at both Food Lion and Hannaford," added Holt. "She has led significant improvements at Food Lion during the past two years, with a strong focus on enhancing the customer shopping experience and ensuring that Food Lion's communities can count on us through our Food Lion Feeds hunger relief efforts. I know our associates join me in wishing Beth and her family all the best in the future."

Newlands Campbell joined Han-

naford, Food Lion's sister banner based in Maine, as a retail management trainee. During her tenure, she held a variety of leadership positions, from store manager to company president.

In other Delhaize America news, Gene Faller, Vice President of Operations for Bottom Dollar Food, will assume leadership responsibilities for the banner. JJ Fleeman, currently senior vice president of Food Lion Strategy, has been promoted to Delhaize America's chief strategy and development officer. Faller and Fleeman will report to Holt.

Arbor Investments Acquires Best Maid Cookie Co.

Continued from **PAGE 2**

innovation and customer service," said Brody Lynn, Vice President at Arbor Investments. "The Company's management and employees have built a remarkable business and culture, and the complimentary product offerings at New French Bakery will enable both companies to provide greater service to their customers."

"Best Maid is recognized for its superior quality in cookies and bars, which makes it an excellent fit with our current platform of premium artisan breads," said

Mike Schultz, Operating Partner at Arbor Investments.

"We are elated to be partnering with Arbor. Their extensive and unparalleled experience in the food industry, and in particular the baking segment, made them a perfect fit for Best Maid, our management team, employees and customers," said Deb Dartsch. "Over the past 70 years, the company has experienced tremendous growth adhering to our core principles, and we look forward to Arbor continuing that legacy and leading us in our next phase of growth."

NGA Presents Spirit of America Award to Greg Gregerson

Continued from **PAGE 2**

man Elect of the Alabama Grocers Association, and a Past Chairman of the Alabama Retail Association. He has also previously served on the Board for NGA, the United Way, Riverview Hospital, Westbrook Christian School, Etowah County Hospice, and Compass Bank in Gadsden.

The NGA Spirit of America Award, established in 1982,

honors key industry and community figures that have provided leadership in the areas of community services and government relations on behalf of a free and independent food distribution system. NGA has given this award to over 550 individuals, including Presidents George H. W. Bush and Gerald Ford, as well as other distinguished individuals serving in the grocery industry and the public interest.

Lucky's Market Announces Fall 2015 Opening in Plantation, FL

Continued from **PAGE 2**

juice bar will also greet customers along with an extensive beer and wine selection. The store, which is about 31,500 sq. ft., will employ approximately 170 people.

Lucky's Market is proud to bring our unique grocery store concept to Plantation and make natural and organic foods more accessible to everyone by offering top quality foods at affordable prices," said Bo Sharon, who founded Lucky's with his wife, Trish. "Lucky's Market is a wel-

coming and comfortable store for people who simply love good food. In addition to being passionate about food, we are deeply involved in our communities, and look forward to supporting our neighbors through a variety of local giving programs and new taste experiences."

Lucky's Market is a Boulder, CO, based favorite that has expanded to Columbia, MD, Billings, MT, and Louisville, KY in 2014. The grocer also has locations in Longmont, CO, and Columbus, OH as well as its original Boulder, CO store.

Empire Merchants Named Metro New York STLTO Wholesaler

Wine & Spirits has announced that STLTO Wines will now be distributed in the Metro New York market by Empire Merchants.

STLTO Wines (pronounced stiletto) includes STLTO Prosecco (SRP \$14) STLTO Pinot Grigio (SRP \$10), and STLTO Merlot (SRP \$10). An Italian winery, STLTO is made by women for women. STLTO, which was derived from (S)ophisticated, (T)imeless; (L)avish, (T)rendy and (O)utstanding makes high quality wines that are meant to be enjoyed and to not intimidate.

STLTO Wines are available in Colorado, Florida, Indiana, Kentucky, New York, New Jersey, Rhode Island, and Wisconsin.



Whole Foods Market to Anchor Irving Development

Continued from **PAGE 2**

stores in the U.S., Canada and United Kingdom.

Leon Capital Group purchased the site in late 2013 with the goal of bringing to Irving this mission-driven company, consistently ranked on Fortune's "Best Places to Work" list. The site allows for 85,000 sq. ft. of premium retail and restaurant development. "We have known there was a tremendous demand for a grocer of this caliber and reputation," said Will Tolliver, Managing Director for Leon Capital Group. "This location provides the high visibility of SH 161, the tremendous daily needs traffic along MacArthur Boulevard, and proximity to many of Irving's most prominent employers. We expect this development to deliver significant value and, ultimately, sales tax revenues for the City of Irving."

Construction has begun on the 45,000 sq. ft. store, along with the neighboring retail spaces. Leon Capital Group executives anticipate the completion of the Whole Foods Market shell in the spring of 2015, at which point the company will complete the build-out of the store, with an anticipated opening by Fall 2016. Construction of the other retail stores and pad sites should be completed in May 2015.

"We have seen the success of Whole Foods Market stores in other communities like Highland Village, Colleyville, Plano, and Highland Park," said Irving Mayor Beth Van Duyne. "This is exactly the type of retailer we envisioned for Irving and one that residents and businesses have repeatedly requested."

The Greater Irving-Las Colinas Chamber of Commerce and the Las Colinas Association were vital partners in advancing the project, which required changes in zoning of the land in order to proceed.

"This is a significant retail 'win' for Irving," said Beth Bowman, president/CEO of the Greater Irving-Las Colinas Chamber of Commerce. "The Whole Foods Market will complement all of the other grocer options in Irving and is a prime example of the positive economic growth we're seeing with the construction of the Irving Music Factory, Water Street project and new housing developments."

"We are excited to open a store in Las Colinas and be a part of this thriving community," said Mark Dixon, President/Southwest Region of Whole Foods Market. "The site is highly desirable due to its central location between Fort Worth and Dallas and is a perfect fit for Whole Foods Market."



New Weight Watchers Cereals Launch

Weight-conscious consumers now have a delicious new breakfast choice in the cereal aisle. Weight Watchers, has launched branded ready-to-eat cereals at select retailers, with additional distribution coming by January 2015. The cereals are brought to market with the help of MOM Brands, the largest family-owned cereal company in the United States, which is licensed to manufacture and distribute the brand.



■ SHOPRITE of Manchester Assistant Store Manager Baine Ziemba pictured with a display of the new Between Rounds bakery items now available at stores in Manchester and East Hartford.

ShopRite of Manchester and East Hartford Feature Between Rounds Bagels

Between Rounds Bakery Sandwich Café has recently teamed up with Waverly Markets, LLC and the Cohen Family, owners of ShopRite supermarkets in Manchester and East Hartford, CT, and will supply baked-fresh-daily bagels to their customers.

Between Rounds Bakery Sandwich Café is a unique bakery café and bagel shop renowned for their fresh, baked-on site bagels and baked goods, sandwiches and more, with locations in South Windsor, Vernon, Manchester and Tolland.



Nonni's Foods' THINaddictives Now Available in Mango Coconut

Nonni's Foods' nationwide success with its THINaddictives product line led the leading biscotti baker to expand the brand and introduce a sixth flavor. New Mango Coconut THINaddictives are now available to U.S. grocery retailers.

"Nonni's recent THINaddictives flavor introductions are doing well on shelves, and we are excited to maintain the momentum with this trendy tropical offering," said Patricia Wong Bridges, brand marketing manager for Nonni's. "Emerging trends research shows consumers

are seeking more diverse flavors, with mango and coconut leading in popularity."

Mango Coconut THINaddictives were developed to meet the growing demand for tropical fruit flavors. According to the National Mango Board, mango consumption has increased by 53 percent since 2005, and the organization expects this year's import volume to reach one billion pounds. While coconut has quickly become a mainstream flavor due to its healthy attributes, receiving national recognition and attention from

nutritional experts. The tropical fruit combination baked into each almond thin creates a fruitful escape customers will crave.

Fresh from Nonni's artisan bakery, the new Mango Coconut Almond Thins are made with wholesome, real ingredients, including California almonds, sweet mango and grated coconut. While a popular item in the sweets category, THINaddictives have only 100 calories per serving. Every box contains six freshness packs, available for a suggested retail price of \$3.29.

Bridor Brings First Ever Greek Yogurt Pastry to the U.S.

Introduces Chocolate Avalanche Pastry

Bridor Inc., a leader in manufacturing authentic European breads and Viennese pastry for the retail and foodservice industry, announced the official launch of its Greek Yogurt & Cherry Danish and Chocolate Avalanche. The Greek Yogurt & Cherry Danish combines the tart and creamy taste of Greek yogurt with Bridor's homemade cherry filling in the company's signature flaky, croissant pastry. This is the only Greek Yogurt Danish available to the U.S. retail bakery and foodservice market. Additionally, Bridor has introduced a Chocolate Avalanche pastry created to please the North American palette with its generous amount of milk chocolate filling.

"The Greek yogurt trend is here to stay and we are proud to be the first industrial baker to give

our customers that competitive advantage, and our Chocolate Avalanche is in a class by itself," said Jean-François Duquesne, CEO, Bridor Inc. and Bridor USA Inc. "Our success is dependent on our client's success, which is why providing high quality and innovative pastries that bring novelty to the category is key in order to ensure consumer satisfaction."

Both new products are made with croissant dough that contains pure butter, fresh milk and fresh eggs, delivering the ultimate in quality and indulgence, and reflecting the company's French baking heritage and expertise. Geared toward customer efficiency and satisfaction, the products are pre-egg-washed and pre-proofed for time-saving, hassle-free baking upon arrival.

The brand new Chocolate Avalanche gives customers a different oblong shape and style of Danish and contains 35 grams of fine milk chocolate filling.



■ NEW CHOCOLATE AVALANCHE gives customers a different oblong shape and style of Danish



■ GREEK YOGURT & CHERRY DANISH combines the tart and creamy taste of Greek yogurt with Bridor's homemade cherry filling.

23rd Annual

Jacky Pierce Charity Classic Raises \$325,000 for the United Way

The United Family of stores raised a record \$325,000 for the 23rd annual Jacky Pierce Charity Classic golf tournament September 7-8. Donations were presented to 19 United Way organizations in West Texas and Dallas-Fort Worth at the company's tournament charity dinner at Spirit Ranch in Lubbock on Sunday, September 7.

The tournament has raised more than \$2.2 million for local charities since its inception in 1991. This year's proceeds were distributed to 19 United Way organizations servicing the United Family communities.

"The United Family has always emphasized making each community we serve a better place, and we are extremely grateful for all the work United Way does in our trade areas," said Robert Taylor, president of The United Family of stores. "The Jacky Pierce Charity Classic provides an opportunity to support the United Way mission of fostering impactful community change by addressing our most significant local issues."

The tournament was named in honor of United Supermarkets long-time produce director, who guided the annual golf tournament from its infancy until losing a lengthy battle with cancer in August 2002. The tournament was renamed to honor Jacky Pierce's memory in 2003, and the 23rd annual edition was played Sunday, September 7 and Monday, September 8 at Lubbock Country Club.

"In addition to supporting an incredible cause, our annual golf tournament is another way for United to remember and honor our friend Jacky Pierce, who touched all of our hearts in many ways," added Taylor.



■ THE UNITED FAMILY OF STORES raised a record \$325,000 during the 23rd annual Jacky Pierce Charity Classic golf tournament. Pictured: Glenn Cochran, Lubbock Area United Way; Julie Winters, Hutchinson County United Way; RoxAnn Allen, Moore County United Way; Lynn Owens, Lubbock Area United Way; Byrnie Bass, Campaign Chair Lubbock Area United Way; and Robert Taylor, President of The United Family.



■ GOLFERS prepare to head out onto the Lubbock Country Club links.



■ THE JACKY PIERCE CHARITY CLASSIC has raised more than \$2.2 million for local charities since its inception in 1991.

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