

TODAY'S GROCER

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Kroger's David Dillon Retires



DAVID DILLON

Rodney McMullen
Elected
Chairman

David B. Dillon, who led The Kroger Co. leadership team's development of the company's successful Customer 1st Strategy, retired as chairman of the board on December 31, after 38 years of service.

The Kroger Board of Directors elected Rodney McMullen, Kroger's chief executive officer, to the additional post of chairman commencing on January 1. McMullen has served on the Board of Directors since 2003.

Dillon served as Kroger's chairman from 2004 – 2014 and as chief executive officer from 2003 – 2013. Prior to that, he held a variety of executive positions at Kroger and

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Steve Schuckenbrock

CROSSMARK Names CEO



S. SCHUCKENBROCK

CROSSMARK has named Steve Schuckenbrock as Chief Executive Officer. Ben Fischer, CROSSMARK's current CEO, becomes the company's Chairman of the Board and will play an integral role in the leadership transition.

Schuckenbrock brings to CROSSMARK more than thirty years of executive leadership experience having consistently demonstrated an ability to build, grow and enable high-performing, global companies such as Dell, EDS, PepsiCo, Frito-Lay and IBM. In each instance, his success has been driven by a focus on improving customer satisfaction and driving innovation. Schuckenbrock also brings deep expertise in the areas of sales, marketing and technology.

At Dell, Schuckenbrock served as the

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Bristol Farms

Your Extraordinary Food Store

Debut Their "New Look" Beverly & Doheny Store in West Hollywood

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KEVIN DAVIS
Bristol Farms' President & CEO

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HIGH LINER HOME - The new building features advanced communications technology, a cutting-edge culinary innovation centre and research and development facility, an open workspace environment for enhanced employee collaboration, and it was designed and built using sustainable building principles. The new facility offers ample space for future expansion and is located only two miles away from the Company's Portsmouth manufacturing facility bringing management and the culinary team in closer proximity to this key manufacturing site.

High Liner Foods Opens New U.S. Headquarters

High Liner Foods, Inc. recently celebrated the official opening of its newly-constructed U.S. headquarters, a 38,000 sq. ft. state-of-the-art facility located at the Pease International Tradeport in Portsmouth, NH. Concurrently, High Liner Foods is unveiling changes to its corporate brand

that provide for a more distinctive and contemporary look that embodies its mission.

"The opening of this new facility is an important milestone for High Liner Foods. The Company has grown significantly over the

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White House Announces the Departure of Sam Kass



SAM KASS

The White House has announced the departure of Sam Kass, Executive Director of the First Lady's Let's Move! initiative, the first-ever White House Senior Policy Advisor on Nutrition, and personal chef to the First Family. Kass will leave the White House at the end of the month to live full-time in New York City. His departure concludes a tenure of dedicated service not only to the First Family, but also to the Obama Administration as a key player in the development of nutrition policy.

"From constructing our Kitchen Garden to brewing our own Honey Brown Ale, Sam has left an indelible mark on the White House," said Presi-

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Saudi King Abdullah Donates \$104M to the World Food Program

The Custodian of the Two Holy Mosques King Abdullah bin Abdulaziz contributed \$104 million to the World Food Program (WFP) to help meet an urgent need for funding to continue food distribution to millions of refugees sheltering in countries neighboring Syria, in Ethiopia and in Kenya.

"The contribution to the World Food Program reflects King Abdullah's desire to help those in need, regardless of religion, sect or ethnicity," said Saudi Ambassador to the United States Adel bin Ahmed Al-Jubeir.

The contribution includes \$52 million to assist nearly 1.7 million Syrian refugees; \$42 million for refugees in Ethiopia, many from South Sudan; and \$10 million to refugees in Kenya.

"We are extremely grateful for this assistance, which comes at a crucial moment for these refugees - all of whom have fled protracted conflict," said WFP's Executive Director Ertharin Cousin. "The compassion and commitment shown by the Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz Al-Saud will help save the refugees, especially children, from the pain and debilitating effects of hunger."

Saudi Arabia additionally provided during 2014 \$500 million for humanitarian relief efforts in Iraq, including nearly \$150 million to WFP.



KING ABDULLAH BIN ABDULAZIZ

Acosta Acquires Foodservice Agency

Acosta Sales & Marketing has announced the acquisition of Howard and Associates in Carrollton, TX. The integration of Howard and Associates with Acosta's rapidly growing Foodservice division will expand Acosta Cornerstone's non-foods coverage in the Central region.

Acosta Foodservice provides integrated sales and marketing solutions for major food and non-food manufacturers, distributors and operators across all away from home meal channels. In addition, Acosta Cornerstone offers a non-foods team dedicated solely

to disposables, equipment and supplies.

"Howard and Associates is one of the leading food-service supplies agencies in Texas and Oklahoma with an impressive track record and strong local relationships," said Mark Hayden, President, Acosta Foodservice. "Our expanded Acosta Cornerstone team will be able to provide unmatched personalized service to manufacturers, distributors and operators in the Central region."

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MARC PERRONE

Marc Perrone Elected UFCW President

Marc Perrone, a labor leader who has committed four decades to fighting for hard working families, was elected International President of the 1.3 million member United Food and Commercial Workers International Union (UFCW).

As a leader and member of the UFCW, Perrone has long fought to organize more members, bargain the best contracts possible, and hold irresponsible corporations accountable. His values as a labor leader have been defined by the belief that every worker has the right to a decent living, a reliable schedule, quality affordable health care, and respect on

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Yuengling's Ice Cream Hires Marketing Director



JACQUELINE HOFFMAN-WENRICH

Yuengling's Ice Cream announced that Jacqueline Hoffman-Wenrich, former on-air personality of the Y-102 Morning Show, has joined the company as Director of Marketing and Promotions.

In addition to her position as on-air talent, Wenrich was heavily involved with promotions as the radio station's promotions director for the last year.

"We are so excited to have Jackie join our team," said David Yuengling, President of Yuengling's Ice Cream. "With Jackie's experience and outgoing personality, she

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Mars Promotes Timothy LeBel V.P. Sales

Mars Chocolate North America has announced the promotion of Timothy LeBel to the position of Vice President of Sales. In his new role leading the Mars Chocolate Sales organization, LeBel oversees the strategy and execution of its retail management, customer account teams, field sales, customer development, and customer experiences. He serves as a member of the Mars Senior Management Team and will play an active role in industry events.

A 24-year veteran of Mars, LeBel offers a wealth of sales experience both in the Chocolate and Petcare divisions. He has led sales strategies and in-store execution for several channels -- including mass, grocery, club and value, and his established partnerships with key retailers provide a strong foundation for customer collaboration and mutual value creation. LeBel also has an outstanding track record of mobilizing and engaging his teams.

LeBel earned a Bachelor's Degree in Marketing and Finance from University of New Hampshire and an MBA in Organizational Leadership from Gonzaga University.



TIMOTHY LeBEL

Associated Food Stores Growing in Montana and Wyoming

Associated Food Stores, Salt Lake City, UT, announced that three of its member retailers have entered into agreements, subject to approval by the Federal Trade Commission, to purchase a total of eight stores in Montana and Wyoming. Stokes Market, Ridley's Family Market and Missoula Fresh Market (owners of Orange Street Food Farm), will purchase the stores in both states. The stores are currently Albertsons and Safeway stores.

Stokes Market will open two new stores in Butte and Anaconda Montana, marking the first stores in the state for the Idaho-based grocer. The owners of Orange Street Food Farm are introducing Missoula Fresh Market in Montana with two locations. Ridley's Family Market is expanding in Wyoming with stores in Casper, Laramie and Sheridan, Wyoming.

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4 Tips for Starting a Convenience Store

Starting a new business is an exciting opportunity, but it can also be a real challenge. The first steps are rarely easy, but store ownership can prove to be both lucrative and fulfilling with a little hard work. As a top provider of convenience store products in the Los Angeles area for nearly a decade, LA Top Distributor has a few tips for new owners.

1) Weigh out franchise options

Deciding whether or not to join a franchise or starting a new store from the ground up is an important decision, and one that has numerous pros and cons that an owner will have to weigh. Joining a franchise has benefits such as assistance with marketing and your initial setup. On the other hand, being a part of a franchise also normally comes with a franchise fee that will cut directly into profits. Alternatively, an independently owned store allows for more freedom, and possibly more profit, but may be more challenging to operate. Do the research, and make the best decision for your needs.

2) Acquire funding and secure location

Any new business owner needs

to secure their funds before they get started.

Determine all of the initial expenditures as well as the operations cost.

Make sure you have enough so that, if you lose money for the first few financial quarters, you won't be in dire straits. Consider the target demographic, and decide if it's more advantageous for you to open near high traffic areas where you might get more exposure, or off the beaten path where you may

be more essential.

3) Build relationships with suppliers

Wholesale suppliers are essential for a store owner's ability to make a profit. When it comes to earning a solid income from products, convenience store ownership can be trickier than other businesses because owners must keep prices low; that can make profit margins extremely tiny if you're not a careful shopper. For

that reason, selecting the right distributors to do business with can be half the battle. LA Top Distributor understands the challenges of convenience store ownership, which is why it provides products at remarkably low prices, including cigarettes at wholesale rates, making them an excellent choice for owners citywide.

4) Create a Layout

While stocking the store, pay special attention to your layout

plan. Where items are placed is an important part of how they sell. Find the right layout that makes the most out of your particular space, and be prepared to experiment with different designs. Part of successful store ownership is being able to remain flexible. As you find the layout that's right for your store, rely on a trusted provider like LA Top Distributor to stay ahead of marketing trends, and get you the C-store supplies you need.

Natural Grocers Completes Acquisition of Nature's Pantry

Opens Store in Independence

Natural Grocers by Vitamin Cottage, Inc. has closed its previously announced agreement to acquire most of the assets of natural foods retailer Nature's Pantry, Inc. in Independence, MO. The transaction closed on December 7, and Natural Grocers began officially operating as a Natural Grocers store on December 8. The store is located at 19019 E. 48th Street in Independence.

Natural Grocers plans to continue building on Nature's Pantry's success and provide the Independence community with healthy, affordable natural and organic groceries - a mix of national brands, as well as locally-grown, -raised and -manufactured products from Missouri - in a small-store format and friendly environment. Similar to Nature's Pantry, the family-run 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 support their own health."

"We are excited to be the newest 'neighbor' in a community such as Independence, which is very food- and health-oriented," said Kemper Isely, co-president of Natural Grocers and a member of the founding family. "We have the same high standards and values that customers have come to expect from Nature's Pantry - with additional opportunities to bring meat, produce and dairy from Mis-



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4 On the Promotional front

Alsum Farms and the Green Bay Packers Name Promo Winner

Alsum Farms & Produce, Inc., and the Green Bay Packers have named Isaac Bailie of Green Bay, WI, as the winning fan of the What's On Your Grill Photo Contest. The lucky Packers fan received an Alsum Grillmaster prize pack which included a new gas grill, a \$100 gift card to a retailer grocery partner to purchase meat, potatoes and other vegetables for their next tailgate party along with an Alsum apron, BBQ tongs and signed autograph picture of farmer, Larry Alsum.

"Alsum Farms & Produce is proud to partner with the Green Bay Packers this season," says Heidi Alsum-Randall, National Sales and Marketing Manager of Alsum Farms & Produce. "The interactive 'What's on your Grill?' promotion encouraged football fans to elevate their grills with nutritious, homegrown Wisconsin potatoes and create awareness of Alsum brand potatoes."

Fans were invited from September 15 to November 1, 2014 to submit a photo gathered around their grill -- at Lambeau Field or anywhere else -- featuring some of their favorite gameday eats. Whether it was delicious sides of grilled Wisconsin potatoes, flavorful veggies paired with mouth-watering specialty meats, fans had an opportunity to submit a photo to win tailgating essentials from Alsum Farms & Produce.



■ ISAAC BAILIE of Green Bay, WI, was named the winning fan of the What's On Your Grill Photo Contest. The lucky Packers fan received an Alsum Grillmaster prize pack which included a new gas grill, a \$100 gift card to a retailer grocery partner to purchase meat, potatoes and other vegetables for their next tailgate party along with an Alsum apron, BBQ tongs and signed autograph picture of farmer, Larry Alsum.

Meijer Makes Holidays Very Merry for Lucky Customers

Meijer made the holidays very merry for 213 unsuspecting customers recently when those shoppers received a big surprise upon checkout -- their entire shopping cart filled with gifts and groceries given to them as a holiday gift by the Grand Rapids, MI-based retailer.

During the *Very Merry Meijer* event, one customer at each of the retailer's 213 stores across the Midwest was randomly selected on December 13 to receive their purchases free -- an unprecedented gesture in its 80-year history.

"The holidays are a time for kindness and joy, and the *Very Merry Meijer* event was a perfect opportunity for us to share the spirit of the season with those we hold dear: our customers," Co-Chairman Hank Meijer said. "Our family has always believed that our customers don't need us, but that we need them. That philosophy still guides us today. We are very thankful for our customers, and wanted to find a special way to wish them a very Merry Christmas."

The *Very Merry Meijer* event resulted in tens of thousands of dollars in "gifts" to Meijer customers -- with shopping carts ranging from \$350 to upwards of \$1,200 in value -- along with a mixture of emotions that spurred tears, laughter and even speechlessness from very happy customers. For



■ Meijer Co-chairman Doug Meijer surprises a lucky holiday shopper upon checkout -- she received an entire shopping cart filled with gifts and groceries as a holiday gift.

some, the surprise brought hope in the true meaning of Christmas; for others it provided tremendous relief during a time that can be quite stressful.

Meijer released a video that showcases how the retailer surprised its customers during the busiest holiday season of the year. In most cases, the store director revealed the gift upon checkout, but Hank Meijer, his brother and Co-Chairman Doug Meijer, and Meijer President J.K. Symancyk also helped spread holiday cheer.

"As a retailer, we work hard all year long to provide value to our customers through the quality products we sell, the experience we provide and the many ways we offer savings," Symancyk said.

"The *Very Merry Meijer* event was our fun way of making the season bright for our customers. That is what the holidays are all about -- simple acts of kindness."

The *Very Merry Meijer* event resulted in some very happy customers, but it also made an impact on the Meijer team members who were involved in the surprise.

"We know the holidays can be a stressful time of year for many reasons. But, this is also the time of year that is full of joy and laughter," Doug Meijer said. "The Meijer team members and I who played Santa may have been more excited before, during and after our surprises than the recipients. That's how much fun we had spreading Christmas cheer."

A Healthy Dose of Quality and Savings



■ 7-ELEVEN has launched its high-quality 7-Select line of over-the-counter pain relievers. These products are value-priced when compared to the name-brand competitors on 7-Eleven store shelves.

with its own 7-Select-branded, non-prescription medicines, at a savings of up to 85 percent per pill or ounce for equal to or better quality. Participating stores carry 7-Select OTC remedies in five major categories: Pain relief, Cold/flu/allergy, Gastro-intestinal upset, Cough/throat, and Sleep aids.

"With recent changes in healthcare, an aging population and the transition from prescription to the OTC status of some popular medicines, more people are looking for ways to self-treat minor ailments," said Rebecca Frechette, 7-Eleven senior vice president of merchandising.

"Just like when our customers are hungry or thirsty, if they come to our stores feeling ill, they have an immediate need they want fixed fast," she said. "With the new 7-Select high-quality alternatives to popular OTC drugs, we can offer them relief from their ailment with great products at value prices."

The retailer has partnered with Perrigo, the largest generic medication supplier in the U.S., to create its assortment.

Most 7-Eleven stores will continue to carry popular national brands in single-dose and larger packages alongside its 7-Select options. Some stores may choose to carry only the new value-priced, private-brand children's pain, cold and allergy remedies.

7-Eleven becomes one of the first convenience retailers to carry its own extensive line of private-brand OTC medicines -- up to 34 varieties -- with more planned for the future.

"As popular prescription drugs transition to over the counter, we will refine and add to our OTC selection if it makes sense to include in our selection," Frechette said. "OTC medication is a \$30 billion business and, in some categories, private-brands account for more than half of these sales. More people are becoming accustomed to choosing private brand OTC drugs, and as our 7-Select brand is gaining recognition, this seemed a natural extension for us."

"We are trying to create convenient solution centers for our customers," Frechette said. "That means carrying tissues and eye drops next to allergy medicines, lip balms and Vitamin C with cold and flu remedies, or hand sanitizer, topical medicated sprays and elastic bandages next to pain relief."

When shoppers visit a 7-Eleven store, they are typically on a mission -- a snack if they're hungry, a drink if they're thirsty, fuel if their gas tank's empty, a lottery ticket if they're feeling lucky. But for those suffering from a headache, allergies, indigestion or the like, what they want most of all is relief.

7-Eleven, which has long offered single-dose blister packs of the most popular, national brand over-the-counter (OTC) medications for years, has entered the private-label drug business

Nathan's Famous and KaBOOM! Come Together

To Build Playground for Florida Community

More than 200 people came together recently in central Florida to roll up their sleeves, swing hammers and wield power tools all in an effort to build a brand new playground in just one day. Thanks to Nathan's Famous and KaBOOM!, along with support from the City of Kissimmee, Community Vision, and many volunteers, the youth and community of Kissimmee can now enjoy a new, Coney Island themed playspace. Designed by the real play experts - local children - the playground is located at the Mark E. Durbin Community Park at Lakeside, adjacent to Cypress Elementary School. It is the first playground funded by the world famous hot dog company and a key element of *Ready, Set, PLAY.*, a special multi-faceted initiative launched by the company earlier this year in support of KaBOOM!.

"This has been a really fun and exciting project to be a part of," said Wayne Norbitz, president of Nathan's Famous, Inc. "Nathan's Famous is a company all about community, family and fun. We believe it is important to give back to not just the community in New York where we are founded and based, but to communities across the country. And what a better way to do so than by creating a space that welcomes children and families and encourages active play. We are really proud of our partnership with KaBOOM! and are thankful for the tremendous support from the City of Kissimmee and Community Vision and all of the volunteers that helped make this fun new playspace a reality for the community here in Kissimmee."

In addition to the new playground, Nathan's Famous' special partnership directly supports the KaBOOM!



■ Throughout the day volunteers and event attendees were treated to a little taste of Coney Island with delicious Nathan's Famous hot dogs served to help fuel the playground building work. The company's unique mobile experience was also on hand to provide entertainment and fun, active play opportunities for the local children and students from Cypress Elementary School.

mission to bring balanced and active play into the daily lives of all children, particularly those growing up in poverty in America. Over the summer, the popular food company hit the road with *Ready, Set, PLAY.* and hosted Coney Island themed events in communities across the country. The goal was not only to raise awareness for KaBOOM!, but to create a way to celebrate balanced and active play as well as honor the "playmakers" who are working hard to make play possible.

"At KaBOOM!, we believe play matters for all kids," said Darell Hammond, founder and CEO of KaBOOM!. "We are thrilled to partner with Nathan's Famous, the City of Kissimmee and Community Vision to help bring balanced and active play into the daily lives of more children in Kissimmee."

The City of Kissimmee is a Playful City USA community, which understands that play, in all its forms, is a

powerful thing. The new playground will bring more than 10,000 children in the city one step closer to having the childhood they deserve. Currently, Kissimmee offers 20 different playgrounds throughout the city, with a goal of creating a park and playground within walking distance to every resident.

"We are so pleased to be working with KaBOOM!, Nathan's Famous and Community Vision on this important project that will enhance the lives of so many children," said Dan Loubier, Director of Parks, Recreation and Public Facilities for the City of Kissimmee. "Our city cares greatly about the children that live in and visit our community and we are thankful to our partners and volunteers for their support and efforts. The City of Kissimmee is proud to be the benefactor of this new playground at Mark E. Durbin Park in the Lakeside Community."



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1/4 de taza de Mayonesa GOYA®
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 3 cdas. de Ajo Picado GOYA®, dividido
 1 cda. de cilantro fresco finamente picado
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 2 libras de carne de res molida (80% magra)
 1 cda. de Aceite Vegetal GOYA®
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 6 panes para hamburguesa
 6 rebanadas de cebolla roja de 1/4"
 6 rodajas de tomate de 1/2"
 6 hojas de lechuga

Instrucciones

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



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6 Produce



■ HALVERSON FAMILY MEMBERS: Eric, Gregg, Leah and John.

Black Gold Farms Names New CEO

Black Gold Farms, a fourth generation grower, packer and shipper of potatoes announced the transition of Chief Executive Officer to former Executive Vice President, Eric Halverson.

Eric Halverson succeeds his father, Gregg Halverson, who turned 65 on October 23, 2014. "I announced several years ago in a family meeting, that I was going to turn over the CEO position on my 65th birthday. From that point on, my family, our Executive Team, and everyone at Black Gold Farms has been preparing for this transition," Gregg stated.

"My plan is to remain on the same path that Dad has staked out. Our customers, vendors and our people will not see a huge shift in day to day business or in the strategic direction of Black Gold Farms. We have created a unique culture over the years, and one of my responsibilities is to honor that legacy," Eric explains.

"I'm not ready to hang up my brief case just yet, and I will still make the first pot of coffee in the office each morning. My office is next door to Eric's, so when he needs someone to bounce something off of, I'll be there," Gregg explains. He plans to work on projects that have an impact to the company and within the industry. Gregg will also remain as the President of the company's Board of Directors.

John Halverson, who lives in Paragould, AR takes on the responsibility of COO, and Leah Halverson Brakke will remain in her sales and marketing role. There are no other major shifts in executive leadership positions at Black Gold Farms planned. Gregg, Eric and Leah will have their office at the corporate headquarters in Grand Forks, ND and John will remain in Arkansas.

Baloian Farms Introduces Value-Added Squash Product

Capitalizing on the growing popularity of the locally grown trend, Baloian Farms has announced a partnership with Michigan growers to offer retailers their Sauté Kits with locally grown squash. This value-added product features yellow and green squash with a seasoning packet included.



Launched in the fall of 2013, the new Squash Sauté Kits have been well received with continued success at retail and was recently voted as the "People's Choice Best New Product" at the Fresno Food Show in July.

Understanding the importance of offering locally grown products during peak season was a natural decision for Baloian Farms. "It made sense to create this seasonal partnership and provide retailers with another strong selling point to further increase their sales," remarked Jeremy Lane, Sales Manager of Baloian Farms. "The kits will be both grown and packed locally in Michigan."

Utilizing this grower partnership also made sense financially by drastically reducing the amount of food miles involved in delivering the value-added product to retailers.

"Consumers will enjoy the benefit of locally grown fresh squash, along with great flavor options, that are convenient and easy to prepare. We are constantly striving to find innovative opportunities like this partnership to provide premium products to our customers," concluded Lane.

Wonderful Sweet Scarletts Make a Sweet Arrival

The maker of Wonderful Pistachios, POM Wonderful and Wonderful Halos are bringing its newest and sweetest sensation – Wonderful Sweet Scarletts Texas Red Grapefruits – to produce aisles nationwide. Sweet Scarletts are grown, packed and shipped in Texas by Paramount Citrus, North America's largest citrus grower. The warm Texas climate - sunny days with cool nights – yields the sweetest premium red grapefruits around. Sweet Scarletts will be in season November through May throughout the U.S. and Canada.

"Sweet Scarletts are so sweet, they will change the way you think about grapefruits," says David Krause, president of Paramount Citrus. "Texas Red Grapefruits are not only a simple healthy snack, but they are also a perfect addition to salads, smoothies and even as a dessert."

Texas red grapefruit has a number of health benefits and can be easily incorporated into a healthy eating or weight management plan. Half of a medium grapefruit is roughly 60 calories and provides 100 percent of the recommended



■ **NATIONWIDE DEBUT** - The maker of Wonderful Pistachios, POM Wonderful and Wonderful Halos are bringing its newest and sweetest sensation – Wonderful Sweet Scarletts Texas Red Grapefruits – to produce aisles nationwide.

daily value of vitamin C. In addition, Sweet Scarletts grapefruit is positively verified by the Non-GMO Project.

"Wonderful Brands is known for transforming commodities like pistachios, pomegranates, almonds and mandarins into healthy brands and we're looking to do the same thing with grapefruits," Krause said. "When consumers choose Wonderful Sweet Scarletts, they know they're enjoying a premium product that was cared for by us

from tree to table."

Wonderful Sweet Scarletts are sold in bags of five, eight and 10 pounds as well as an eight pound box and as loose individual fruit in produce aisles of leading grocery, mass merchant and club stores. The launch is being supported with new displays, point-of sale, retailer promotions, free standing inserts, consumer print, customer specific marketing programs as well as public relations and digital activations.

Fresh from Florida

Fresh Attitude Salads Now 100% Grown and Packaged in Belle Glade

Every winter, Veg Pro International relies on its Belle Glade farms and facilities to produce its popular salads sold under the Fresh Attitude brand. From the end of November to the end of April, crops of baby lettuce, baby spinach and kale, as well as romaine and iceberg lettuce, are harvested from our 1,100 acres in Florida.

The baby lettuce and greens from the Veg Pro Belle Glade processing plant, which is open year-round, supply fresh salad mixes to Publix Super Markets. In season, our salad blends are specially labeled with the "Fresh from Florida" logo, an important part of Veg Pro's dedication to providing consumers with lo-



cal produce whenever possible. Veg Pro is also proud to contribute to Florida's local economy through its farming and food processing activities.

First Ever Viva Fresh Expo Announced

The Texas International Produce Association (TIPA) recently announced plans for the inaugural Viva Fresh Produce Expo on March 26-28, 2015 in Austin, Texas.

The expo, which is meant to highlight the "Gateway to the Americas," will focus on showcasing produce grown in the Southwestern United States and Mexico. Along with an extensive education program, the expo will focus on the health benefits, style and taste of Southwestern and Mexico-grown produce, with chef-inspired events and receptions with a region-specific foodie flair.

Bret Erickson, President and CEO of the Texas International Produce Association, commented, "We're very excited about the response we have been getting from retail and foodservice companies as well as exhibitors. The international component makes this

VIVA FRESH
PRODUCE EXPO
GATEWAY TO THE AMERICAS

Expo unique to other trade shows and has been well received."

Attendees of the show will also gain a deeper insight on a variety of topics including transportation, product availability, and upcoming

trade regulations within and between the United States and Mexico.

Tommy Wilkins, Director of Sales and Business Development for Grow Farms Texas, has also been very enthusiastic about the expo, commenting, "It's time to showcase Texas' passion and innovation along with all that we have to offer here. With the growing amount of products that pass through and are grown in Texas each year, it really is the gateway to the Americas. And this event will cater to just that, by being an expo that was designed to specifically facilitate a dialogue between retail and foodservice buyers and sellers without all of the typical distractions of larger tradeshows."



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Supermarket Guru

Phil Lempert Predicts Top Food Trends for 2015

The growth of online grocery shopping and a preference toward craft foods, fermented foods (think aged, cured or pickled foods like sauerkraut) and smoked flavors rank among the top food trends for 2015, according to Supermarket Guru, Phil Lempert.

Lempert, working closely with ConAgra Foods, Inc., predicts the most significant changes next year will stem from a desire for bold-flavored foods that also offer health benefits, and shifts in approach to supermarket shopping - both online and at brick-and-mortar stores. Other trends highlight new eating behaviors among Generation Z (those born after 1995) and boomers, as well as new technologies that improve the ease of reading and understanding of nutrition labels.

"The top food trends for 2015 indicate people's palates are continuing to evolve and they are gravitating toward streamlined grocery shopping experiences that are convenient for their lifestyles," says Lempert. "In 2015, look for brands and merchants to advance their product offerings and shopping amenities to meet these demands."

Lempert's top food trends for 2015 include:

1. GRAZING GOLDEN-AGERS:

Ninety-one percent of people say they snack daily, according to Nielsen. While snacking is on the rise among all ages and genders, research shows that snacking among consumers over the age of 65 could contribute to additional years with a higher quality of life. We'll see more boomers - those raised in the "three square meals a day" era - employ a "grazing" approach to eating next year. When boomers snack, they'll focus on foods rich in nutrients like protein, fiber and Omega-3s that can help promote bone health. Other popular snack choices include plant-based proteins and whole grains, like DAVID Sunflowers Seeds and Orville Redenbacher's



PHIL LEMPERT

Gourmet Naturals made with 100% whole grain popcorn

2. SAME-DAY DELIVERY NOT JUST FOR CITY CLICKERS:

Grocery Shopping Goes 24/7: Online grocery shopping and delivery has become a crowded space, with a host of services competing for consumer attention. This trend allows everyone who sells food and beverages to be in the same-day delivery business without having to add additional operational infrastructure. Once considered a luxury for those living in metropolitan areas, revenue gains among food and beverage e-commerce/delivery service indicate the trend will expand to mainstream consumers living in both urban and rural areas next year. Previously, major e-commerce players like Amazon would only deliver non-perishable items, but Peapod, Fresh Direct, Amazon Fresh and Instacart make it possible to have perishables like Healthy Choice Café Steamers delivered to your door in less than two hours. With this in mind, products will evolve and become catered to online shoppers. More brands will bundle multiple SKUs to create meal kits or offer pre-packaged sets of multiple products.

3. EVERYTHING SMOKED: Just

when you thought the bacon trend had cooled off, restaurateurs and at-home cooks are continuing

to turn up the heat. The demand for smoked foods has risen as chefs begin to apply smoking and grilling to add some sizzle and impart new flavor to other proteins and alternatives like vegetables, butters, and even cocktails. And, with smokers gaining in popularity in backyards across America, at-home cooks are also experimenting with smoking non-traditional foods. The increase in smoked foods is sparking an increase in enjoying that smoky flavor year-round. For example, tomatoes are one of the most popular non-meat items, and that fresh-from-the-grill smoked flavor can now be found in Hunt's® Fire Roasted Diced Tomatoes. In 2015, look for even more smoked flavors to emerge into your favorite foods found in the grocery aisles, menus and recipes.

4. THE RISE OF FERMENTED

FOODS: 2015 will be the year fermented foods - foods like yogurt, tempeh and sauerkraut take center stage. These foods contain live cultures, or are preserved in liquid so their sugars and starches can become bacteria-boosting agents. After multi-year growth of gluten-free foods and probiotics, many consumers have found their digestive health improved. In fact, a survey from ConAgra Foods found that nearly 50 percent of Americans have changed their diet to help improve digestion, with nearly 20 percent doing so in the past year.¹ In 2014, we saw an expansion of gluten-free beyond the one percent of the population that has Celiac Disease. This will continue but also evolve into an increased focus on the consumption of fermented foods as people continue to look for ways to aid digestion.

Increased knowledge about the impact foods have on our digestive health will lead to significant changes in the way consumers prepare food in 2015. Once toppings or side items, fermented foods will become commonplace in meals throughout the day.

5. GEN Z: Chefs Everyday:

Millennials' passion for food-related adventures is undeniable, but Gen Z, the demographic group born after Millennials (1995 to present day), brings an entire new set of food values to the kitchen table. Exposed at a young age to more flavors and variety than previous generations, Gen Z's collective attitude toward food is simplicity and health. They tend to use stove tops rather than microwaves for cooking meals and fresh ingredients to prepared foods. Research by NPD Group indicates some of their favorite foods to cook include eggs/omelets, hot dogs, potatoes and chicken, which they can "dress up" with their own unique touch. In 2015, look for even more brands to offer simple ideas to elevate everyday foods. For example, breakfast goes up a notch when replacing basic eggs with frittatas and quiche made with EggBeaters and fresh herbs and produce.

6. CRAFT FOODS MAKE ITS WAY INTO KITCHENS EVERYWHERE:

Typically associated with foods made in small batches with specialized, local ingredients, major companies are finding ways to produce craft foods in larger quantities. The phenomenon of craft beer brought new excitement, flavors and sales to the struggling beer industry: Miller-Coors and Anheuser-Busch InBev are two examples of major companies that have made the jump to more locally produced, limited distribution and sub-brands. In 2015, look for this trend to extend to other beverages and food, as Millennials in particular continue to seek unique tastes and foods with authentic origin stories. Marie Callender's Razzleberry Pie, made with whole Oregon Marionberries and North American red raspberries, is an example of a food that looks and tastes homemade but is found in freezer aisles nationwide.

7. NUTRITION LABELS...NO LONGER JUST ON PACKAGED FOODS:

As consumers

want more information about their foods, innovative devices like Prep Pad will soon offer this information instantaneously. The Prep Pad pairs with an iPad app to calculate the exact nutritional content of your meals, including the carbs, fats, protein and calories by scanning the bar code of food packages used as ingredients or the items on your plate. Information about a food's ingredients, chemical makeup or nutritional values will become more readily available and commonplace in the supermarket and our kitchens.

8. SUPERMARKETS CONVERT INTO SOCIALIZING SPACES:

Supermarkets have evolved from straightforward centers where consumers could buy groceries to purveyors of lifestyle. Present day supermarkets are developing a variety of services that help set them apart and establish each outlet as an ambassador of niche lifestyle trends. In the near future, we can expect supermarkets to further specialize in order to present their customers with a unique experience that showcases their personality and philosophy toward foods - instead of presenting themselves solely as vendors of goods. A desire to be "all things food" to their customers, especially singles, is positioning them as head to head competitors with chain and local restaurants. Retailers today will build full-service high quality restaurants as part of their brick and mortar operations. Experienced culinarians, usually CIA trained chefs with many years of experience, are offering unique dishes, local foods and beverages. Cooking classes, events and seminars are giving consumers reasons beyond a grocery list to step inside their neighborhood store. Sampling is no longer a cracker or potato chip on a napkin; stores have advanced and now have chefs like George Duran cooking up Hunt's signature recipes for shoppers.

¹ The survey results quoted in this press release are taken from a survey conducted by ConAgra Foods using Google Consumer Surveys in October 2014.

IDDBA's What's in Store 2015

Examines Importance of Health & Wellness, Natural Products in Consumer Buying Behavior

Health and wellness are important factors in the buying habits of an increasing number of consumers, with sales of natural, local, organic, gluten-free, and non-GMO products spiking over the past year. This and dozens of other food industry and consumer trends in supermarket fresh departments are detailed in What's in Store 2015, the 29th edition of the annual trends publication of the International Dairy-Deli-Bakery Association (IDDBA).

Among the highlights of this health and wellness movement:

- The dieting trend is on the decline, with individuals seeking a more balanced approach to weight loss and management.
- Sales of local food are worth at least \$9 billion annually, with 40% of consumers stating they purchase food weekly and 28% buying local at least once a month, according to A.T. Kearney.
- The value of the gluten-free market is substantial, with sales estimates as high as \$10.5 billion in 2013 and a projected worth of \$15.6 billion in 2016, according to Mintel.

- Gluten-free buying habits translate into higher sales (\$100 vs. \$33 per overall average basket), according to Catalina Marketing.
- IDDBA research shows that digestive health is a distinctive health concern among Millennials, who seek out more fermented, cultured, and probiotic products.
- Almost 13% of all new food and beverage launches in 2013 include "free-from" claims.
- Sales of organic food and non-food items in the United States exceeded \$35 billion in 2013, an 11.5% year-over-year increase and the fastest growth rate in five years, stated the Organic Trade Association.

Confirming these health and wellness trends are findings in IDDBA's original research, Engaging the Evolving Shopper: Serving the New American Appetite, which shows that consumers view foods found in the fresh perimeter categories as antidotes to unhealthy, processed foods. For example, the dairy department represents

a real-food source of protein in the form of yogurt, milk, cheese, eggs, and tofu, while the bakery department has an increasing opportunity to deliver on key wellness priorities with more focus on a wider variety of fresh, whole grain and gluten-free products.

"In-store bakeries, delis, and dairies can engage consumers by presenting them with a variety of fresh, real, and minimally-processed foods," said Eric Richard, education coordinator, IDDBA. "By doing so, they become part of shoppers' conversations about what is healthy and delicious to eat, and where they can easily find these foods to purchase."

What's in Store 2015, the 29th edition, is a 224-page trends report that details consumer and industry trends affecting the in-store dairy case, cheese case, bakery, deli, and foodservice departments. Its 200+ tables, developed in cooperation with leading industry firms and associations, include department sales, per capita consumption, consumer preferences, system 2, UPC, and private label sales data.



The purchase of What's in Store 2015 includes access to What's in Store Online, a collection of downloadable tables from the book, plus white papers and trends articles (many with accompanying downloadable tables) that offer supplementary in-depth trends information. Be sure to save time using our Reference Links—these are web homepage links to all of the businesses referenced in What's in Store 2015. The cost is \$99 for IDDBA members and \$399 for non-members, plus shipping and handling. For more information and to order, visit iddba.org/wis.aspx.

1940's-style Country Store Debuts

Johnsonville Opens Its First Retail Store in Naples

Johnsonville Sausage has brought its "big taste" to Naples, FL, with the early December 2014 opening of its only retail location, the Johnsonville Sausage Marketplace. The store opened with a day-long celebration that attracted nearly 13,000 southwest Floridians, who not only got a glimpse of the company's first retail store, but also enjoyed Johnsonville's fresh bratwurst and smoked-cooked Beddar with Cheddar links

from the Big Taste Grill.

"We opened a store here because for so many years, Naples-area residents have asked us where they could find certain types of our sausage products if they're not available in the local grocery stores here," said Johnsonville Owners Ralph and Shelly Stayer. The Stayers live in Naples over the winter months and observed a large population from the Midwest also reside there, who were challenged to find a larger



■ JOHNSONVILLE NAPLES OWNERS Shelly and Ralph Stayer.



■ General Manager Lesley Robert and Assistant Manager Deanna Potter and their staff are eager to serve at the new Johnsonville Sausage Marketplace retail store located in Naples, Florida.



■ JOHNSONVILLE SAUSAGE has brought its "big taste" to Naples, FL, with the recent opening of its only retail location, the Johnsonville Sausage Marketplace.

variety of Johnsonville products that they were accustomed to buying when living in the Midwest. "So now we're able to say people can get every Johnsonville Sausage product in our new store."

In addition to Johnsonville's approximately 40+ varieties of sausage products, the Marketplace also offers Johnsonville mustard, branded apparel, cookbooks and grilling items. Several other Wisconsin food brands are represented in the store including Sartori Cheese, Gibbville cheese curds, Scannie Foods sauerkraut and Faris gourmet popcorn.

The design of the new 1,544 sq. ft. retail store is modeled after the original Johnsonville Market, complete with a silver-embossed tin ceiling, exposed antique wood beams, turn-of-the-century milk glass pendant fixtures, a 12-foot-long butcher block checkout counter and authentic hitching posts created from reclaimed pine wood.

A pictorial history of Johnsonville Sausage is displayed throughout the store, and includes original photos of the Stayer family, early products and the growth of the

family business over its 69 years.

Staffing the company's first retail store include: General Manager Lesley Robert and Deanna Potter as assistant manager.



■ The design of the new 1,544 sq. ft. retail store in Naples is modeled after the original Johnsonville Market, complete with a silver-embossed tin ceiling, exposed antique wood beams, turn-of-the-century milk glass pendant fixtures, a 12-foot-long butcher block checkout counter and authentic hitching posts created from reclaimed pine wood.

Meat and Poultry Executives Tell Story of the 'Amazing' Meat Supply

Thirty C-Suite level executives from meat and poultry companies big and small have added their voices and faces to a new video highlighting facts about today's amazing meat and poultry industry. The video called "Amazing Meat" shares the numerous benefits of the U.S. meat supply delivered by the industry's leaders themselves including affordability, nutrition, food safety, animal welfare and more. It was produced by the American Meat Institute (AMI).

"This video is the latest step in our ongoing efforts to show the consumers who we are, what we do and how we do it. Our bountiful, safe and affordable meat supply is something we are fortunately able to rely upon without thinking much about the people or the hard work that made it possible. We are happy in this video to show consumers the people behind the products," said AMI Senior Vice President of Public Affairs and Member Services Janet Riley. In addition to business executives, leading animal welfare expert Temple Grandin, Ph.D., professor of animal science at Colorado State University makes an appearance in the video to explain the progress that she has observed in ani-

mal handling in meat and poultry plants.

The new video also includes a companion brochure, *The Amazing Meat and Poultry Supply* available both online and in print. The video and brochure are part of an ongoing effort by AMI to increase transparency and share the facts that are often overlooked or misunderstood. In recent years AMI has developed a series of "Glass Walls" videos featuring leading Dr. Grandin who guides and narrates tours in beef, pork and turkey processing plants to show how the animals are handled throughout processing. Glass Walls videos also show sanitation in meat plants as well as how hamburgers and hot dogs are made.

"Ninety-five percent of Americans eat meat and poultry and our products inspire love and devotion amongst consumers -- just look at bacon," said Riley. "We want people to know that they can feel confident that our products are safe, wholesome, nutritious and delicious and we are committed to sharing the facts with anyone who is interested. We also want them to understand that the people behind the products are real people, with families who consume the same meat and poultry products they do."

Grillman's Franks

Beaver Street Fisheries Debuts Line of Premium, All-Beef Franks



Beaver Street Fisheries, a Florida-based wholesale and retail seafood and meat supplier with more than 60 years in the food-service industry, is proud to announce the launch of its line of all-beef franks, Grillman's.

Featuring three top-quality franks that contain no fillers and no artificial preservatives, Grillman's offers: All-beef franks, Black Angus franks and All-natural black Angus franks.

"As experienced wholesale and retail food suppliers, and as consumers, we identified an opportunity to introduce a new, quality product in the category that meets the incredibly high standards that have been part of our core operations for decades," said Mark Frisch, executive vice president of Beaver Street Fisheries. "After more than a year in the test kitchen developing the perfect recipes for our Grillman's franks, we are thrilled to launch this new product line and continue expanding the food offerings from Beaver Street Fisheries."

As the company continues the roll out of its products, Grillman's premium franks are currently featured in all Meijer stores in Michigan, Illinois, Indiana, Ohio and Kentucky; Stop & Shop stores in the New England and New York regions and all Giant Landover stores in Delaware, Maryland, Virginia and the District of Columbia. The company is also in discussions with additional retailers throughout the country who have shown interest in carrying the new product in stores.

Pittsburgh Sausage Maker Ready to Embrace National Growth

With Strategic Global Food Safety Certification

In only a year since Len Caric became president of Pittsburgh-based Uncle Charley's Sausage, his leadership led to increased sales in the double digits and nearly 20 percent more local jobs. Now, with a newly acquired Safe Quality Food (SQF) Certification by the Global Food Safety Initiative – Caric's efforts to bring founder Charles Armitage's famously fresh, never frozen sausage to more customers is well within reach. The SQF Certification goes beyond standard USDA certifications providing global accreditation that certifies the efficacy of robust food safety control systems and continuous food quality monitoring procedures. In recent years, most large grocery chains require that food producers obtain this certification in order to sell in their stores, resulting in many local brands being positioned out of major markets.

"Our company philosophy to embrace all of the positive attributes of this local, fresh, honest-to-goodness sausage maker, while proactively seeking out the right kind of change is proving a true recipe for growth," said Caric. "Many outside investors would have shuttered the plant, but we saw a real opportunity in providing more families with this higher protein, fresh, never frozen sausage product. We not only invested in the local plant, we added five new positions and have immediate job openings today."

The company proactively sought out the certification, receiving higher than average ratings, to fill what it sees as a major gap in the retail market between national brands that sell frozen, preservative-filled sausage and have the



■ **POISED FOR GROWTH** - In only a year since Len Caric became president of Pittsburgh-based Uncle Charley's Sausage, his leadership led to increased sales in the double digits and nearly 20 percent more local jobs. (Photo: Jason Bridge, Trib Total Media)



■ **UNCLE CHARLEY'S SAUSAGE COMPANY** is a regional sausage maker located in Vandergrift Pennsylvania, about 30-miles outside of Pittsburgh. The company was founded in 1988 by a former spice and seasonings man who built the family business with his wife by his side. Still true to the founder's pledge to produce fresh, honest and delicious sausage, the company's products are now offered at super markets across Western Pennsylvania, Central Pennsylvania and Eastern Ohio. Growth plans for 2015 include new product labeling and moving into Eastern Pennsylvania, Virginia and other mid-Atlantic states.



SFQ certification and local, fresh-never-frozen sausages who are not certified.

"We know that we have the highest quality sausage product, and now this has been validated by the most trusted source for food safety and quality in the world," said Caric. "We are proud to be the only locally-produced, preservative-free sausage brand to have earned this premier certification. Our strategic efforts to

expand this fresh, local, preservative-free sausage to more families has already resulted in 10 percent growth in the first half of 2014. We project double digit growth as this important certification opens the door for Uncle Charley's Sausage in new markets."

NEW PACKAGING AND LABELING

Uncle Charley's is launching new packaging and labeling that will complement the SFQ certification and communicate to customers the healthier sausage that's truly inside. In addition, to stay ahead of consumer trends, as highlighted in a 2014 Consumer Reports survey, indicating that moms want locally produced food with clearer nutritional facts, the sausage maker will change their nutritional labels in 2015 to reflect a more realistic serving size "by link" or "by patty". This move will provide more distinction for consumers who prefer to purchase products with USDA-mandated "truth in labeling" requirements.

According to Caric, "We want to give consumers the same choice they have with fresh, locally grown produce. Moms and dads should be able to shop at their local grocery store and find truly fresh sausage. Not 'shelf-life sausage' that's filled with preservatives or that has to be frozen or pre-cooked and cryovac-ed. And on top of that, sausage that's healthier. That's what we bring to consumers – healthy sausage from farm to fork in three to six days."

With the SFQ in hand and new packaging and labeling soon to roll out, Caric's goal is to be able to distribute to stores within 350 miles in any direction from the company's production facilities in Vandergrift, Pennsylvania. In 2015, expansion plans will also include moving into Eastern Pennsylvania, Virginia and other Mid-Atlantic States.

■ Bacon Just Got Better



New Applegate Naturals Good Morning Bacon

Applegate Naturals Good Morning Bacon is made from less fatty pork shoulder so you get that smoky, porky bacon flavor, but with 60% less fat than typical bacon.

By using the pork shoulder, Applegate is delivering a more sustainable product and curbing waste. Applegate Naturals Good Morning Bacon is better for you...and the environment.

WHY YOU'LL LOVE IT...

- 100% vegetarian-fed pork – no fillers.
- Made from humanely raised pork.
- No antibiotics.
- No hormones.
- 60% leaner – two slices have 2 grams of fat and 40 calories.

Applegate Naturals Good Morning Bacon has a SRP of \$4.99 for an 8 oz. package.

■ Eckrich Introduces



Fire-Roasted Pepper & Onion Smoked Sausage

Eckrich has announced the introduction of its latest product, Eckrich Fire-Roasted Pepper & Onion Smoked Sausage. Cooked over natural hardwood, with real bell peppers and sweet onions roasted over direct flames, this latest Eckrich product delivers the authentic smokehouse taste it's known for.

With New Fire-Roasted Pepper & Onion Smoked Sausage, Eckrich adds another selection to its already diverse line of smoked sausage. The fresh-picked peppers and onions in the sausage make for a flavorful and delicious taste that is only offered by Eckrich.

"We are excited about this new variety in the Eckrich smoked sausage portfolio," said Chuck Gitkin, John Morrell Food Group vice president of marketing, innovation, and R&D. "The fresh, fire-roasted vegetables bring a unique and delicious zest to our Eckrich smoked sausage. We know that consumers are already eating our smoked sausage with sautéed peppers and onions, and this new variety allows them to enjoy that great flavor combination without having to go through all of the extra steps. We are always looking for new and unique flavors, and with our fan-favorite smoked taste, this is another distinctive smoked sausage that you can only find from Eckrich."

Eckrich, part of the John Morrell Food Group, a subsidiary of Smithfield Foods, Inc., offers over 15 varieties of smoked sausage, with this being its first fire-roasted offering. Other popular products include Original, Polska Kielbasa, Bacon & Cheddar, Jalapeno & Cheddar, 4-Pepper and more.

10 Guest Editorials

Ten Sales Strategies For Taking Charge of 2015



By: JOHN GRAHAM

Tactics constantly come and go in sales without making a significant impact on outcomes. On the other hand, solid strategies can make a significant difference in what happens. Here are 10 sales strategies that can have a positive influence on performance in 2015.

1. Define yourself clearly. Most people let others decide who they are, define their capabilities, and what they can accomplish. This happens without even knowing it. More often than not, the results are far from accurate.

Worse yet, such "labels" stick, unless we work to change them by having a clear picture of how we want to be perceived and actively reinforce it. If being seen as thoughtful, helpful, hard working, cooperative, motivated and reliable is your preference, then the task is focusing on strengthening those qualities.

2. Be ready with answers to questions. Experienced salespeople have thoughtful and carefully-crafted answers when customers ask questions. That's good as far as it goes, but what about the questions that customers think about after a meeting? When they're left unanswered, they can challenge credibility and raise doubts.

This is why Frequently Asked Questions can help avoid problems. Make a list of those that come up time-and-again, along with your answers. Ask customer service people to help. Then, email your FAQs to a customer or prospect after a meeting. Also add a link to your FAQs to your email signature. It's a good way to show you know what customers are thinking.

3. Rethink responsiveness. While responsiveness is a top business value, it's usually related to "putting out fires". Problems get immediate action. What about the other 99% of the time? Specifically, VM messages, emails, agreed to deadlines — the list might be long. Failing to manage the details sends a powerful message; so does handling them.

4. Use the power of pause. Salespeople often talk their way out of sales. It doesn't take talent, just an endless stream of words that confuse, frustrate, and antagonize customers, who can't get a word in edgewise. Salespeople often act as if a lull in their sales spiel is so dangerous that it must be avoided at all cost.

There's a better way. Taking time to pause lets customers absorb what is being said, and suggests the person speaking is thinking about their choice of words. Pauses also encourage listening; it's as if customers are waiting for what's coming next.

5. Manage prospects effectively. The mismanagement of prospects creates the weakest link in the sales chain. Prospects are dropped too soon or disappear due to a lack of regular follow up.

Like customers, prospects deserve good management: some change their minds, others aren't ready to buy, and a number simply need encouragement. One salesperson gets referrals from a prospect that didn't buy because of a health problem, but who felt the consistent follow up sent the right message.

6. Put the emphasis where it belongs. Because selling is a tough profession, salespeople like to let everyone know that "nothing happens until someone sells something". This phrase is quoted so often, it's

assumed to be true. It's never challenged, even though it's nonsense.

In fact, just the opposite is true: Nothing happens until someone buys something. This stands selling on its head and changes the way to think about marketing and sales. It moves the emphasis from the salesperson to the customer — where it belongs.

7. Getting customers to say yes isn't the goal. Even though reality has changed, the persuasion mindset remains embedded in marketing and sales: "If I can get an appointment, I'll come away with an order" or "If we can get through to consumers with our message, that's all it will take."

Even though the mindset persists, it's dead. Marketing and sales are at a different place; they're about engaging customers by involving them in the process and making sure they have a place at the table. Communication is not just helpful. What customers are thinking and saying dwarfs everything else.

8. Aim for the right fit. No salesperson can serve every customer. No one can always have the correct product or service, and no salesperson can possess the personality or temperament that are the right match for every customer. Too many in sales waste time trying to prove these wrong. It never works.

9. Get people talking about you. Salespeople say referrals are the best business. Yet, for most, referrals are few-and-far-between, the wish that's rarely fulfilled. Worse yet, there are customers and others who pass them out as if they're giving candy to kids — and they have no value.

Getting legitimate referrals means being a continuing presence in the minds of customers, prospects or anyone else. It's easy to do by finding

ways to be of help. When this occurs, the common response is to reciprocate. In other words, making referrals is a way for customers, prospects and others we know to say, "Thank you".

It isn't how well known salespeople are that makes the difference; it's how much help they give that counts. **10. Think like a customer.** It's not only difficult for salespeople to think like their customers, many make a point of avoiding it. They don't want to be distracted from staying focused on getting the order. Even so, salespeople should appreciate what making a purchase means to customers.

For consumers, neither what they buy nor the cost is the issue. What's important for salespeople is recognizing that making a purchase is a personal investment that they take seriously. It's as if a customer says, "Hey, salesperson. This is my money and I want to feel that you recognize what I'm doing. It's my skin that's in the game."

Whether it's a friendly smile from a barista at Starbucks handing someone a favorite latte or an life insurance salesperson saying to a client, "I know what doing this means to you," the message is the same: both are making it clear that they recognize the importance of thinking like a customer.

When it comes to lasting results, these 10 sales strategies can make a difference.

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

Powering Today's Lift Trucks: Evaluating Return on Investment



By: MARK TOMASZEWSKI, Regional Manager, Emerging Technologies at EnerSys

Some lift truck fleet operators — especially those running multiple lift truck shifts per day — have been dissatisfied with their Return on Investment (ROI) after switching to hydrogen fuel cells. The reason? Fuel cell forklifts are more expensive to own and operate than battery-powered forklifts, according to an evaluation by Colorado State University.¹

Important cost areas to consider when evaluating fuel cell ROI include: Fuel, Planned maintenance, Unplanned maintenance, Infrastructure, and Environmental impact.

FUEL: According to the Colorado State University study, the largest contributor to the operational costs of a fuel cell forklift system is the cost of hydrogen², which can vary significantly depending on manufacturing and delivery costs. Today, customers are reporting delivered rates of hydrogen as high as \$16.25 kg³, causing annual costs to skyrocket. (Chart 1: Annual Cost^{1,2})

Endnotes

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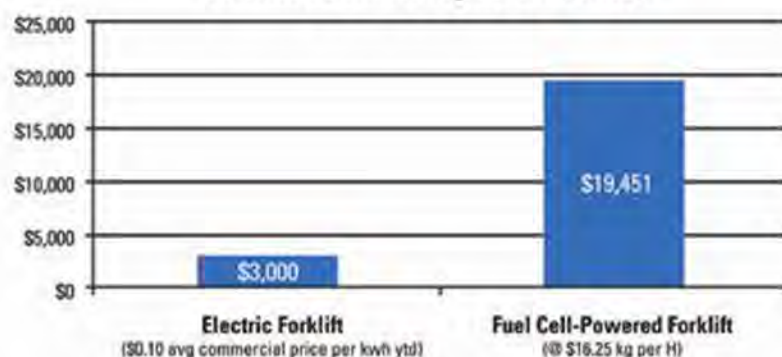
² "Electric Power Monthly," Data for June 2014, U.S. Energy Information Administration, http://www.eia.gov/electricity/monthly/epm_table_grapher.cfm?t=npm1_5_03

³ http://www.ballard.com/files/PDF/Material_Handling/MH_EconBenefits_FuelVelocity_041411.pdf

⁴ "CDPARRA-MHE-13 Fuel Cell System Scheduled and Unscheduled Maintenance by Category," www.nrel.gov/hydrogen/cfm/docs/55308.ppt

⁵ U.S. Department of Energy and Argonne National Laboratory Transportation Technology R&D Center, "The Greenhouse Gases, Regulated Emissions, and Energy Use in Transportation Model," <https://greet.es.anl.gov/> and https://greet.es.anl.gov/fleet_footprint_calculator

Annual cost to operate (\$US)



PLANNED MAINTENANCE: Some ROI models overlook the fact that fuel cells must be rebuilt about every 10,000 hours⁴ of service.

UNPLANNED MAINTENANCE: According to a recent National Renewable Energy Laboratory (NREL) report, 74 percent of all maintenance on fuel cell-powered forklifts is unexpected.⁴ In other words, seven out of 10 maintenance activities are actually unexpected repairs, which have a direct impact on maintenance costs and downtime.

INFRASTRUCTURE: Costs to con-

sider include fuel storage, dispensing equipment and facility modifications. Safety systems for hydrogen monitoring, detection and warning also may be required.

ENVIRONMENTAL IMPACT: According to the Department of Energy (DOE), fuel cells generate more CO₂ than batteries. Using the DOE's GREET Life Cycle calculator⁵, a fleet of 50 hydrogen-powered lift trucks operating an average of 4000 hours annually is calculated to generate nearly twice the greenhouse gases than electric lift trucks. (1,495.5 short

tons vs. 768.1 short tons).

SUMMARY: Fuel cell forklifts are more expensive to own and operate than battery-powered forklifts. The primary contributors to these increased costs include the fluctuating price of hydrogen, ongoing maintenance, unscheduled repairs and infrastructure expenditures for storage, dispensing, monitoring and safety equipment. Alternatively, electric-powered lift trucks offer a proven, cost-effective and environmentally friendly choice. Not surprisingly, market acceptance of electric lift trucks has steadily increased in the last six years, according to the Electric Power Research Institute, representing 64 percent of the U.S. market.

ABOUT THE AUTHOR:

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Fresh Food Consumption Will Continue to Grow Over Next Five Years

Youngest Generations Will Be Driving Trend

The age-old parental advice to "eat your fruits and vegetables" has taken hold. From 2003 and 2013, consumption of fresh foods — fruits, vegetables, meat, poultry, fish, and eggs — grew by 20 percent to over 100 billion eatings and it's the youngest generations, Generation Z, ages 0-23, and Millennials, ages 24-37, driving the trend, reports The NPD Group, a leading global information company. In the next five years, all three main meal occasions will get even

fresh, according to NPD's recently released *The Future of Eating: Who's Eating What in 2018?*

Breakfast is the main meal at which fresh food eatings is forecast to grow the most, an increase of 9 percent by 2018, based on the NPD report, which presents five-year forecasts for over 200 food and beverage-related behaviors, attitudes, and characteristics. Fresh food consumption will grow 7 percent at lunch and 5 percent at dinner. The additional prep and cooking that some fresh foods require isn't an issue for Millennial

and older Generation Z consumers who want more involvement in preparing their meals.

Fresh foods, like fruits, will also be a key factor in the growth of ready-to-eat better-for-you snacking over the next five years. Again, it's the youngest generations driving the growth of better-for-you snacking. These consumers are looking for values like fresh or nutrition when it's time to "grab something in a pinch" instead of just grabbing anything for speed. Convenience increasingly involves more better-for-you snacks as part

of a meal or consumed between meals.

In addition to eating more fresh foods, Generation Z and Millennial consumers are also interested in eating more organic foods. The interest in organics that was poised to take off in 2008 was stymied by the recession, but several trends indicate that interest in organic labels remains strong among the youngest generations but drops off dramatically after Gen Z and Millennials. Economic pressures, plus the idea that "it's too late for me" may be contributing to the

reduced interest among older generations, according to the report.

"Generation Z and Millennials are driving changes in this country's eating behaviors with their approach to food choice and preparation," says Darren Seifer, NPD food and beverage industry analyst. "Foods on the store's perimeter will benefit from this increasing interest in fresh, and manufacturers of center of store items and retailers can take advantage of the 'fresh' trend by considering innovative ways to link their products to fresh foods."

Goya Foods Offering Culinary Arts Scholarship to Students

Goya Foods, America's largest Hispanic-owned food company, has announced the offering of the company's \$20,000 nationwide Culinary Arts Scholarship Program granted annually to four students entering their freshman year of college to obtain their first undergraduate degree in culinary arts and/or a food sciences area of study.

Goya's Culinary Arts Scholarship is available on a competitive basis to students entering an accredited two-year or four-year institution. Scholarships are in the amount of \$5,000 awarded per academic year starting in Fall 2015 and are renewable for up to three additional years provided the student remains eligible to receive funding.

"As the leader in Latin American food, Goya's Culinary Arts Scholarship Program is one of our educational pillars and part of our mission to celebrate, nurture, and preserve Goya's diverse culinary heritage and future," says Peter Unanue, Executive Vice President of Goya Foods. "We pride ourselves on authenticity, high-quality, and culinary traditions and established this special scholarship in order to provide students the opportunity to pursue their passion in the culinary arts and food sciences industries."

Applicants of the Goya Culinary Arts Scholarship will be selected based on the standard requirements established by Goya and administered by Scholarship America including academic achievement, leadership and financial need, as well as an evaluation of an essay explaining how Goya has enriched their family traditions. Among the criteria for consideration, students (1) Must plan to be enrolled in college full time starting in Fall 2015 in a degree seeking program within the U.S. as a Freshman at a two or four-year U.S. accredited institution to obtain their 1(st) undergraduate degree; (2) Must be majoring in Culinary Arts and/or Food Sciences; (3) Must have a minimum cumulative grade point average (GPA) of 3.00 on a 4.00 scale; (4) Must complete 10 hours per month of community service while in progress; (5) Must be a U.S. Citizen or a legal permanent resident of the United States with a valid Social Security Number or have been granted Deferred Action for Childhood Arrivals (DACA).

For more information and to apply, log onto www.goya.com. Applications are due no later than February 15, 2015.

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12 Beverage

■ First Time in 10 Years



FIJI Water Kicks Off New Year with Redesign

For the first time in 10 years, FIJI Water is changing the look of its iconic bottle by redesigning its label.

FIJI Water's new look showcases the beauty of the product and story behind the brand. Each bottle size, 330ml, 500ml, 1L and 1.5L will feature not only the brand new label, but also six new back labels. Each back label will reflect one distinct aspect of FIJI Water's journey from cloud to bottle bringing the FIJI Water story to life. The iconic square shape, blue bottle cap, soft taste and unique mineral profile that consumers have come to know and love, will remain the same.

Inspired by the islands of Fiji, the new label captures the natural beauty of FIJI Water's source and its journey from cloud to bottle. The lightest blue hues mimic the pristine waters of Viti Levu (Fiji Islands) and clear rainfall that fills every bottle of FIJI. The deepening shades of cobalt and sapphire represent the rain drop's journey from cloud to volcanic rock, where it ends in an ancient artesian aquifer. The signature pink hibiscus flower is greatly amplified, reflecting FIJI Water's youthful spirit and capturing the essence of "untouched" for premium bottled water consumers.

■ All-Natural

Milk-Based, Ready-to-Drink Spiced Chai Debuts



What goes in first, tea or milk? So goes the saying from the long-standing debate amongst avid tea drinkers. To end this debate, the tea company, Tea In First, was formed and has launched a line of ready-to-drink (RTD) tea lattes.

Tea In First recently released its debut tea - an all-natural, RTD, spiced chai. As the brand name suggests, the most important ingredient - tea - goes in first and is delicately combined with farm fresh milk and natural spices (cardamom, cinnamon, cloves, ginger, and black pepper) to ensure an exquisitely balanced chai with lots of aroma, flavor, and creaminess.

"We are the only company in the country focusing on all-natural, shelf stable, low calorie, RTD tea lattes made with fresh milk," says founder Nishita Mody. "We wanted to create a modern take on the very traditional Masala Chai, while keeping in mind the health consciousness of our consumers."

With the fast paced New York City lifestyle, it was important for Tea In First's line of products to be shelf stable and easily available on the go. "Traditionally, you'd have to spend time obtaining all the spices and combining them with tea and milk in a saucepan," says Mody. "Now you can just go to your local store and enjoy it chilled or you can heat it up and have a hot cup of chai anywhere...in minutes!" As for the health benefits, Mody went on to say, "In my culture, our blend is known to boost immunity, promote relaxation, and provide many antioxidants."

Tea In First's Spiced Chai has officially launched in the Greater New York City and Boston areas and can be found throughout in select natural food stores, patisseries, and convenient stores. The company also has their product available for purchase online.

Tea In First is currently in the development stages of additional flavors with a traditional Matcha Latte to be the next flavor available to consumers.



Guy Fieri's Keurig-Compatible Coffee

From the bold dark roast taste of Redwood Roast to funky flavors like Hazelnut Cinnamon Roll and Hot Fudge Brownie, Guy Fieri is bringing a full menu of fresh, new coffees to kitchens everywhere.

Guy Fieri's Flavortown Roasts coffee line is launching with eight unique coffee varieties available in Keurig-compatible single serve coffee cups.

The distinct blends developed by Guy Fieri are a reflection of the flair for creativity that he brings to the kitchen every day. His expertise in combining unique flavors to delight the palate is reflected in each of his new Flavortown Roasts single serve coffee cups.

"Really good coffee's always been super important to me. It's gotta be the real deal with big bold flavors," said Fieri. "Over the past year, I've been working with an awesome team of coffee nuts to create a killer line that's ready to rock! My fans are going to dig the huge taste, big aroma and funky flavors in my brand new collection."

Guy Fieri's Flavortown Roasts is available in eight different flavors including:

- **BANANAS FOSTER:** Sweet banana, caramelized sugar and cinnamon flavors—brings me back to my days as a flambé captain!
- **CARAMEL APPLE BREAD PUDDING:** All the flavor from my righteous Caramel Apple Bread Pudding stuffed into your mug.
- **CHOCOLATE MINT:** The rich and creamy taste of chocolate and cool, fresh mint is perfect any time of year.
- **GUY'S AMERICAN DINER BLEND:** One thing you know about a diner is that they've got a great cup o' joe...so here you go!
- **HAZELNUT CINNAMON ROLL:** Toasted hazelnut and big cinnamon flavors make this brew dessert in a mug.
- **HOT FUDGE BROWNIE:** My chocolate on chocolate Hot Fudge Brownie coffee comes to you straight from Flavortown!
- **REDWOOD ROAST:** Big, bold and strong like the mighty redwoods, this French roast will get your engine started.
- **UNLEADED DECAF:** Full of rich medium roast flavor, just packin' a little less horsepower.

Guy Fieri coffees will be supplied and distributed across North America by specialty coffee company Single Cup Coffee.

Sparkling Ice Bursts Into the Tea Isle



Sparkling ICE, part of the Talking Rain Beverage Company portfolio, recently introduced a line extension for the fast-growing beverage brand with a new great tasting, zero calorie iced tea product line. The only zero calorie, sparkling iced tea on the market, this lightly carbonated blend of brewed black tea, green tea and real fruit juice offers a unique new beverage, bursting with the authentic

flavor that Sparkling ICE fans have come to anticipate. New flavors including Raspberry Tea, Lemon Tea, and Peach Tea offer the perfect mix of delicious fruit juice and refreshing iced tea, together in one rejuvenating, bubbly beverage.

The introduction of Sparkling ICE Tea follows the brand's successful lemonade line launch, which quickly claimed the #1 position for Shelf Stable Lemonade. With the launch of these three new flavors, Sparkling ICE Tea brings iced tea drinkers a refreshing alternative to the full calorie, sugar-laden, flat teas on the market today.

"As we continue to develop exciting new flavors and line extensions for Sparkling ICE, customer satisfaction remains a top priority," said Kevin Klock, President and CEO of Talking Rain Beverage Co. "Consumers are searching for refreshing beverage alternatives, and we noticed a largely untapped and growing category, which presented Sparkling ICE beverages with the opportunity to deliver a line of zero calorie sparkling teas."

■ Hype Energy Drink Launches



First Energy Drink to Target Women in U.S.

Unlike top sellers in the energy drink market, Hype Energy is opening up the category to women in the U.S. market. The brand is positioning itself as a lifestyle energy drink that caters to a woman's need for a drink that helps her keep up with her busy day-to-day life. Hype understands that not everyone that consumes an energy drink is interested in extreme sports, so the brand has chosen to step away from this area in the U.S. market to make the brand more appealing to female customers.

As part of Hype's launch campaign and this unique positioning, Hype Energy has engaged Candice Swanepoel, top fashion model for brands like Victoria's Secret, and number one on Maxim's "Hot 100" list for 2014, as the current brand ambassador for Hype Energy.

Hype Energy will also be taking recently took on reality TV star Kim Kardashian as a spokesperson. With more than 60 million social media followers, Kim has already been posting photos with Hype, and was caught filming an ad campaign for the beverage, which will be released later this year.

"We love having Candice and Kim as our spokespeople for the Hype Energy brand," said John Jansheski, President of Hype Energy USA. "Both women love our products and what we stand for."

"The Hype Energy team and I are very excited for the future of the brand and the expansion of the company throughout the United States," said Jansheski.

Hype Energy is available for purchase as a case of 24 cans for \$48.00.

Sippity Hot Cocoa is New Family Favorite Beverage

When the weather gets cooler during the fall and winter seasons, settling in with a hot, delicious drink cradled in your hands is the number one way we like to relax and warm up. This Comfort In A Cup feeling is being fulfilled by Southwest Beverages through their two dry mix beverage brands, Sippity hot cocoa mix and Kemosabe gourmet flavored coffee. Each brand offers consumers premium quality, healthy, dry mix beverages in a variety of delicious gourmet flavors, which are easy microwavable and are 100% gluten-free and 99.9% caffeine free.

Southwest Beverages, a company name you will wish to remember, is quickly establishing itself as the premier manufacturer of dry mix beverages in America. Their Sippity hot cocoa mix portfolio of unique gourmet flavors is loved by kids and adults alike, from ages 4 to 90. "Kids love the traditional chocolate and chocolate marshmallow flavors, while adults are drawn to the richer gourmet flavors you can't find anywhere else - chocolate raspberry, chocolate peppermint, chocolate cinnamon, and Pumpkin Spice," states Bob Jenkins, co-founder of the company. "20% of our customers even enjoy it as a dessert after dinner." For the diet lovers, Sippity Lite offers the same flavors and the same great taste, but with less than 2 grams of sugar per serving.

"Our Sippity and Sippity Lite hot cocoa mix products are designed to provide you with instant Comfort In A Cup gratification. Each of our gourmet blended flavors will warm your heart and hands and soothe your mind on those inclement days when you are seeking some sweet relief," says Susan Jenkins, co-founder of Southwest Beverages. To experience the Comfort in a Cup feeling, just empty one envelope of Sippity into a cup or mug, add eight ounces of hot water, stir, cradle the mug in your hands, and then sip, savor and enjoy.





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Hollywood-style Opening Celebrates Bristol Farms' Re-launch at Beverly and Doheny



A TODAY'S GROCER
Special Report

Bristol Farms "Re" Grand Opens Their Store in West Hollywood, California

The newly-remodeled Bristol Farms Beverly and Doheny Store, which celebrated its re-opening in early November, which occupies the former site of the "World Famous Chasen's Restaurant," brings together everything that Hollywood and Beverly Hills is today, as well as celebrating all the fame and excitement of yesteryear.

The extraordinary neighborhood and surrounding community has always been an exceptional fit for a high quality fresh food store like Bristol Farms," said Kevin Davis, President and CEO of Bristol Farms. "Our best tasting, freshest food product mix has always been unique to the area, and fulfills a need that the Beverly Hills and West Hollywood community is hungry for. We place a heavy emphasis on our fresh departments," noted Davis, "including our deli and cheese departments, restaurant quality grab-and-go foods, full service specialty meat, seafood and sushi departments

and our locally grown, organic, freshest quality produce, but this store location and size offers us the opportunity to expand our total offering to provide even more for our customers everyday needs, and we are very excited about it."

"Our newly remodeled Beverly and Doheny store features an all new décor package that celebrates and highlights the spirit and passion of the West Hollywood community in a fun and exciting manner," says Davis. "We want to be West Hollywood's every day, locally-grown, community driven, ultra-fresh food store."

"What's makes Bristol Farms, Beverly and Doheny so special?" Davis states. "Bristol Farms, West Hollywood has all the bells and whistles of a regular Bristol Farms with an expanded everyday grocery section that allows for all of your everyday shopping needs.

More in store than ever before!"

Shoppers will find many amenities at Bristol Farms West Hollywood, including: farm fresh salad bar, fresh sushi prepared daily by master sushi chefs, made fresh daily Hawaiian poke bar, fresh from the kitchens homemade soup bar, artisan style wood stone pizza oven, made to order in-house smoked sandwich carving station featuring fresh cooked tri tip pulled pork and hot turkey, more than 350 different types of artisan chesses from around the world, huge selection of produce from around the world including locally-grown natural and organic items, fresh hand-selected seafood, delivered fresh daily, organic and free range poultry, antibiotic hormone free and air chilled chicken, hormone and antibiotic free American raised all natural beef including prime and aged beef, ready-



■ HOLLYWOOD PREMIER - The newly-remodeled Bristol Farms Beverly and Doheny Store, the former site of the "World Famous Chasen's Restaurant," brings together everything that Hollywood and Beverly Hills is today, as well as celebrating all the fame and excitement of yesteryear. The store is located at 9039 Beverly Blvd. West Hollywood, CA. The store features a huge selection of produce from around the world including locally-grown natural and organic items.

to-eat and prepared foods that are healthy, delicious and restaurant quality, olive bar featuring varieties from around the world, European artisan hearth-style breads baked fresh daily, full selection of dairy products, both organic and con-

ventional, a full service floral shop featuring quality flowers, plants from all over the world with floral designers on site, and thousands of every day grocery items have been added to complete the entire grocery shopping experience.



■ STORE DIRECTOR Tony McAndrews (holding scissors) gets a little help from his friends and associates as he cuts the ribbon marking the official re-launch of Bristol Farms' West Hollywood location.



■ THE FRESH BLEND offers premium coffee and a variety of blended juices.



■ A view of Bristol Bistro on the go!, the sit down dining/café area and Fresh Seafood department – featuring a farm fresh salad bar.



■ In the café are several booths from the original Chasen's and some of the original paneling. Many of its regular customers had booths named in their honor. Among them were: Frank Sinatra, Ronald Regan, Alfred Hitchcock, Jimmy Stewart, and Groucho Marx.



■ DELICATESSEN and prepared foods area. The 'new-look' store features over 350 different types of artisan cheeses from around the world.



■ The store features an artisan-style wood stone pizza oven along with a make-to-order, in-house Smoked Sandwich Carving Station featuring fresh-cooked Tri Tip, Pulled Pork and Hot Turkey.



■ A view of the original "World Famous Chasen's Restaurant."

16 Grocery

Henry's Humdingers Debut



High School Boy Creates Honey with a Kick

To Save the Bees and Change the Planet

When Henry Miller was 11 years old, he met a beekeeper on an airplane—from that moment on everything changed. After hearing about the Colony Collapse Disorder, (without bees the entire food chain would collapse), Henry was devastated and then got motivated. Asking for a beehive for his birthday, he started selling honey on the side of the road to raise money and awareness. Fast forward to today and Henry's Humdingers, a family-owned and operated business featuring honey with a kick, is all the buzz! Recently featured on Shark Tank, Henry has persevered despite not making a deal with the Sharks and continues to make his honey and grow his family company.

What exactly is a Humdinger? It is a chef's secret ingredient, the special little addition that makes the food from one clever cook stand out from another. And it is these Humdingers that Henry has concocted that have turned his honey from ho-hum to yum! Featuring many flavors that play on the juxtaposition of sweet and savory, there are many combos that are sure to make you crave for more. While honey used to be considered just a sweetener, thanks to Henry's Humdingers it is now a condiment, drink mix, marinade—you name it!

Featuring unique flavors such as Grumpy Grandpa which is a favorite blend of cayenne and garlic, Naughty Nana which takes the spice of ginger and mixes it with pepper, Diabolical Dad, featuring a kick of habanero and lime and Phoebe's Fireball, a mouth-watering combination of cinnamon and chipotle, there is a honey flavor for every palate.

Henry Miller had a great idea to create honey with a kick that also gives back to a great cause. Now a thriving family business with a great message, Henry's Humdingers stands alone in an industry of food products. A honey with a kick that tastes great and helps support a cause Henry and his family are passionate about is what sets Henry's Humdingers apart from the competition.

Two New M&M's Brand Options for Baking:



Semi-Sweet Chocolate Baking Bits Minis Milk Chocolate Baking Bits

M&M's Brand has introduced two new ways to add colorful fun to cookies, brownies and other baked goods: new M&M's Brand Semi-Sweet Chocolate Baking Bits and M&M's Brand Minis Milk Chocolate Baking Bits.

Specifically for the baking aisle, these new product offerings come in display-ready cases, and the 10-ounce lay down bags include recipes on the back.

Shoppers can choose from two different chocolate types to make any baking occasion more exciting. M&M's Brand Semi-Sweet Chocolate Baking Bits are full-size lentils, while M&M's Brand Minis Milk Chocolate Baking Bits are smaller than the traditional candies.

A strong promotional campaign will include seasonal print ads and in-store merchandising, as well as year-round social and digital marketing that will create relevant social conversations around baking with M&M's Brand.

SRP: \$2.99 - \$3.28 per 10 oz. bag.

The Gold Rush May Not Be Over:

Strike it Rich with Gold Strike Chili

JAF Industries recently launched a new and much anticipated entertainment chili product - Gold Strike Chili - a blend of premium ingredients that glistens like gold. "What makes our chili so different is not only the story behind the recipe, but its granular consistency which gives it a sparkly gold sheen when the light hits it," Ken Brown, president, JAF Industries, says. "It's not only delicious, but beautiful too."

Brown was first inspired to launch this recipe for success after learning of a great grandfather who was a gold prospector and mountain explorer. Legend has it that while he was mining for treasure, he came upon a mountain of spices and decided that spices were better than gold. After lots of testing and experimenting, he perfected a recipe and handed it down through the generations. At the same time Brown learned of this, his wife also inherited a family chili recipe dating back to the late 1800s. He knew this was a sign. He had to find a way to blend these two culinary legacies into one amazing product. He did.

Gold Strike Chili is made for just about anyone who enjoys this classic dish. It's made from the freshest premium chili peppers, and mixes together a blend of fresh oregano, cumin, ground peppercorns, sea salt and other natural ingredients that is truly worth its weight in gold.

"We knew we were onto something with Gold Strike Chili, but we had no idea how quickly and well it would be received," Brown says. "We've had so many people share their family recipes that we know we made the right decision in launching this delicious new product. Whether people buy for themselves or give as gifts, Gold Strike Chili is a hit."

Manufactured in Oklahoma City, Gold Strike Chili is all about bringing families back together at the dinner table.

"It's from our families to yours," Brown says.



Chicken of the Sea Debuts New Flavored Salmon Pouches



Best known for its tuna, Chicken of the Sea is capitalizing on its leadership in salmon with the launch of a new line of Flavored Salmon Pouches specially formulated to offer a healthy, convenient and tasty lunch alternative to traditional midday salads, sandwiches and rice bowls.

The new line is part of an ongoing transformation of the iconic, 100-year-old brand from a provider of affordable protein to a leading culinary innovator offering new products, recipes and meal-planning insights needed to empower seafood fans to reach greater in-kitchen creativity and inspiration.

Available now at Walmart stores nationwide, followed by rollout to other national retailers in the Spring of 2015, the three new Chicken of the Sea Flavored Salmon Pouch SKUs draw from the company's pioneering position in pouched salmon.

- **CHICKEN OF THE SEA LEMON PEPPER FLAVORED SALMON POUCH** - Premium, wild-caught Chicken of the Sea Pink Salmon seasoned with zesty lemon pepper in a 2.5-ounce pouch.
 - **CHICKEN OF THE SEA BARBECUE FLAVORED SALMON POUCH** - Premium wild-caught Chicken of the Sea Pink Salmon mixed with a tangy barbecue seasoning in a 2.5-ounce pouch.
 - **CHICKEN OF THE SEA SWEET & SPICY FLAVORED SALMON POUCH** - Premium wild-caught Chicken of the Sea Pink Salmon combined with the perfect combination of sweet and spicy seasonings in a 2.5-ounce pouch.
- Chicken of the Sea will support Flavored Salmon Pouches with a print campaign; coupons; web, social media and shopper marketing programs; exclusive Mermaid Club Circle content; and serving and meal-planning suggestions consistent with the total-recipe nature of the product. An exhaustive PR and sampling program will elicit product trial and reviews from food media, culinary and fitness bloggers, registered dietitians (RDs), supermarket registered dietitians (SRDs), chefs and other seafood ambassadors.

Quaker Oats Delivers

New Innovations to Help Fuel Consumers' Mornings

In an effort to meet the growing demand for alternative breakfast choices, Quaker is reinvigorating the idea of oatmeal, the breakfast staple that has seen renewed interest from consumers. From creating breakfast offerings with protein or with less sugar, to highlighting the satiety and whole grain nutritional benefits of oats, to providing quicker and more convenient options for the time-challenged, Quaker is kick-starting oatmeal season with new products:

For those in a hurry who still want a delicious breakfast, Quaker Quick 3-Minute Steel Cut Oatmeal delivers the same hearty and nutty texture that has made steel cut oats popular, but with a convenient consumer desired cook time. The new offering cuts the traditional cooking time of 30 minutes to three. Beyond the original flavor, two delicious flavored varieties - Blueberries & Cranberries and Brown Sugar & Cinnamon - made with real fruit pieces and spices will also be available in convenient pouches.

Growing in popularity amongst consumer diets, super grain-infused products continue to rise across the grocery aisles and on restaurant menus. Quaker Real Medleys Super Grains delivers a delicious blend of fruit and nuts found in the original Real Medleys products as well as a dynamic blend of oats, wheat, barley, rye, quinoa and flax. Flavors include Banana Walnut and Maple Pecan Raisin.

Due to growing consumer demand for products that are lower in sugar, convenient on-the-go cups of Quaker Instant Oatmeal: 50% Less Sugar will be available with no artificial sweeteners. Offering great taste and delicious flavors like Cinnamon Pecan and Apple Walnut, this will be the first nationally available instant oatmeal to use stevia, a zero-calorie plant extract, as a sweetener.



Hammond's New Popcorn Flavors Kick Classic Snack Up a Notch

Hammond's Candies has reinvented its classic, handcrafted caramel corns with new flavors and packaging. The company is introducing new Mango Habanero and Honey Peanut All-Natural Popcorn in new display-ready cartons that hold a dozen packages make it easy to grab a gourmet snack. Plus, new lower MSRPs of just \$3.99-\$4.99 makes it especially tempting.

"At Hammond's, we're always looking for ways to make it easy to enjoy candy," said Andrew Schuman, Hammond's CEO. "We create fun, imaginative and delicious flavors, package it beautifully and deliver it all at a great value."

Mango Habanero - which combines sweet fruity flavor with a spicy punch -- and Honey Peanut - a rich take on a classic -- join Hammond's line-up of All Natural Popcorn in flavors that include Chicago Style, Chocolate Caramel, Sweet Cinnamon Toast, Chocolate Caramel and Hammond's own take on anything-but-standard Caramel Corn. Like all Hammond's candies, they're made with the best ingredients to exacting standards - perfectly popped kernels every time.

A Denver staple since 1920, Hammond's is renowned for its beautiful, high quality and inventive candies that pay homage to tradition, but wake up taste buds with fun flavors and formulas.





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18 Strictly Natural

Authentic Foods Debuts Premium Flour

For Gluten-Intolerant Consumers



Authentic Foods, a Los Angeles-based brand of innovative gluten-free flour and baking mixes, launches its newest product, the Steve's GF Flour Blend. The new formulation is set to revolutionize gluten-free baking because it is the first gluten-free dough to mimic the taste, texture and workability of wheat.

Traditionally, gluten-free dough requires binders (i.e. xanthan gum, guar gum, etc.) resulting in heavy batters that are unable to proof or be shaped by hand. Steve's GF Flour Blend mimics wheat

because it contains a special fiber blend that has the same properties of gluten. Never gritty, Steve's GF Flour Blend creates dough that doubles or triples in size when proofing without the use of binders. For the first time in gluten-free baking history, bakers can mold and shape their gluten-free breads, rolls and other baked goods. Steve's GF Flour Blend enables consumers to make a wide assortment of great tasting baked goods that include ravioli, croissants, pretzels and much more. All baked goods using Steve's GF Flour Blend contain more fiber than traditional baking products, making it a viable option for anyone looking to maintain a healthier diet or eat gluten-free.

"Our new formula makes Steve's GF Flour Blend unlike any other gluten-free flour on the market," said Authentic Foods Founder and President, Steven Rice. "It caters to the celiac, gluten-intolerant and allergy afflicted community and provides great taste and easy workability that is typically lacking in other gluten-free brands."

Authentic Foods Steve's GF Flour Blend retails for \$17.00 for 3.6 lbs.

Peace Cereal Introduces



New Protein Granola & Flakes Option

Peace Cereal, the brand of delicious and healthy non-GMO cereals that gives back to non-profit causes with every product sold, has introduced its newest addition: Protein Granola & Flakes.

Peace Cereal offers a combination on flavorsome and nutritious products that contain whole grains, fiber, and protein to start the day off right. The new Protein Granola & Flakes stays true to the brand's mission by providing 10 grams of protein and 6 grams of fiber per serving while still providing great taste.

"At Peace Cereal, we are constantly on a mission to stay at the forefront of innovating flavor forward and better-for-you breakfast options consumers don't feel bad about eating," said Director of Sales, Steve Bernier. "Made with a combination of whole grain oat clusters with wheat flakes, KAMUT wheat, hemp seeds and honey, our new Protein Granola & Flakes is just another great example of flavor and nutrition in every bite. We look forward to hearing what fans and consumers think about the line as we continue to create crowd-pleasing favorites."



Three Craveable New Flavors from Kettle Brand

It's 3:00 p.m. and you have a hankering for a salty snack. You want something savory. No, spicy. Maybe tangy?

Enter Kettle Brand's latest flavors – Pepperoncini, Roasted Garlic and Red Curry, hitting store shelves now. These craveable chips hit the spot when you need a crunchy snack.

It gets better! They're Non-GMO and made with natural ingredients, without any Trans Fats, MSG or preservatives.

PEPPERONCINI – Pepperoncini Kettle Brand Chips have a fresh peppery taste, mild heat and tangy vinegar punch. Pair these crunchy snacks with your favorite hero sub for a match made in heaven...er...an Italian deli.

ROASTED GARLIC – Roasted Garlic Kettle Brand Chips are oh so addicting with their roasty-sweet and rich buttery flavor and a hint of fresh parsley. Insider tip – share the bag with a buddy. After all, secrets (and scents) don't make friends.

RED CURRY – It's 3:00pm and one thing is on your mind: snack time. Enter Red Curry Kettle Brand Chips. They pair coconutty sweetness with savory spices, heat from red peppers and a fresh zing of tomato and lemongrass on one perfectly crunchy chip.

Sir Charles Gourmet Introduces the Pop-Stopper

An Exciting New Snack Made of Puffed Corn & Chocolate



In Chicago's South Side in the 1930s, there was a famous confectioner / chocolatier who went by the name Sir Charles. "Sir Charles earned his moniker—because despite the difficult economic times of that period—Charles could always be found wearing his distinctive top hat, handlebar moustache, and dapper clothes. Sir Charles was even more celebrated for the wondrous treat that he'd hand out to his neighbors: a round chocolate covered puff; a snack that

he called "Pop Stoppers." A proprietary all natural and gluten free snack recipe. Back then, Sir Charles wanted nothing more than to have his friends pop in the candy, stop—and savor the moment. And for 80 years, his friends and family have been doing precisely that...

However, now, the rest of the nation will find out just how great Pop Stoppers are, as the brand is entering major supermarket chains and specialty stores nationwide.

Sir Charles' grandchildren have taken the original family recipe—and joined forces with some of the country's greatest confectioners—to create one of the most exciting snacks to hit the shelves in years.

Pop-Stoppers is being launched in three flavors: white chocolate, milk chocolate, and peanut butter. The food is a snack lover's dream. A perfect fusion of sweet and salty, a melt-in-your-mouth creamy layer of the sweet chocolate gives way to scrumptious puffed corn that has a gourmet popcorn taste—without the annoying kernels present in popcorn.

Besides its great taste, Pop-Stoppers are made from the highest-quality ingredients. The puffed corn is grown by independent American farmers and is all-natural. The chocolate is premium-grade, and is made in only small batches under the supervision of the master confectioners. Additionally, Pop-Stoppers are all-natural, contain no artificial ingredients, are gluten-free, and are seasoned with just the right amount of the highest-grade premium sea salt.

Even the packaging for Sir Charles' Pop-Stoppers looks great and reflects the classic, retro nature of this wholesome snack food: Sir Charles, with his signature top hat and handlebar moustache, captures the essence of the product—and will stand out on supermarket and specialty store shelves, inviting consumers to pop one in, stop and savor the moment.

Nicole's Naturals Introduces



Gluten-Free Waffle and Pancake Mix

The days of two different breakfasts for gluten-free households are over with the launch of Nicole's Naturals Gluten-Free Waffle & Pancake Mix. Nicole's Naturals is made with the highest quality, all-natural ingredients and spices usually only found in homemade mixes, making the waffles and pancakes taste like a family recipe.

Called "delicious" and a "waffle you want to eat" by the Los Angeles Times, Nicole's Naturals Mix is made without artificial ingredients, preservatives or refined grains. Nicole's Naturals' products have been independently tested at less than five parts per million, far below the FDA regulation of 20 parts per million for products labeled gluten-free.

Nicole's Naturals Waffles & Pancakes take just minutes to prepare, and caregivers can rest easy knowing their children are starting the day with a healthy meal. Nicole's Naturals have significantly less added sugar and more fiber than many other waffles while tasting even more delicious. The prepared waffles can even be frozen allowing kids to help out by popping one in the toaster themselves for breakfast or an easy snack.

"In gluten-free families those with allergies are often singled-out with a separate meal and not able to eat what the rest of the family is enjoying," said Nicole's Naturals Founder Nicole Washington. "Our mix is a real solution for waffle- and pancake-loving families as the cook only has to make one breakfast." MSRP \$8.99 (22 oz. container).



Umpqua Oats Reinvents Oatmeal

Debuts Vanilla Almond Crunch Flavor

Umpqua Oats Inc., an innovative manufacturer of single-serve super premium oatmeal, is launching a new flavor, Vanilla Almond Crunch. The first-of-its-kind, warm oatmeal cup includes a satisfying mixture of custom-milled rolled oats, oven-roasted almonds, rich Bourbon vanilla, sweet honey and crunchy vanilla almond granola.

"With Vanilla Almond Crunch, we really wanted to push oatmeal to the next level and provide a new texture while keeping the integrity of the al dente oats that set Umpqua Oats apart," said Sheri Price, co-founder of Umpqua Oats. "Umpqua Oats has been rooted in the oatmeal innovation category since it was founded, providing a unique single-serve oatmeal product that just needs hot water and three minutes. We are continuously testing new flavor combinations, and think this new offering showcases some of the best breakfast flavors and textures in one."

Similar to all Umpqua Oats super premium oatmeal cups, the Vanilla Almond Crunch flavor combines custom-milled rolled oats – the whole hulled grain, rather than processed "instant" oats – and other all-natural ingredients to create a delicious and satisfying meal. Umpqua Oats super premium oatmeal does not contain any processed or gluten ingredients; the ingredients are all awaiting Kosher certification and certification from the Non-GMO Project.



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■ "Blue Ribbon" Showplace

Stater Bros. Opens New Supermarket in Covina



■ STATER BROS. President and COO Pete Van Helden (left) joins with Store Manager Ivan Ulloa to celebrate the opening of the company's new 42,258 sq. ft. "Blue Ribbon" store in Covina, California.

First Stater Bros. Store to Serve the Covina Community

A TODAY'S GROCER
Special Report

Stater Bros. celebrated the opening of its first supermarket in Covina, California on December 10. Located at 1023 North Grand Avenue, the new "Blue Ribbon" Supermarket brings Covina residents a conveniently-located and modern full-service shopping experience along with Stater Bros. "Hometown Values."

A ribbon-cutting ceremony was held in the store parking lot at 8:15 a.m. The new supermarket is open daily from 6:00 a.m. to 11:00 p.m. and is led by Store Manager Ivan Ulloa, who has over 24 years of service with Stater Bros. Markets.

The new Covina Supermarket becomes the first location for Stater Bros. in Covina and the 26th Stater Bros. Supermarket location in Los Angeles County.

The new Covina "Blue Ribbon" Supermarket further demonstrates Stater Bros. commitment to the San Gabriel Valley, which it has served since 1954 with supermarkets in Azusa, Claremont, Glendora, La Verne, Pomona, Rowland Heights, San Dimas, Walnut, West Covina and Whittier.

The new 42,258 sq. ft. Covina "Blue Ribbon" Stater Bros. Supermarket features:

- Full Service Fresh Meat Department with trained Stater Bros. Butchers
- Full Service Fresh Seafood Department with experts to help with selection
- Full Service Deli including Cleo & Leo exclusive recipe and always fresh hand-breaded fried chicken, Rotisserie style chicken, specialty sandwiches and wraps, taco and combo burrito meals and full line of prepared party trays
- Self Service Beverage Bar with



■ The new Stater Bros "Blue Ribbon" superstore, located at 1023 North Grand Avenue is the San Bernardino, CA based grocer's 26th location in Los Angeles County.

New Coca-Cola "Freestyle" Fountain Drink Station featuring over 100 flavors of soda, ICEE Drinks, Iced Teas, Espresso, Specialty Coffees, Latte and Hot Cocoa

- Full Service Hot Bakery with a full selection of Artisan breads and rolls including freshly baked

pan dulce, special occasion cupcakes and cakes including tres leches cakes and in-house cake decorators to assist with all special occasion needs

- Floral Department for that special gift of fresh flowers, plants or floral arrangements
- Garden Fresh Produce Depart-

ment featuring more than 1000 items with expanded organic selections

- Full Service Branch of U.S. Bank

The new Covina "Blue Ribbon" Stater Bros. Supermarket also includes many environmentally friendly practices:

- LED lighting throughout the entire store
- New lighting system that uses dimming ballasts, energy efficient lamps and occupancy sensors
- Energy Management System that controls refrigeration, HVAC, Demand Response, and lighting
- Recycling Center located inside for customers to recycle paper and plastic grocery bags

Stater Bros. Chairman and CEO, Jack H. Brown has always said that, "At Stater Bros., we don't just do business in the community, we are part of the community," and in celebration of the Covina "Blue Ribbon" Supermarket Grand Opening, Stater Bros. Charities made nearly \$10,000 in donations to local organizations at the Ribbon Cutting Ceremony. These



■ A ribbon-cutting ceremony was held in the store parking lot prior to the official opening.



■ The Garden Fresh Produce Department features more than 1000 items with expanded organic selections.



■ STATER BROS STORE MANAGEMENT TEAM pictured with Store Manger Ivan Ulloa and President/COO Pete Van Helden.



■ FULL SERVICE HOT BAKERY features a full selection of Artisan breads and rolls including freshly-baked pan dulce, special occasion cupcakes and cakes including tres leches cakes and in-house cake decorators to assist with all special occasion needs.

organizations included: The Covina Police Department for their Explorer Program, The Charter Oak High School Band, who will also perform at the Ribbon Cutting Ceremony, The Covina Public Library for their Literacy Program, and Project 29:11 in honor of the company's Harvesting Hope Holiday Food and Fund Drive.

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown steadily through the years to become the largest privately-owned Supermarket Chain in Southern California and the largest private employer in both San Bernardino County and Riverside County. The company now operates 168 Supermarkets, and there are over 18,000 members of the Stater Bros. Supermarket Family.



■ Knudsen's Nelly the Cow was on hand to help with the opening day celebration.



■ SANDY FUTTER accepts a check donation in the amount of \$3,500 to Project 29:11 resulting from support of the company's Harvesting Hope Holiday Food and Fund Drive.



■ FULL SERVICE FRESH MEAT DEPARTMENT features trained and helpful Stater Bros. butchers.



■ The Full Service Deli features Cleo & Leo exclusive recipe and always fresh hand-breaded fried chicken, Rotisserie style chicken, specialty sandwiches and wraps, taco and combo burrito meals, full line of prepared party trays, and more!



■ From the time shoppers enter - until the time they leave - the store, they experience Stater Bros.' "Blue Ribbon" service!



■ Checkout lanes were buzzing throughout the day as Covina shoppers get a first look at their new Stater Bros "Blue Ribbon" Supermarket.

Walmart Neighborhood Market Comes to Miami Gardens

A new Walmart Neighborhood Market opened, January 7, in Miami Gardens, Florida following a ribbon-cutting ceremony at 7:30 a.m. that was attended by several elected officials including Vice Mayor Felicia Robinson, Councilwoman Lisa Davis and Councilman Rodney Harris. The new store is located at 3791 NW 167th St. (just north of the Palmetto Expressway) and is open 6 a.m. to midnight, seven days a week. The store will provide Miami Gardens residents with low prices on a broad assortment of merchandise including fresh produce and meats, frozen foods, groceries and pharmacy. The new store employs up to 95 jobs full- and part-time associates.

Customers can shop additional items including top toys, gifts, electronics and home decor on Walmart.com through Walmart pickup, which will offer free shipping to the Miami Gardens Walmart Neighborhood Market. They can also use Walmart's new Savings Catcher receipt comparison tool to feel more confident they are getting some of the best deals available in Miami Gardens. Savings Catcher looks at other top retailers' local ads and gives customers an eGift card for the difference if a competitor's offering is lower than the price they paid at Walmart. Savings Catcher is available through the free Walmart mobile app.

"We are happy to be able to provide a convenient shopping option to our community," said store manager Jamie Bryant. "All of us have worked hard to prepare for opening day."

The new store offers fresh produce and a full line of grocer-



■ This new 41,000 sq. ft. Walmart Neighborhood Market opened, January 7, in Miami Gardens, Florida.



■ STORE MANAGER Jamie Bryant began her Walmart career in 2009 as an assistant manager.

ies from leading brand names, including organic selections. By working with growers Walmart is able to provide farm-grown quality produce at added convenience and low prices. There is also a selection of products from local providers such as Goya Foods of Miami and Grace Foods, Inc.

The new store is approximately 41,000 sq. ft. and offers a wide



■ NORLAND SENIOR HIGH SCHOOL BAND performs at the ribbon-cutting ceremony for the opening of the Walmart Neighborhood Market located in Miami Gardens, FL. It was one of two area high school bands performing at the opening. The other school was Miami Carol City High School Band.

assortment to meet the needs of Miami Gardens residents. In addition to groceries, the store features health and beauty aids, pet products and cleaning supplies. Shopping is more convenient than ever as Miami Gardens residents can shop an assortment of 7 million items on Walmart.com, many



■ GARDEN PARTY – Mayor Oliver Gilbert, Store Manager Jamie Bryant, and Miami-Dade County Commissioner Barbara Jordan cut the ribbon at the opening of a new Walmart Neighborhood Market store in Miami Gardens, FL.

can easily transfer prescriptions and order refills on the go with the Walmart mobile app for iPhone and Android.

The grand-opening celebration includes presentations of \$6,000 in grants from Walmart to local community groups. Recipients of grants include Miami Norland Senior High School Band, Miami Carol City Senior High School Band, Center for Family and Child Enrichment, and Dozier and Dozier Construction Academy Corp.

In addition to the grants given as part of the grand opening, the new store will further Walmart's pledge to fight hunger in America. As part of Walmart's and the Walmart Foundation's \$2 billion commitment to fight hunger through 2015, Walmart stores in Florida donated approximately 35.2 million pounds of food, in fiscal year 2014, or the equivalent of 29.3 million meals. Additionally, Walmart and the Walmart Foundation gave more than \$66.8 million in fiscal year 2014 in the Sunshine State alone.

Flagami Walmart Neighborhood Market Debuts

First Walmart for Miami

A newly-built Walmart Neighborhood Market opened in Miami's Flagami neighborhood on Wednesday, November 5. Attending the grand opening event was Commissioner Francis Suarez, along with community organizations that shared in a total of \$8,000 in grant donations from the company. Heading the team at the 40,000 sq. ft. Walmart store #4140 is Store Manager Connie Beauperthuy.



■ CONNIE BEAUPERTHUY - Store Manager



■ HOLIDAY SPIRIT – Frosty the Snowman sets the holiday mood for this large display of poinsettia plants.



■ WALMART NEIGHBORHOOD MARKET opened, November 5, at 6991 SW 8th Street in Miami's Flagami neighborhood. The store adds approximately 95 jobs to the local economy.



■ IT'S OFFICIAL! Store Manager Connie Beauperthuy (left) cuts the grand opening ribbon with assistance from City of Miami Dist. 4 Commissioner Francis Suarez and Miami-Dade County Commissioner Rebecca Sosa (right).



■ MIAMI SENIOR HIGH SCHOOL "MILLION DOLLAR" MARCHING BAND performs during the grand opening event.

Sprouts Announces 10 Additional New Stores

Retailer to Open Its First Tennessee and Missouri Stores this Spring

Sprouts Farmers Market, one of the fastest-growing retailers in the country, have announced plans to open its first stores in Tennessee and Missouri in spring 2015, as well as eight additional locations to its growing roster of healthy grocery stores.

New Sprouts stores scheduled to open in the second quarter of 2015 include: Fort Worth, TX - 6300 Waverly Way, Hoover, AL - 5250 Medford Drive, Suite 120, Kansas City, MO - 6061 NW 64th Street, Lakeland, TN - 9050 Highway 64, Suite A, Lawrence, KS - 4740 Bauer Farm Drive, Owasso, OK - 9601 N. 133rd E. Avenue, Peoria, AZ - 10134 West Happy Valley Road, San Rafael, CA - 655 Irwin Street, Smyrna, GA - 4330 East-West Connector, and Wheat Ridge, CO - 3725 Kipling Street.

Each of these stores will bring an estimated 100 jobs to the communities in which they are opening. Grand opening dates and other details will be shared later this year. Sprouts previously announced ten new stores scheduled to open in the first quarter of 2015.

Mi Pueblo Announces Return of Scholarship Program

As part of its ongoing commitment to education, Mi Pueblo Food Center, a San Jose-based Hispanic grocery chain in Northern California, is bringing back its popular scholarship program designed to provide financial aid to deserving college-bound students as well as Mi Pueblo employees seeking higher education. The company will also continue to support local elementary, middle and high schools through various initiatives.

Since 2011, Mi Pueblo has helped award more than \$550,000 in scholarship monies to over 350 individuals in the Bay Area, Central Coast and Central Valley regions. While a percentage of the funds have been provided by Mi Pueblo and its network of corporate vendors, community members have also played a large role in past iterations of the program by donating hundreds of thousands of dollars at Mi Pueblo's retail locations.

"Mi Pueblo has been a part of the community since 1991, and throughout the years we have seen that there is a great need to support our youth as they seek a higher education to improve their lives and the well-being of their families. They are the future of

our society and nothing makes us more proud than to be able to help them get there," said Juvenal Chavez, Mi Pueblo Founder and Chairman of the Board. "We're also thrilled to be able to extend support to loyal members of our Mi Pueblo family, our *colaboradores*, who wish to continue their education."

The application period for the Mi Pueblo Scholarship program will be from February 2 - April 30, 2015, and recipients will be announced on or around May 30, 2015. To be considered for a scholarship, applicants must be college-bound graduating high school seniors with a minimum 2.7 cumulative GPA, residents of a Mi Pueblo county, and demonstrate community involvement as well as financial need. Current full- and part-time Mi Pueblo employees in good standing will also be eligible for scholarships, in particular those who have demonstrated excellence at work and/or school, a commitment to continuing their education, and financial need. The complete list of eligibility requirements and application forms will be available on www.MiPuebloFoods.com on or around February 2, 2015.

"Jonesin' for a Fiat 500"



■ JONESIN' FOR A FIAT 500 - Winning photo submitted by Christopher Kollmann from Fallston, Maryland. Photo: Business Wire

Jones Soda Announces Winner of Photo Contest

Jones Soda Co. has announced the Grand Prize Winner of its second annual "Jonesin' for a Fiat 500" summer photo contest as Christopher Kollmann from Fallston, Maryland. Christopher takes home the Grand Prize, which includes a brand new Fiat 500, a one-year supply of Jones Stripped, surf lessons with professional surfer and Jones team rider Brianna Cope, a GoPro Hero 4 Camera and to top it off, the winning photo will be featured on bottles of Jones Stripped throughout North America in 2015.

The 21-week photo contest required contestants to submit photos or "selfies", which could include images of the Fiat 500 or Jones Stripped, with the goal to raise awareness of each of FIAT's and Jones' product lines. During the course of the contest, over 20,000 entries were submitted from the United States and Canada. The winning photo was chosen by a panel of judges from Jones Soda and the FIAT brand.

Nine Bullsh*t Habits to Avoid at Work in 2015



■ GEOFFREY JAMES

With a new year here, this is an excellent time to expunge work habits that irritate coworkers and make you less effective.

"Achieving success requires more than just doing the right thing," says Geoffrey James, contributing editor and award-winning blogger at Inc.com and author of *Business Without the Bullsh*t: 49 Secrets and Shortcuts You Need to Know*. "Success also means changing the behaviors that hold you back."

Here are nine habits you can do without in 2015:

1. Doing the bare minimum.

If you accept a task, you owe it to yourself and to others to make your best effort. If you don't want to do something, have the courage to refuse the task. Doing a half-*ssed job is just being passive-aggressive.

2. Telling half-truths.

Honesty is the best policy. However, if you're afraid to speak the truth, it's cowardice to tell a half-truth that's intended to mislead but leaves you "plausible deniability." Either tell the whole truth or tell a real lie—and accept the consequences if you're found out.

3. Finger-pointing.

Few human behaviors are more pointless than fixing blame. In business, it's usually irrelevant who's at fault when something goes wrong. What's important is how to avoid making the same mistakes again.

4. Bucking accountability.

Finger-pointing is common in business because some people aren't willing to admit their mistakes. If you're

going to take credit for your accomplishments, you must also take credit for your failures. The two go hand in hand.

5. Hating on successful people.

When you direct your hate at success, you're telling yourself that being successful means being hated. Since nobody in their right mind wants to be hated, you'll subconsciously sabotage yourself so that people will continue to like you.

6. Schadenfreude.

Taking a secret pleasure in the failures of others makes your own success less likely. You end up gloating over what other people did wrong, rather than doing whatever it takes to make yourself more successful.

7. Workplace gossip.

As Eleanor Roosevelt said, "Great minds discuss ideas; average minds discuss events; small minds discuss people." When you spread gossip, you're identifying yourself as small-minded and also showing that you can't be trusted to keep secrets.

8. Creating your own stress.

While work may be stressful, you make it worse when you fail to disconnect on a regular basis. Rather than answer yet another email, take a walk, read a book, or listen to some music. Turn off your phone when you go to bed; whatever it is, it can wait.

9. Giving or accepting flattery.

An honest compliment is always welcome, but flattery truly gets you nowhere. When you flatter, everyone knows that you're brown-nosing. Similarly, when you accept flattery, you're marking yourself as gullible and self-absorbed.

Velvet Ice Cream Receives Family Business of the Year Award

Velvet Ice Cream Company, Inc. was honored at the Conway Center for Family Business 16th Annual Family Business Awards as its Family Business of the Year. The prestigious award recognizes Velvet Ice Cream as a family business that exhibits a strong commitment to family and business, makes contributions to its industry and the Central Ohio community, develops innovative business practices and demonstrates strong succession.

The Conway Center's Family Business Awards Program was established in 1999 to recognize excellence in family business and has honored more than 150 strong family businesses throughout that time.

"It's extremely important to recognize the accomplishments of Central Ohio's family businesses," said Dick Emens, executive director of the Conway Center for Family Business. "They're the foundation of a community and are key contributors to a healthy and vibrant economy."

Founded in 1914 by Joseph



■ 'FAMILY BUSINESS OF THE YEAR' HONOREES - Beth French, Velvet Foodservice Business Development Manager, Luconda Dager, President, Joe Dager, Chairman, Dave Elwell, Chief Financial Officer, Joanne Dager, Vice President, Foodservice, Suzanne Dager, and Clare Frey.

Dager, four generations of Dagers have since run the Utica-based company and have grown the business to what it is today. Velvet's factory, headquarters and Ye Olde Mill sit on 25 acres of Ohio farmland where the company produces and distributes more than five million gallons of ice cream each year.

"We couldn't be more thrilled to be recognized with this award," said Joanne Dager, Vice-President, Foodservice and fourth generation owner of Velvet Ice Cream. "Of the many strong family businesses that belong to the Conway Center for Family Business, we're honored to have received this recognition."

Nature's Best's Texas Distribution Center Rebranding as KeHE

Nature's Best's Flower Mound, Texas, facility is undergoing a rebranding. Nature's Best was acquired by KeHE Distributors, LLC, in August 2014. The KeHE Distributors logo will replace the Nature's Best logo at this facility, as well as on trucks, uniforms and corporate letterhead that operate out of this facility.

"While the decision to replace the Nature's Best logo with KeHE's was driven in part by requirements from the Department of Transportation, rebranding [at the Flower Mound Distribution Center] aligns with our long term vision and strategy for this region. KeHE has a very strong reputation and brand recognition east of the Rocky Mountains," said Gene Carter, Chief Operations Officer, KeHE.

"This is an exciting time in our organization. We believe a unified brand strategy in this region is the best way to communicate to our customers that we are a seamless organization with unmatched product offerings and reach," said Mike Leone, Chief Commercial Office, KeHE. "By marketing under one powerful brand with a long history of success in this region, we will have even greater marketplace impact and become a much stronger company."

With respect to other facilities formerly owned by Nature's Best, KeHE will maintain the Nature's Best name west of the Rocky Mountains and add "Powered by KeHE" as a tagline beneath the logo.

"The rebranding process is about more than just the KeHE logo itself...The KeHE brand is a promise to our customers that flows from our values and our culture," continued Leone.



24 Frozen Food

New Cauliflower Crust Pizza for Gluten & Lactose Intolerant Diets



For those consumers whose diets prevent them from eating pizza due to gluten or lactose intolerance, pizza can now be put back on the menu.

Introducing a flour-less, cauliflower crust, gluten-free pizza, Absolutely Gluten Free, available with Mozzarella cheese or non-dairy Mozzarella Style cheese toppings. And,

since the individual pizzas are just 57 calories/1.7 grams of fat and 60 calories/2.0 grams of fat respectively, and provide a healthy level of fiber and protein, they are good for your diet in more ways than one.

According to Mordy Dicker of Absolutely Gluten Free, "Now, those who follow a gluten and lactose-free diet won't feel deprived with Absolutely Gluten Free pizza. Our cauliflower pizzas are not only a delicious alternative for those on restricted diets, they make a great choice for those who want a healthy, satisfying snack without the fat and calories usually associated with pizza."

Absolutely Gluten Free pizzas are available at supermarkets and natural foods stores nationwide, and retail between \$4.99-\$5.99. They are certified gluten free, non-GMO and kosher by the Orthodox Union (OU).

Absolutely Gluten Free is headquartered in Bayonne, NJ, and currently has a line of Gluten Free and Dairy Free flatbreads and crackers available in stores nationwide.

Sea Best Expands Signature Product Line with New Entrée

Includes Launch of Signature Singles



Sea Best has announced the expansion of its popular value-add Signature product line with the introduction of a new entrée and the launch of Signature Singles. The Signature product line is known for providing customers sophisticated, chef-inspired seafood entrees. The newest addition to the line is a Lobster Au Gratin entrée. The launch of Signature Singles expands on the culinary concept, and offers the same quality in a single-serve, gourmet on-the-go meal that can be prepared in as little as four minutes. The microwavable entrée choices include citrus scallops and linguini, stuffed clams, black bean and shrimp tacos, tilapia Florentine, and spinach and artichoke flounder.

"The new Signature Lobster Au Gratin, as well as the introduction of the Signature

Singles line, allows Sea Best to offer a greater variety of quick seafood options to customers looking for high-quality and convenient food items," said Mark Frisch, executive vice president of Beaver Street Fisheries, manufacturers of Sea Best products. "We look forward to showcasing these new gourmet on-the-go items at the 2015 Seafood Expo, as we simultaneously prepare for these products to roll out to retailers in spring 2015."

The Signature Lobster Au Gratin entrée, which will initially be available at Publix stores, features sweet lobster over creamy potato cakes, drizzled with a velvety cheese and herb sauce. The portion includes two servings that can be prepared in the microwave or oven.

The Signature Singles products were originally developed for convenience store sales, allowing customers to have gourmet seafood options that are individually sized and can be quickly prepared in a heat-and-serve microwavable tray. Consumer response to a recent pilot program in a select number of Southeastern c-stores was very favorable, leading the company to expand its offering of the products to c-stores and grocery stores across the United States.

Acai Roots Announces



Acai Fruit Bar Coming to Fresh & Easy

Acai Roots has added Fresh & Easy to their roster of retailers. All 157 of their stores will carry their deliciously healthy Acai Roots Fruit Bar -- say goodbye to those late night ice cream binges.

Fresh & Easy prides themselves on carrying brands that use real and wholesome ingredients and focuses on being sustainable and energy efficient, making them the perfect retailer for Acai Roots. Acai Roots contains 100% organic Brazilian acai that is harvested in the rainforest using sustainable methods and their products contain no other fruit juices or added fillers.

The Acai Roots Fruit Bar is made with the finest wild-harvested Acai berries in the Brazilian Amazon. Rich in flavor, delightfully refreshing and extremely healthy -- each bar has only 90 calories, omegas 3, 6 and 9, and over 2,000 ORACS.

The acai berry, a unique superfruit containing omega fatty acids, dietary fiber and phytochemicals, is the star ingredient in Acai Roots' products. Recent studies have shown acai is among the world's highest in ORACS, or Oxygen Radical Absorbance Capacity units. This means the acai berry has high antioxidant activity and helps to increase the body's natural defense systems.



Arctic Zero Unveils Fresh New Look for Fit Frozen Desserts

Arctic Zero, pioneer of Fit Frozen Desserts handcrafted with natural and functional ingredients, without all the fat and calories, has unveiled a vibrant, new look. The elevated packaging puts a spotlight on the brand's premium ingredients and indulgent offerings, featuring a refreshed logo, updated flavor names and descriptions, hand-drawn illustrations, original typography and organic, earth-toned colors. An emphasis has also been placed on each product's core attributes with specially-designed badges, as well as attention-grabbing lids and side panels that are artfully filled with unique drawings and bold phrases to call out each pint and bar's flavor and dietary profile. The new packaging is hitting shelves now and can be seen across Arctic Zero's entire fleet of Fit Frozen Desserts, including its Creamy Pints and Chocolate-Dipped Bars.

"As a team of avid ice cream lovers, we've perfected our Fit Frozen Desserts to truly satisfy any sweet tooth, and wanted the packaging to more accurately reflect our commitment to clean ingredients and passion for handcrafted, zero-guilt sweets," said founder, Greg Holtman. "Our mission was to provide consumers, including those with special dietary needs, with the highest-quality ingredients in a delicious final product that satiates on all levels. We're eager to share our bright new look with retailers and consumers alike, as we feel this new packaging perfectly matches the excellence that's inside."

Made with premium, GMO-free ingredients, including the finest quality whey protein and antioxidant-rich monk fruit, the nutrition-packed Fit Frozen Desserts are the perfect way to taste the sweet life with zero guilt. Arctic Zero never uses any artificial flavors, sweeteners or colors and helps those looking for a post-workout snack, watching their weight or following a special diet be their best.

Arctic Zero is available nationwide for a suggested price of \$4-5.



Vitalicious Debuts the EnergyLoaf

Vitalicious announces the newest "vital and delicious" addition to the Vitalicious family for breakfast or a snack: the EnergyLoaf. Thanks to a unique combination of fiber, protein and B vitamins, each EnergyLoaf helps provide sustained, balanced energy throughout the day. Each features only the best ingredients and vital nutrients—not stimulants as in some energy drinks and bars.

"Thanks to a special formulation, the EnergyLoaf can provide long-lasting, sustained energy," says Vitalicious Founder and Chairman Aryeh Hecht. "Each EnergyLoaf contains fiber and protein, which are both digested at a slow, consistent rate. The EnergyLoaf is also an excellent source of B vitamins B-6, B-12, folic acid and niacin, which help convert food into energy. Furthermore, the combined benefits of protein, fiber and B vitamins together can make you feel fuller for longer than less nutrient dense foods."

Each 1.9 oz. individually-wrapped EnergyLoaf is fully baked and then flash frozen to lock in freshness, maintain nutritional and deliver "Freshly Baked Taste" anytime. As with all Vitalicious' products, the EnergyLoaf is made without preservatives or artificial coloring.

Available in three varieties, Banana Nut, Apple Cinnamon and Harvest Corn, the EnergyLoaf is sold in a box of four.



Artisan Bistro Debuts Premium Frozen Burrito Line

Artisan Bistro, creator of modern organic frozen entrées, bowls and bakes, today announced its new line of artisan Burritos, featuring a savory blend of high-quality sustainable proteins, organic vegetables, grains and spices all wrapped in one-of-a-kind organic gluten-free tortillas. Using sustainably-caught wild Alaskan salmon, antibiotic-free beef, free-range chicken and meatless 'pork carnitas,' the new Burritos offer consumers a healthy and delicious lunch, dinner or snack.

"Many people are busy and barely finding time to eat on-the-run, so hand-held meal options have become wildly popular," said Leo Griffin, Chief Executive Officer of Artisan Bistro Foods, Inc. "To create our Burritos, we took one of the nation's favorite convenience foods and gave it our signature artisan upgrade with bold spices, clean proteins and organic whole grains and vegetables that consumers can feel good about eating and feeding their families."

All Artisan Bistro Burritos are gluten free, contain at least 75 percent organic ingredients and have between 11- 14 grams of protein. The big, artisan-crafted 7 oz. Burritos will be available nationwide and have a suggested retail price of \$3.79. Varieties include:

- **BEEF, JACK CHEESE & ANCHO CHILI** – A classic Oaxacan-inspired mix made with organic brown rice, robust ancho chilis, red bell peppers, onions and antibiotic-free beef.
- **CHICKEN TINGA & CHIPOTLE** – A traditional Mexican-inspired wrap made with organic brown rice, onions, cilantro, smoky chipotle and all-natural chicken.
- **WILD ALASKAN SALMON & POBLANO** – A uniquely delicious blend made with poblano peppers and wild Alaskan salmon, combined with organic brown rice, spinach and parsley.
- **MEATLESS CARNITAS & SALSA VERDE** – A savory and flavorful combination made with meatless carnitas, tomatoes and onions.

Artisan Bistro's entire cast of nutritionally-rich frozen meals are made with delicious, non-GMO ingredients, like sustainably-caught wild Alaskan salmon, free-range chicken, premium organic vegetables and a variety of organic whole grains and legumes, including quinoa, lentils and garbanzo beans. All dishes contain 70 percent or more organic ingredients and are gluten free to deliver wholesome, fresh and unique options for anyone seeking great-tasting alternatives to cooking or eating out.

The Fresh Market Opens Plantation Store

The Fresh Market, Inc. has expanded its presence in Plantation, Florida marking the company's 40th store in the Sunshine State.

At its newest location at 12171 W. Sunrise Boulevard, in the PetSmart Plaza shopping center, the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. The Fresh Market employs a team of friendly, well-trained professionals who pride themselves on providing the highest level of customer service to shoppers. Employees can often be found offering cooking advice or sharing their favorite tips to help customers create the perfect meal.

"We are excited to open our new store in Plantation and to expand our reach in Florida," said Craig Carlock, the company's president and chief executive officer. "We look forward to introducing The Fresh Market's concept of quality perishables, excellent customer service and a unique atmosphere to an expanded customer base, and we look forward to offering neighboring communities a rewarding new food shopping experience."

Grand opening activities included chef demonstrations, food sampling throughout the store, and drawings for The Fresh Market gift cards. A sample-sized bag

of the company's gourmet coffee and a reusable shopping bag was presented to the first 1,000 customers.

The new store highlights over 25,000 sq. ft. of culinary delights, including a bakery that produces 30 freshly-baked breads and 14 different pie varieties daily, a full service meat counter with freshly-ground beef, a wide selection of ready-to-serve entrées, fresh seafood delivered to the store several times per week, and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items and a large organic selection.

"The Fresh Market's inviting atmosphere is reminiscent of European markets," says Carlock. "Our customers enjoy shopping in an environment that appeals to all the senses. The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products all work together to create surroundings where customers are encouraged to experience the food."

The Fresh Market is committed to the communities where it does business, and its employees enthusiastically support local organizations that are important to the stores' communities and



customers. The new store will partner with LifeNet4Families and His Conduit of Love by providing regular donations of food. In addition, as part of the company's focus on providing the freshest, best quality products, the store features a growing number of local and regional products from area growers and producers.

Operating hours are 8:00am – 9:00pm, seven days a week.



■ THE FRESH MARKET has expanded its presence in Plantation, Florida marking the company's 40th store in the Sunshine State. The new 25,000 sq. ft. store, located at 12171 West Sunrise Blvd. highlights culinary delights, including a bakery that produces 30 freshly-baked breads and 14 different pie varieties daily, a full service meat counter with freshly-ground beef, a wide selection of ready-to-serve entrées, and fresh seafood delivered to the store several times per week, and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items and a large organic selection.



■ STORE MANAGER – Jeff Girello.



■ SHOPPERS gather to witness the company's traditional Parmesan Cheese Cracking Ceremony as part of opening day festivities.

The Fresh Market Debuts Durham, NC Location

The Fresh Market, Inc. has expanded its presence with a new store in Durham, North Carolina marking the company's 19th store in the Tar Heel State.

At its newest location at 4215 University Drive, in the Parkway Plaza shopping center, the specialty grocer's full-service philosophy will incorporate unparalleled product selection and expert customer service in an inviting atmosphere. The Fresh Market employs a team of friendly, well-trained professionals who pride themselves on providing the highest level of



■ THE FRESH MARKET has expanded its presence with a new 23,400 sq. ft. store in Durham, North Carolina marking the company's 19th store in the Tar Heel State.

customer service to shoppers. Employees can often be found offering cooking advice or sharing their favorite tips to help customers create the perfect meal.

"We are excited to open our new store in Durham and to expand our reach in North Carolina," said Craig Carlock, the company's president and chief executive officer. "We look forward to introducing The Fresh Market's concept of quality perishables, excellent customer service and a unique

atmosphere to an expanded customer base, and we look forward to offering neighboring communities a rewarding new food shopping experience."

The new store features over 23,400 sq. ft. of culinary delights, including a bakery that produces 30 freshly baked breads and 14 different pie varieties daily, a full service meat counter with freshly ground beef, a wide selection of ready-to-serve entrées, fresh seafood delivered to the store



■ CUTTING OF THE PARMESAN - The Fresh Market's own special twist on the traditional ribbon-cutting.

several times per week, and more than 200 imported and domestic cheeses, as well as a bountiful produce department with more than 400 items and a large organic selection.

"The Fresh Market's inviting atmosphere is reminiscent of European markets," says Carlock. "Our customers enjoy shopping in an environment that appeals to all the senses. The smell of freshly brewed coffee and bread right out of the oven, the sound of classical music, soft lighting with

antique décor in an intimate setting, and the ability to select and taste fresh, high-quality products all work together to create surroundings where customers are encouraged to experience the food."

The Fresh Market is excited to be an active member of the Durham community. The company has made a significant investment in the market and the new store is bringing approximately 90 new jobs to the area, most of which have been filled locally.



■ STORE MANAGER - Pedjman Mohammadi.

26 Dairy & Deli

Most Valuable Probiotic

Game Day Snacks Have a New MVP!



Blue Isle Mediterranean Yogurt Spread

Have you ever enjoyed a fun weekend of watching football, only to feel like you got tackled and your stomach got sacked on Monday? Sounds like you've suffered a food hangover - don't worry, we've all had one. The symptoms can be uncomfortable and embarrassing: from lethargy, bloating, difficulty concentrating, upset stomach, and even nausea. You know that lousy feeling isn't caused

from alcohol, but by a gut overload of fat, salt, sugar, caffeine, spices, or simply too much food. Overdoing the party platter is not encouraged, but we've all done it. Thankfully, incorporating healthy probiotics (or "good bacteria") into your regular diet can help manage bloating, alleviate chronic gas, and support digestive health. Even when game day snacking puts your tummy into overtime.

Probiotic and calcium rich, Blue Isle Mediterranean Yogurt Spreads are the new cream cheese. Blue Isle is made from the healthy goodness of fresh, rBST-free milk, including live active and probiotic cultures, and calcium but no added sugar. Blue Isle contains 180% less sodium per serving than the leading cream cheese. With only 60 calories and 6g of fat per 2 tbsp serving, Blue Isle has nearly 40% fewer calories and fat than the leading cream cheese. Blue Isle is both natural and OU Kosher certified.

While the health benefits are clear, Blue Isle's delicious flavor and delectable texture are the real factors making this new product the over-achieving cousin to traditional cream cheese. The spreads can be used as an alternative to cream cheese spread, a dip, in cooking, or just as an exotic "good for you" treat.

Blue Isle is available in the following flavors: Original, Honey, Blueberry, French Onion, and Spicy Vegetable. SRP is \$3.29 for an 8 oz tub.

New Pillsbury Melts Offer Delicious Melt-In-Your-Mouth Cookies



Pillsbury is launching a new refrigerated cookie with a creamy melted center in two of America's favorite dessert flavors. Pillsbury Melts offer a twist on the traditional place and bake cookie by combining the textures of a cookie with a melt-in-your-mouth creamy filling and topped with a chocolate drizzle icing.

Pillsbury's new cookie comes in two favorite dessert flavors, S'more Sensa-

tion and Molten Fudge Cake:

S'MORE SENSATION: A graham-flavored cookie with a creamy melted marshmallow center, chocolate chips, and a delicious chocolate drizzle.

MOLTEN FUDGE CAKE: A chocolate cookie with a molten chocolate middle, and delicious chocolate drizzle.

Pillsbury Melts can be made at home in about twenty minutes. You simply place and bake the cookies, then top with the drizzle for crave-worthy cookies your family will love.

"We are excited to offer a new cookie that looks like a hard-to-make dessert but is an easy treat for mom to make for her family," said Elizabeth Bowen, Pillsbury marketing manager. "With two great dessert flavors Pillsbury Melts are a great family treat for everyday special occasions such as dessert after dinner, when kids get an 'A' on report cards or a family movie night."

Pillsbury Melts S'more Sensation and Pillsbury Melts Molten Fudge Cake are sold in the refrigerated cookie dough section, at a suggested retail price of \$3.69.

Unilever U.S. Launches

Transformation of Its Buttery Spreads Portfolio



The new I Can't Believe It's Not Butter!, made with real, simple ingredients like a delicious blend of plant-based oils, purified water and a pinch of salt - and no artificial preservatives.

the transformation will continue across other Unilever buttery spreads brands, including Country Crock, Brummel & Brown and Imperial in 2015.

The new I Can't Believe It's Not Butter! offers delicious fresh butter taste with no artificial preservatives. It is available in Original, Light and Olive Oil varieties, and is the first spread from Unilever in the U.S. to be made with non-GMO sourced ingredients. Like all Unilever buttery spreads, sticks and sprays, the new simple recipes contain 0g trans fat per serving, no cholesterol and no partially hydrogenated vegetable oils.

"The new I Can't Believe It's Not Butter! products provide a source of good fats - monounsaturated and polyunsaturated fats - similar to those found in avocados, walnuts and almonds, and can be part of an overall healthy, balanced diet," said television personality Joy Bauer, MS, RDN, who is partnering with Unilever buttery spreads as part of a multi-channel program to communicate the nutritional benefits of good fats.

The new I Can't Believe It's Not Butter! is being sold nationwide for a suggested retail price of \$3.09.

Unilever U.S. is transforming its current buttery spreads portfolio, beginning with I Can't Believe It's Not Butter!, into new recipes made with real, simple ingredients like a delicious blend of plant-based oils, purified water and a pinch of salt - and no artificial preservatives.

The transformation of the spreads portfolio is part of Unilever's commitment to deliver delicious, balanced foods made from real, simple ingredients that you can recognize, while continuously improving nutritional profiles and advancing sustainable sourcing.

"This is a groundbreaking innovation for Unilever's U.S. Foods division, driven by our mission to deliver great-tasting and sustainable food to America," said Mike Faherty, Vice President, Unilever Foods, North America. "The new I Can't Believe It's Not Butter! is the start of a complete category transformation that will help us grow the buttery spreads business. It is also consistent with the types of innovation you can continue to expect from our Unilever foods brands."

In addition to the new I Can't Believe It's Not Butter! products which launched in November 2014,



Television personality Joy Bauer, MS, RDN, enjoys an Apple-Cinnamon Quinoa Parfait made with the new I Can't Believe It's Not Butter!, which includes real, simple ingredients like a delicious blend of plant-based oils, purified water and a pinch of salt - and no artificial preservatives.

Good Things Come In Small Packages:

Noosa Finest Yoghurt Debuts Grocery Multi-Packs

Noosa Finest Yoghurt announces the perfect snack-size treat to kick off the new year. Beginning in January, retailers across the country will make room in the dairy aisle for 4-ounce 4-pack sizes of fan favorites Blueberry Noosa and Tart Cherry Noosa. The lightly sweetened, velvety Noosa that fans know and love fit perfectly into these smaller grab-and-go containers.

"We take great pride in listening to our fans, who let us know their need for more size options," said Wade Groetsch, President and Chief Operating Officer of Noosa Finest Yoghurt.

"The 4-ounce Noosa's will be great for grabbing on the way out the door or when you're looking for a convenient snack."

These 4-packs of Blueberry Noosa and Tart Cherry Noosa join 8-ounce and 16-ounce Noosa sizes available on-shelf today. Reminiscent of special treats only found at Grandma's house, all batches are crafted daily on-site at Morning Fresh Dairy Farm in Colorado. Noosa Finest Yoghurts are gluten-free, made with only natural ingredients and milk from happy cows that are never treated with rBGH growth hormone.



Tribe Hummus Debuts

Latest Fruits (and Vegetables) of Its Labor

Tribe, a leader in creating uniquely delicious flavors of premium hummus, has announced the launch of its Farmer's Market line, a colorful collection of hummus flavors inspired by fresh tastes and vibrant colors of the farmer's market. The line will initially roll out with three eight-ounce flavors that put a fresh spin on garden favorites: Harvest Carrot & Ginger, Cucumber Tzatziki and Vine Ripened Tomato & Basil.

Harvest Carrot & Ginger is easily recognizable and hard to put down. The hummus is a distinctive blend of carrots and ginger, creating a rich orange hue, topped off with a dollop of cilantro, coriander and parsley.

Cucumber Tzatziki captures two garden-grown favorites in one bowl - cucumber and dill. Tribe combines its beloved Classic hummus with refreshing cucumbers, pieces of which can be found throughout the blend, along with dill, for a light, refreshing and mildly tangy flavor. This blend is then topped with more dill to really make the flavor pop. The garden-



fresh taste and smooth texture makes this hummus incredibly versatile. It can be served as a dip with most any raw vegetables, especially crisp cucumbers and plump tomatoes, but it also lends itself readily to richer, more filling foods such as warm pita bread and falafel.

The third flavor in Tribe's new Farmer's Market line, Vine Ripened Tomato & Basil

& Basil, is a new and improved version of the brand's beloved Sundried Tomato and Basil flavor. The new features even more vine-ripened tomatoes and basil, blended with hummus, and topped off with a basil tapenade. Pieces of tomato

and basil can be readily seen, scooped and tasted throughout the bowl. The rich tomato flavor is a crowd pleaser, perfect for crusty bread or a fresh crostini.

Like all of Tribe's 17 flavors, those in the Farmer's Market line are gluten-free, kosher-certified, vegan-friendly and free of artificial flavors, cholesterol, hydrogenated oils and high-fructose corn syrup. The suggested retail price of the eight-ounce bowls will be \$3.49.

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National Supermarket Association – Florida Chapter Hosts Winter Wonderland 4th



FOODTOWN SUPERMARKET - Ajay and Vijay Dhawan.



DAVID CORONA has just concluded a successful two terms as NSA President.



ALL FLORIDA PAPER GROUP



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ASSOCIATED GROCERS OF FLORIDA President Christopher Miller addresses attendees on the ever changing expectation of independent retailers.



KEYNOTE SPEAKER - Oscar Haza



NSA FLORIDA CHAPTER Executive Vice President Carlos Hernandez and Family.



MASTER OF CEREMONIES - Nataliz Jimenez



Yaknell, Sofia and Pedro Penton.



MEMBER OF THE YEAR Juan Perez pictured with his children.



EDDY HERRERA AND HIS ORCHESTRA provided dinner guests with an evening to remember.



November 22, 2014
InterContinental Hotel
Miami, Florida

Annual Gala Evening



■ COMPANY OF THE YEAR Award Winner Rebecca Pena accepts the award on behalf of Coca-Cola from NSA General Secretary Raifiz Vargas.



■ TODAY'S GROCER Publisher Pedro Penton, Técnica (second right) accepts his award from NSA Florida Chapter officers: Tony Diaz, Treasurer, Carlos Hernandez, Executive Vice President and Rafael Torres, Board Member.



■ BAY SUPERMARKET - Francis Rodriguez



■ FORMER NSA FLORIDA CHAPTER VP Luis Diaz and family.



■ SABOR TROPICAL'S Rafael Castro and Family.



■ TODAY'S GROCER Publisher Pedro Penton, Técnica (second right) pictured with NSA Florida Chapter officers: Tony Diaz, Treasurer, Carlos Hernandez, Executive Vice President and Vladimir Baez, Board Member.



■ NSA Florida and New York Executive Secretaries – Damaris Mateo and Denise Diaz.



■ SUN CITY PRODUCE - Ira Bernhard (center) one of main sponsors of the NSA Gala pictured with Board Members Vladimir Baez and Francis Rodriguez.



■ ISLAND DIARY GROUP



■ BRAVO SUPERMARKETS - Richard Pena and wife.



■ TÉCNICA GROUP - Araldo Martinez (Zebra Technologies) and wife; Yaknell, Pedro and Sofia Penton, Yitzy Ruiz, Henna Pardo, Onniel Garcia.



■ TRUJILLO & SONS GROUP

30 Wines & Beers

Enovation Brands, Inc. Launches Farmers of Wine



Enovation Brands, Inc. is pleased to announce the addition of Farmers of Wine to its Italian wine portfolio. More than wine, Farmers of Wine is a project created by Enoitalia SpA, the 2nd largest volume winery in Italy, in partnership with authentic Italian wine farmers who continue to employ traditional growing methods in a modern wine industry.

"We are extremely proud of this project which is rooted in traditional Italian viticulture," said Alberto Pecora, Enovation Brands, Inc. President. "Farmers of Wine will give consumers the opportunity to experience authentic Italian wine crafted from grapes grown by these distinctive farmers."

Farmers of Wine authentic Italian Red Blend is a blend of Negroamaro and Zinfandel (known as Primitivo in Italy) from Salento in Puglia. Located between two seas in southern Italy, Salento is a region rich in history and culture. Here

the families of our farmers have used the iconic alberello, meaning "little tree", trellis to cultivate these native varieties for over 2,000 years. This ancient method ensures the vines yield fruit of the highest quality in the hot, sunny Mediterranean climate.

With a deep, ruby red color Farmers of Wine Italian Red Blend displays intense, bright aromas and a fruity, flowery bouquet. The wine is fat and jammy with a mouth filling character and well balanced sweetness and acidity.

The Farmers of Wine bottle is as distinctive as the wine inside. A natural paper wrapper envelopes the bottle and communicates the brand message. Priced at \$14.99 per 750ml, Farmers of Wine is available nationwide.



Don Sebastiani & Sons New House Vintners Debuts

Fourth-Generation Sonoma Valley winemaker and CEO Donny Sebastiani has revealed plans to launch a new entity, New House Vintners.

New House Vintners will focus on the family's craft-winemaking efforts in Sonoma and Napa Valley. The organization will be vertically integrated with winemaking, marketing, sales, and distribution aligned from grape to barrel to bottle.

To create this next-generation portfolio, the family company has added some fast-growing current releases as well as innovative new wines. Don & Sons Sonoma Signature Series Pinot Noir will lead the collection that includes Sivas-Sonoma, The Crusher (Clarksburg), Il Donato (Italy), Gun-sight Rock (Paso Robles), Simple Life (Clarksburg), and Americano, along

with new 2014 releases Delish Sauvignon Blanc, Queens Peak Sonoma County Cabernet Sauvignon, and Custard Sonoma Valley Chardonnay, to be released in early 2015.

"This is an opportunity for us to make an unqualified effort to promote our small-lot appellation-driven winemaking. We are making award-winning, flavorful wines, uniquely expressive of the terroir from which they come. Our Don & Sons Sonoma Signature Series 2011 Pinot Noir won three double gold medals!" Donny Sebastiani points out. "The Crusher was named a Hot Prospect by Impact Magazine in 2013, successful in large part due to the 2012 vintage Petite Sirah that won four gold medals. I want my team to be fanatically obsessed with spreading this message."

Sebastiani added, "We know we need to make continuous improvements on how we grow grapes and make wine, how we market ourselves, how we are distributed in the marketplace; we need to better communicate to our customers how and why we are making these wines special." New House Vintners will deploy nine regional wine specialists in the US - all of whom will have earned their Certified Specialist of Wine - a move by the company to add value to customers.

Sebastiani finished by saying, "We are creating something for the next generation of Sebastiani winemakers, it is like building a brand new house. We still have a lot of work to do, but the good news, is that fifth generation is still in elementary school..."

Downton Abbey Wines Launch



Countess of Grantham Collection

Coinciding with Downton Abbey's fifth season, Downton Abbey Wines has expanded its growing portfolio with the Countess of Grantham Collection - a delicious selection of varietal wines crafted with premium fruit from California. The new world bottling, including a Cabernet Sauvignon and Chardonnay, take inspiration from Lady Cora Crawley, the thoroughly modern, American-born wife of British aristocrat Robert Crawley, Earl of Grantham. Bold-flavored and fruit forward, the new wines are the perfect counterpart to Downton Abbey Wines' more classically reserved Bordeaux offerings.

"We are thrilled to broaden our Downton Abbey Wine portfolio to include these popular varietals crafted with exceptional California fruit," explains William Zysblat, co-founder of Downton Abbey Wines. "As legions of Downton Abbey fans continue to enjoy the show with a glass in hand, they now have even more choices with a new Cabernet Sauvignon and Chardonnay."

The fruit-driven Downton Abbey Cabernet Sauvignon and Chardonnay are full-bodied wines with an abundant concentration of color and flavor. Scents of ripe red cherries and subtle oak dominate the nose in the Cabernet Sauvignon with spicy notes and soft vanilla on the palate. The Chardonnay offers the lovely aromas of tropical fruits and delicate oak giving way to citrus flavors on a soft, silky palate.

The new Downton Abbey Wines will be available for \$14.99 per 750-ml bottle.

Introducing Sangria Lolea



A Refreshing Drink with Exquisite Taste

Looking for a refreshing drink with less alcohol content? Look to Sangria Lolea.

Brought straight to consumers from Spain, this traditional drink will bring life to any special occasion.

Pulling inspiration from its region of origin, Sangria Lolea, combines tradition and culture to make the perfect combination of wine and fruit, with a frizzante touch. In addition to its fine taste, Sangria Lolea brings a sophisticated touch of style to any celebration.

Sangria, is a wine cocktail synonymous with social gatherings, celebration and joy! Let your bottle of sangria add a pop of color and great décor to the festivities. Prepared with either red wine or white wine, Sangria Lolea is made with all natural ingredients and has a moderate content of alcohol.

Sangria Lolea is not just sangria, it's a sophisticated, chic brand of Sangria made with love. It's the personal project of a group of friends, who want to share what they love, making only a limited production for consumption each year. The essence of Sangria Lolea's story is evident with every sip; family and friends are guaranteed to enjoy!



Sutter Home Launches New Red Blend

Sutter Home Family Vineyards, one of the top-selling wine brands in the world, has added a new Red Blend to its growing portfolio.

By blending three distinct red grapes from California Zinfandel, Cabernet Sauvignon and Merlot Sutter Home has crafted a perfectly balanced red wine that is both smooth and delicious. With each grape imparting its own set of unique flavors and characteristics, this blend brings forth juicy red fruit flavors, soft tannins and a luscious, velvety finish.

The new Red Blend has an accessible price point and an approachable style that is sure to be a crowd-pleaser. This latest release continues Sutter Home's legacy of offering consumers what they want and at a great value.

"Sutter Home has created a solid reputation with a loyal following. According to Nielsen, within the \$5 - \$7 price segment, Red Blends are the drivers of growth" which makes this a great opportunity for Sutter Home," says Nyberg. "Sutter Home has been awarded more than 200 gold medals in the past ten years, a testament to the quality of the wines. We are especially excited about the Red Blend as its on trend, the package is stunning, and the wine is delicious," she adds.

Sutter Home Red Blend comes in an elegant and sophisticated new package. This bold package will attract new consumers, as well as younger wine consumers, and creates an elevated experience for current brand loyalists. "For our original varietals such as the White Zinfandel and Chardonnay, we will keep with our traditional packaging. With our new Red Blend, we are offering consumers a new look and taste experience," Nyberg explains.

Sutter Home Red Blend is \$6.99 and available in retail stores nationwide. The new wine and packaging will be promoted through Sutter Home's POS materials and through its social media presence including Facebook and Pinterest.

The Original Cakerie Introduces New Gluten-Free Product Line

Proving Gluten-Free Can Be Delicious



THE ORIGINAL
cakerie

standard for gluten-free products with delicious flavors and amazing, moist textures.

The Inspired by Happiness line, certified gluten-free by NFCA's Gluten-Free Certification Program, is made using only natural flavors and colors and has no artificial trans-fat.

Products available now for foodservice operations include individually wrapped Heavenly Chocolate Brownie and Honeylicious Ancient Grain Chewy Nut & Seed Bar. Products available for grocery retail include Dreamin' of Strawberries White Chocolate Shortcake and Dreamin' of Chocolate Dark and White Chocolate Layer Cake. These family-size three-layer cakes, only available in the U.S., are rapidly gaining distribution and are currently in select U.S. retail grocery chains and supermarkets such as Target, Hannaford, Ralphs, Fred Meyer, QFC and Food4Less. Products planned for the near future include two-layer cakes for foodservice operators.

All Inspired by Happiness products were designed to address common gluten-free food challenges faced by grocers and foodservice operators, including cross-contamination, the cost of specialty ingredients and overall recipe quality. Inspired by Happiness addresses those challenges with great-tasting products and easy-to-use solutions.

Doris Bitz, Vice President of Retail Sales & Marketing for The Original Cakerie, says, "Our founding principle is based on sourcing premium ingredients to create irresistible products with a homemade taste. With gluten-free needs increasing and the challenges of creating these items from scratch, we saw a real opportunity to help meet that demand. We are proud of the new Inspired by Happiness products because they will help redefine expectations for how great-tasting and great-looking gluten-free products can be for everyone."

¹Source: The Gluten-Free Intolerance Group of North America (2009 study)

Demand is growing for better-tasting gluten-free options, with more than 70% of gluten-free shoppers claiming it is hard to find good-tasting gluten-free foods¹. According to the National Foundation for Celiac Awareness (NFCA), 18 million Americans have gluten sensitivity. The Original Cakerie, Delta, BC Canada, saw the need for a new gluten-free product line, recognizing that delicious and simple foods make people happy. Inspired by Happiness™ baked goods and desserts are made with premium ingredients and set a new



State-of-the-art

RW Garcia Opens New Manufacturing Facility

Leading Corn Chip Maker's New Plant

RW Garcia, a family-owned-and-operated leading maker of artisan and all-natural corn-based snacks for more than 30 years, has opened a new 63,000 sq. ft., state-of-the-art manufacturing facility near Las Vegas, Nevada. The facility, which features the latest in chip and cracker making technologies and brings 80 new jobs to the area, is now fully operational with its first chips off the production lines and shipping out to distributors and retailers.

"We have seen so much growth at RW Garcia over the past few years, and opening this facility in Las Vegas greatly increases our manufacturing capacity, while still offering room for continued growth," said Robert Garcia, president and CEO of RW Garcia. "The business environment in Las Vegas really drew us in, and we greatly appreciate the willingness of the governor to help facilitate the new plant. We look forward to much success operating this facility in Nevada."

In recent years, sales of RW Garcia-branded products and growth of the company's private label business have begun to outpace production at its two current plants, one in San Jose, California, and the other in Lincolnton, North Carolina. The new Las Vegas facility offers the ability to not only meet current demand, but also to accommodate increased manufacturing capacity needs as the company continues to grow. Increased production also allows for greater distribution of RW Garcia



RW GARCIA, a family-owned-and-operated leading maker of artisan and all-natural corn-based snacks for more than 30 years, has opened a new 63,000 sq. ft., state-of-the-art manufacturing facility near Las Vegas, Nevada. The facility, which features the latest in chip and cracker making technologies is now fully operational with its first chips off the production lines and shipping out to distributors and retailers.

branded products into more retail outlets.

Locating the facility in the Las Vegas area offered a number of advantages, including a healthy and supportive business environment and a more centralized location that will enable the company to respond more quickly to customer demand. The new plant is located in Clark County near North Las Vegas, where the company leased an existing facility and spent more than 10 months remodeling the building. Outfitted with the newest equipment from the leading manufacturers of chip and cracker making and packaging equipment, the state-of-the-art facility incorporates unique software customized to eliminate equipment variability and to produce products with constant repeatability to the highest quality of standards. The completion of the new facility will

enable the full production rate to increase from 11 million pounds of chips per year to more than 62 million.

RW Garcia has long been a leader on the cutting edge of the healthier snacking trend. RW Garcia's innovative branded product lines range from Tortatos, the first ever half tortilla chip, half potato chip; to Dippers, corn chips in innovative flavors made for dipping; to twists on traditional tortilla chips, including its Mixt-Bag products; to a variety of corn-based gluten-free crackers. All products are made from wholesome, simple ingredients and contain no trans fats, additives or preservatives and are certified gluten free. Additionally, as the first snack chip company to be verified by the Non-GMO Project, all RW Garcia chips use non-GMO ingredients.



John Morrell and Rosauers recently donated over 2,700 servings of ham to Catholic Charities Food For All in Spokane

John Morrell and Rosauers Stores Support Hunger Relief

John Morrell extended its efforts to help fight hunger with a recent donation to Catholic Charities Food For All in Spokane, WA. Together with Rosauers Stores, the company donated over 2,700 servings of John Morrell ham to the organization. The donation fills an acute need for the food bank and will help make a difference in the lives of those struggling with, or who are at immediate risk of hunger.

The event is a local complement to the company's commitment to Share Our Strength's No Kid Hungry campaign, a national organization working to end childhood hunger in America. John Morrell announced last year that it was joining its parent company, Smithfield Foods, in supporting No Kid Hungry to ensure all children in America have the healthy food they need.

"Our partnership with the No Kid Hungry campaign is an excellent way for us to help make a difference and to help get children and families the food they need," said Chuck Gitkin, vice president of marketing and R&D, John Morrell Food Group. "Giving back to the communities in which we work and live and in particular, supporting the fight against hunger, is important to all of us at John Morrell. We are proud to continue this relationship and are thankful for the support of partners such as Rosauers Stores. With their support, it enables us to really reach out to communities not just in Spokane but to many others across the country."

One in four children in the state of Washington struggle with hunger. Catholic Charities Food For All partners with No Kid Hungry to help provide a solution. Throughout the state, the No Kid Hungry campaign supports access to free meals in the summer and, through its partnership with Catholic Charities Food For All, empowers families with skills to prepare healthy and affordable meals.

"Partnering with the No Kid Hungry campaign allows Catholic Charities Food For All to integrate vital nutrition education experiences into our efforts addressing food insecurity," said Brian Estes, program coordinator at Catholic Charities Food For All. "The donation by John Morrell and local partner Rosauers is a tangible and immediate resource that reflects a coordinated effort to fight hunger in our community."

80K SHOP 'n SAVE Opens



Jamieson Family Returns Supermarket Shopping to Pennsylvania Community

First Full-Service Grocery Store to Serve Youngwood in 25 Years

A TODAY'S GROCER
Special Report

Prominent independent operators Tom and Debbie Jamieson have brought back food retailing to a Pennsylvania town following an absence in the small community the past 25 years.

The grand opening celebration for the new SHOP 'n SAVE, located along State Route 119 North in Youngwood, took place, December 11. Tom and Debbie Jamieson have spent more than 45 years in the grocery and retail business and 25 years as a SHOP 'n SAVE retailer. The couple owns the new Youngwood Commons plaza as well as the SHOP 'n SAVE that anchors the new development. The Jamiesons, who previously lived in the community for several years, are bringing economic and job growth to the community, along with a convenient shopping and grocery experience.

"My family and I are honored to



■ IT'S OFFICIAL! New Youngwood SHOP 'n SAVE operators Tom, Debbie and Shaina Jamieson mark the opening of their new 80,000 sq. ft. superstore with a little help from SHOP 'n SAVE management and local dignitaries.



■ THE JAMIESON FAMILY is making a major commitment with the new opening to the Youngwood economy.

bring a new full-service grocery store to the Youngwood community, especially since there has been a food desert in this area for years," said Tom Jamieson, SHOP 'n SAVE owner and developer of Youngwood Commons. "This new development will be a wonderful destination for Youngwood and New Stanton residents and serve as a source of growth for the community. As a former New Stanton and Fort Allen resident, this community holds a very special place in our hearts."

The almost 80,000 sq. ft. Youngwood Commons shopping center is anchored by the 36,000 sq. ft. SHOP 'n SAVE located along State Route 119 Northbound of the former Robertshaw UPS Facility. The new full-service grocery store offers a wide variety of fresh produce, prepared food options, expanded dairy and frozen food sections, full-service deli, bakery, fresh seafood and meat with on-site butchers. The Youngwood Commons will also include a Beer Warehouse with a variety of craft and import beer selections and an in-store bank for the customer's convenience.

As the "just right" grocer of Youngwood, the new SHOP 'n



■ Tom Jamieson with Youngwood Mayor Joan Derco.



■ THE WHOLE TOWN IS TALKIN' - The Jamieson Family opened the doors to a brand new SHOP 'n SAVE in Youngwood, PA on December 11. The 80,000 sq. ft. SHOP 'n SAVE store marks the first superstore in the community since 1995.



■ OPENING REMARKS - Joe DellaNoce, E.V.P. SuperValu, thanks the Jamieson Family and recognizes them for their commitment to the Youngwood community.



■ OPENING DAY CROWDS get a first look at their new Youngwood SHOP 'n SAVE.

SAVE will provide customers with double coupons, weekly specials and everyday savings. Participation in the SHOP 'n SAVE Perks Card will provide special discounts, along with Pump Perks redeemable at over 130 participating Sunoco gas stations, including one right across the street from the development.

The entire Youngwood Commons shopping center is expected to create up to more than 250 new jobs. This marks the family's tenth independently-owned and operated SHOP 'n SAVE. In addition to the grocery store, the development includes a Beer Warehouse, auto parts store, dollar store, Subway, Little Caesars Pizza, Asian Star Restaurant, Pet Market with more to come.

Jamieson Family Markets is

comprised of four store banners: SHOP 'n SAVE, Save-a-Lot, Everyday's a Party, and the Beer/Tobacco Warehouse. Stores are located in the tri-state area of Ohio, Pennsylvania, and West Virginia.

A progressive family-owned and focused organization, Jamieson Family Markets was founded in 1989 when Tom and Debbie Jamieson acquired the County Club SHOP 'n SAVE store in Fairmount, West Virginia. Additional SHOP 'n SAVE stores were added in West Virginia Pennsylvania.

In 1996, Jamieson Family Markets began operation of its first Save-a-Lot store in Shinnston, West Virginia. Soon after, additional Save-a-Lot stores were added in Ohio, Pennsylvania, and West Virginia.



■ Shaina Jamieson, Debbie Jamieson, Tom Jamieson, Owners of Youngwood SHOP 'n SAVE, Lloyd Crago, Youngwood Council President, Chad Amond, President of Westmoreland County County Chamber and Joe DellaNoce, E.V.P. SuperValu.



■ WESTMORELAND COUNTY CHAMBER PRESIDENT Chad Amond (right) presents Youngwood SHOP 'n SAVE owner Tom Jamieson with a plaque recognizing the Jamieson Family's commitment to the Westmoreland County economy.



■ BEER WAREHOUSE is owned by Tom Jamieson's daughter Shaina. The new is a key part of the new Youngwood Commons - where additional retailers will soon be opening.

IDDBA FSCR Application Deadline Soon

The next application deadline for the International Dairy-Deli-Bakery Association (IDDBA) Food Safety Certification Reimbursement Program is February 1, 2014, for training completed November 1 – December 31.

The IDDBA reimburses a portion of expenses to IDDBA-member retailer companies that certify dairy, deli, and bakery department-level managers and associates in food safety. Since the program began in July 2003, retailers have received reimbursement totaling about \$230,350 for certifying 6,231 managers and associates.

There are six FSCR application deadlines each year for the previous testing period. More information, including the application deadline dates and corresponding testing periods, and an online or printable application, are available at www.iddba.org/certification.aspx.

■ Brian McDonald

RGIS Announces New CEO



■ BRIAN McDONALD

RGIS, LLC, a global market leader in inventory and data collection, announced that Brian McDonald has taken the position of CEO of the organization, effective immediately. He assumes the position from Dan Sheffield, who had been serving as interim CEO since the departure of John J. Ling earlier this year.

"After an extensive search, we are pleased to have Brian join us. He possesses the leadership, customer-centricity, values and operational excellence we were seeking," said Dan, who retains his position as President of Global Customer Service and Business Development for RGIS. Brian comes to RGIS from Tyco International Ltd. where he

served as Executive VP and Chief Operating Officer of their \$7.8 billion Fire and Security Installation and Services division.

Brian was with Tyco for more than 10 years in a variety of roles including Director of Sales, VP of Field Operations, VP of Southern Operations, President of ADT UK/Ireland, and most recently, EVP and COO of the conglomerate's largest business unit. Prior to Tyco, Brian held various General Manager and VP roles with the UTC Power and Otis Elevator units of United Technologies.

He holds a Bachelor of Science degree in Physics from the United States Naval Academy and a Master of Business Administration degree in Operations from the Darden Graduate School at the University of Virginia. Upon graduation from the Naval Academy, Brian served 5 years as a Lieutenant and Division Officer aboard a U.S. Navy aircraft carrier, overseeing its nuclear systems.

Talenti Gelato & Sorbetto Acquired by Unilever

Talenti Gelato & Sorbetto has been acquired by Unilever, one of the world's leading suppliers of food, home and personal care products. The acquisition gives Talenti an unprecedented opportunity to grow and expand its footprint and reach more consumers. The terms of the transaction were not disclosed.

Talenti will continue to craft gelato and sorbetto using old world methods - a quality that has distinguished the brand since its beginning. This commitment includes carefully sourcing the best ingredients from around the world. Talenti will maintain and operate its production facility in Marietta, GA, and will continue to present unique flavor offerings in its recognizable transparent packaging.

"We are thrilled to join the Unilever family, work together to expand distribution and share Talenti love with even more ice cream consumers," said Steve Gill, Talenti's CEO.

As part of the acquisition, Talenti will have access to Unilever's extensive distribution network and supplier's resources to accelerate its growth and leadership in the premium ice cream category, and will complement Unilever's existing family of established ice cream brands including Ben & Jerry's, Breyers, Fruttare, Good Humor, Klondike, Magnum and Popsicle.

Founded by Josh Hochschuler as a store-front gelateria in Dallas, TX in 2003, Talenti has since experienced strong growth with sales expected to eclipse \$120 million by the end of 2014.



■ C.H. ROBINSON TEAM MEMBERS pictured accepting Driscoll's U.S. Carrier of the Year Award at presentation ceremony in Watsonville, CA.

C.H. Robinson Receives Driscoll's U.S. Carrier of the Year Award

Applauded for consistent execution and alignment to a strategic vision, C.H. Robinson was named Driscoll's 2014 U.S. Carrier of the Year during their first annual carrier recognition event in Watsonville, CA.

During the event, Driscoll's supply chain executives presented awards to a select group of transportation providers based on their ability to consistently exceed Driscoll's expectations as well as demonstrate understanding of Driscoll's vision, mission, and values through their daily work.

"Driscoll's is proud to honor transportation providers, like C.H. Robinson, that go above and beyond by acknowledging our unique and often challenging business and making sure that those practices and values are implemented every day," said Michael van Horn, director of delivered sales transportation at Driscoll's.

C.H. Robinson was recognized for its flexible transportation solutions that support Driscoll's delivered sales through more than 40 shipping origins and flexible

volume capacity during seasonal surges. C.H. Robinson was honored for high performance in areas like overall volume, tender acceptance, cold chain management, and on-time performance.

"The relationship between C.H. Robinson and Driscoll's is one of collaborative understanding and open communication," said Luke Gowdy, general manager at C.H. Robinson. "C.H. Robinson is committed to continuous process improvement in order to provide extraordinary service and help facilitate Driscoll's mission."

Freshpet Launches

Fresh from the Kitchen Home Cooked Chicken Recipe for Dogs

'Foodie' is now an everyday term for most Americans, especially noting the growth in competitive cooking shows, food trucks, and farmers markets. Highbrow ver-

sions of classic comfort foods are appearing all over the trendiest restaurants with higher quality and healthier ingredients substituting our mother's original ingredients. Whether the motivation to become a foodie is borne out of pure enjoyment or a quest for good food that is real and healthy, most Americans are demanding quality meals. And while most of us are bringing this trend to our own home cooked recipes, our dogs have been left out.

Introducing Freshpet Select Fresh from the Kitchen, Home Cooked Chicken Recipe. This shredded chicken recipe only uses high quality poultry, with no preservatives or fillers like corn, wheat or by-products. Fresh from the Kitchen is a high protein source, with over 80%



of the recipe consisting of fresh, locally sourced chicken. Just like in your kitchen, the Freshpet Kitchen in Bethlehem, Pennsylvania prepares each recipe in small batches and then immediately refrigerates the meals to preserve key nutrients. Fresh from the Kitchen also provides essential vitamins from the fresh inclusions of carrots and spinach, and super fruit, cranberries.

25 New McCormick Products for Winter

Make it Easy to Create Flavorful Meals

McCormick & Company, a flavor leader for 125 years, is introducing a powerful lineup of 25 new products perfect for winter meals. These convenient items answer the growing consumer demand for more flavor - as indicated by a 20 percent increase in spice, herb and seasoning purchases in the last five years.¹

McCormick's new winter products cater to today's more adventurous consumer palate - reflecting a desire for everything from bold chile heat to ethnic flavors, as highlighted in McCormick Flavor Forecast reports:

SEVEN SKILLET SAUCES

These sauces help get a flavorful dinner on the table that cooks in just 15 minutes. Simply pour into a skillet and add a favorite meat and vegetables.



- **Smoky Applewood BBQ Chicken with Bacon:** Whip up a quick and easy BBQ-inspired weeknight chicken dish.
- **Taco with Chipotle & Garlic:** Add a hint of chipotle heat to weeknight tacos.
- **Sesame Chicken Stir-Fry:** Ginger, garlic and soy sauce cre-

- ate the perfect stir-fry.
- **Sweet & Smoky Sloppy Joes:** Ingredients like brown sugar, paprika, mustard and garlic give this classic American meal a smoky-sweet twist.
- **Fire Roasted Garlic Chili:** A robust combination of fire-roasted garlic and chili pepper boosts the

flavor of this dinnertime staple.

- **Fajita with Roasted Chili, Garlic & Lime:** Fire up fajitas with this sizzling blend of roasted chili pepper, garlic and lime.
- **Sicilian Chicken with Tomato, Basil & Garlic:** Infuse Italian-style chicken and mushrooms with a savory blend of sweet basil and garlic.

Certified by the National Foundation for Celiac Awareness, new gluten-free recipe mixes are made with the natural goodness of herbs and spices, and no MSG or artificial flavors. They're also priced the same as regular mixes.

- **Gluten-Free Turkey Gravy:** This foolproof mix makes perfect gravy every time - and, in just five minutes.
- **Gluten-Free Brown Gravy:** Just add water and cook for gravy that tastes great on sliced beef, meat dishes and potatoes.
- **Gluten-Free Taco:** A zesty blend of authentic Mexican seasonings, including onions and peppers, will turn ordinary food into a fiesta of flavor.

- **Gluten-Free Chili:** Ready in 20 minutes, this combination of authentic seasonings and chili peppers creates a hearty meal.

NEW BOLD FLAVORS IN SPICES, SEASONING BLENDS AND RECIPE MIXES SPICES: Gourmet Hot Hungarian Paprika, and Chipotle Chili Pepper.

RECIPE INSPIRATIONS: Rosemary Glazed Pork Tenderloin with Carrots and Mediterranean Chicken & Tomatoes.

SEASONING MIXES: Chipotle Taco, Zesty Garlic Shrimp Taco, and Smoky BBQ Chili.

PERFECT PINCH SEASONING BLENDS: Bacon & Chive and Sweet Onion & Herb.

LATIN-INSPIRED FLAVORS: Adobo Seasoning with Pepper, Adobo Seasoning without Pepper, Total Seasoning for Beef, Total Seasoning for Chicken & Fish and Ground Annatto.

¹ IRI Grocery Sales Data ending December 2013, Total Spice Category

34 Hospitality



■ The new design, known as Inspire, delivers Fast Casual aesthetics while employing QSR economics. Arby's began remodeling restaurants using the new design, which features a more contemporary look and improved guest experience, several months ago and is planning to significantly ramp up both company and franchised development and remodel activity in 2015 and beyond.

Arby's Momentum Builds with Grand Opening of New Restaurant Format, Design

Flexibility in Non-traditional Venues Sets Stage for Growth

A TODAY'S GROCER Feature Report

Arby's Restaurant Group Inc., which operates or franchises nearly 3,400 Arby's restaurants worldwide, celebrated the recent opening of a new restaurant design and format in White House, TN, that signifies a multi-year commitment to remodeling and building new restaurants.

The new design, known as Inspire, delivers Fast Casual aesthetics while employing QSR economics. Arby's began remodeling restaurants using the new design, which features a more contemporary look and improved guest experience, several months ago and is planning to significantly ramp up both company and franchised development and remodel activity in 2015 and beyond. Newly-remodeled restaurants thus far have seen average sales increases exceeding 15 percent.

In addition to the improved aesthetics and enhanced operational efficiencies of the new design, the Brand is exploring new restaurant formats, which will allow it to enter new markets and geographies. Examples include the end-cap with a drive-thru that opened at this new location, streamlined new stand-alone building formats that accommodate smaller footprints, as well as in-line restaurants well suited to shopping center and convenience store locations; all with the same delicious menu found at a typical stand-alone Arby's restaurant.

"Arby's continues to experience a wave of mo-

mentum that has grown throughout the year with a renewed commitment to innovative products, our service culture and the introduction of a new marketing campaign," said Paul Brown, Chief Executive Officer, Arby's Restaurant Group, Inc. "We are excited by what our expanded range of formats means for the Brand as it gives us the flexibility to enter more urban environments and reach new guests."

"We will be increasingly focused on growth and development next year with the expectation to build or remodel more than 200 restaurants as a system. We could not be more pleased with the Inspire design and our 'menu of venues,' as they represent the new direction for the Brand."

The first end cap with a drive-thru in the Inspire design opened on November 17, to an overwhelmingly positive response from guests. The restaurant features a fresh new color palette, communal tables, contemporized lighting and new finishes including the incorporation of wood and subway tiling that will allow Arby's guests to fully experience the revised and reinvigorated Brand look and feel. Arby's will open two additional new restaurant formats within the next few months.

"Our plan is to kick-start growth through the addition of these new restaurant formats," said George Condos, ARG President & Chief Operating Officer. "In addition to providing a better guest experience, the new restaurant formats will incorporate innovative operational elements to improve efficiencies with a revamped production line."



■ The restaurant features a fresh new color palette, communal tables, contemporized lighting and new finishes including the incorporation of wood and subway tiling that will allow Arby's guests to fully experience the revised and reinvigorated Arby's Brand look and feel.



■ ARBY'S RESTAURANT GROUP is celebrating the recent opening of a new restaurant design and format in White House, Tennessee, that signifies a multi-year commitment to remodeling and building new restaurants.





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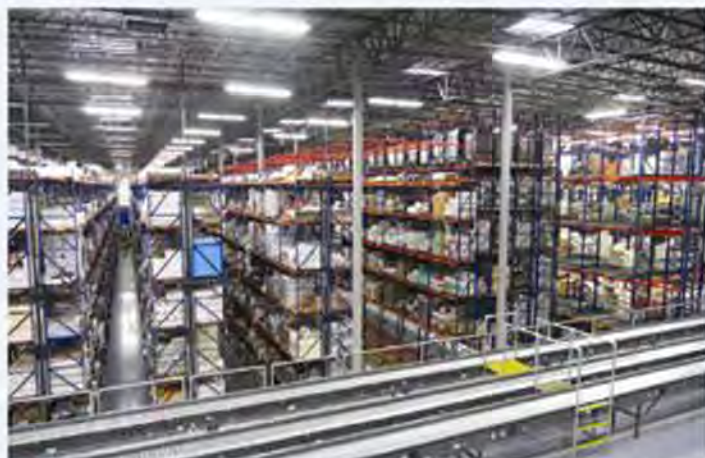
36 Technology

Westfalia Technologies Automates

Southern Wine & Spirits of America's Union City Facility

Westfalia Technologies, Inc., a leading provider of logistics solutions has announced the opening of Southern Wine & Spirits of America, Inc.'s newly automated facility in Union City, CA. Utilizing Westfalia's automated storage and retrieval system (AS/RS) technology and Savanna.NET warehousing software, the facility is one of the most technologically advanced in the beverage alcohol industry.

Fitted with Westfalia's high-density AS/RS technology, Southern's 334,000 sq. ft., 55-foot-tall facility on Atlantic Street stores 24,750 pallets and is equipped for pallet stor-



Utilizing Westfalia's automated storage and retrieval system (AS/RS) technology and Savanna.NET warehousing software, Southern Wine & Spirits' new Union City facility is one of the most technologically advanced in the beverage alcohol industry.



age up to 10 pallets deep. Four Westfalia storage and retrieval machines (SRM) refill pallets automatically and each SRM can process more than 80 pallets per hour. Westfalia's Savanna.NET warehouse management software brings the system together, directing and controlling all pallet movement and optimizing material flow and picking. The hardware-software combination will deliver Southern ultimate warehouse efficiency, generating cost savings and increasing business operating capacity within the same space.

Wayne Chaplin, President and CEO, Southern Wines & Spirits of America, said, "We're always looking for innovative solutions to leverage world-class supply chain capabilities to reduce costs, deliver optimal fulfillments

and provide tailored customer service. We tore down the existing Atlantic Street structure to invest in the development of this state-of-the-art facility that will not only drive value for our trading partners, but also drive internal operational efficiencies that will allow Southern to remain competitive in this ever-changing and highly competitive wholesale environment."

Dan Labell, Owner and President of Westfalia Technologies, said, "We know the importance Southern places on service delivery to its customers and suppliers, and Westfalia is proud to enhance the firm's capacity to do so. Our automation technology will help the company realize new efficiencies, better utilize space and position themselves for future growth."

Cree Debuts Replacement for Halogen MR16 Lamps



CREE MR16 SERIES TRUEWHITE LED LAMPS eliminate the glare commonly associated with 50-watt halogen MR16 lamps to deliver a soft, diffused light with category-leading Color Rendering Index of 92. Cree MR16 Series TrueWhite LED lamps are dimmable and available in 15-degree spot, 25-degree flood and 40-degree wide flood beam angles in a 1.97-inch ANSI-compliant form factor, allowing them to easily fit into existing tracks for a one-for-one replacement.

Cree, Inc. has introduced the MR16 Series LED lamp with TrueWhite Technology, that delivers the soft, diffused light of a traditional 50-watt halogen MR16 lamp, and is designed for global compatibility with virtually all existing sockets. With a suggested retail price of USD 25, Cree MR16 TrueWhite LED lamps consume up to 83 percent less energy and are designed to meet ENERGY STAR qualification to deliver a rapid payback of less than one year.

"The Cree MR16 TrueWhite LED lamp is the best 50-watt halogen replacement lamp to combine the energy saving benefits of LED with the light distribution and color quality our clients expect," said Lee Mehler, principal architect and president, LMHT Associates/National Restaurant Designers. "We've been disappointed with other MR16 LED lamps on the market, but after testing the Cree MR16 Series TrueWhite LED lamp we are specifying and recommending the use of this product for new and retrofit projects to replace existing halogen MR16 lamps with Cree."

"Cree's latest innovation is poised to replace the billions of MR16 lamps currently installed around the world by delivering an unprecedented combination of energy savings, color quality and compatibility. The Cree MR16 Series TrueWhite LED lamp is setting a new standard for the category," said Norbert Hiller, Cree executive vice president, lighting.

New Stainless Steel Clean Steam Trap

Spirax Sarco has announced the BTS7.1 stainless steel clean steam trap constructed to withstand corrosion from clean and pure steam applications. The BTS7.1 is pressure rated to ASME standards and is designed to remove condensate from clean steam systems with minimal back up making it ideal for the pharmaceutical, biotechnology, and food and beverage industries.

The self-draining trap operates close to steam saturation temperatures, reducing condensate back up and effectively venting air ensuring full sterilization. Its smooth surface finish safeguards a free draining surface reducing the risk of bacterial growth and product blockage.

The BTS7.1 is available with a tri-clamp option which is suitable for both 1/2" and 3/4" connections.



Apple Pay Now Available in All Bi-Lo and Winn-Dixie

Bi-Lo Holdings, parent company of Bi-Lo, Harveys and Winn-Dixie grocery stores, today announces support for Apple Pay across its entire southeastern footprint. With Apple Pay, checkout now becomes faster and more convenient.

"Customers want a shopping experience that is convenient, easy and secure, which is why we're so pleased to announce support for Apple Pay," said Bert DuMars, vice president, digital marketing at Bi-Lo Holdings. "Bi-Lo Holdings is prioritizing digital mobile solutions for our customers, and Apple Pay is an exciting first step in our journey."

Across its eight-state operating area, Apple Pay is available to Bi-Lo, Harveys and Winn-Dixie customers who carry iPhone 6 and iPhone 6 Plus. These users will be able to hold their iPhone 6 to the contactless reader at checkout and place their finger on the Touch ID to easily and safely pay.

Security and privacy are at the core of Apple Pay. When you add a credit or debit card with Apple Pay, the actual card numbers are not stored on the device nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorized with a one-time unique dynamic security code, instead of using the security code from the back of your card. If a customer's iPhone is lost or stolen, they are able to use Find My iPhone to suspend or remove cards from the device.

"Data security is an increasingly important issue for all customers. We are pleased to offer a digital solution that prioritizes privacy and usability," added DuMars.



Douglas Battery Launches Two New Battery Chargers

Designed to Reduce Energy Use and Extend Battery Life

Douglas Battery recently introduced two new battery chargers for industrial lift truck applications.

"We have expanded our line of chargers to better serve the demand from the battery-powered lift truck market," explained Brian Faust, general manager at Douglas Battery™. "Our new models include a highly efficient, compact model designed for smaller businesses and a more versatile opportunity charger designed for larger fleet operations."

The Douglas Legacy Neo HF charger is a small, compact model that combines high efficiency and high power. It is ideal for operations where space is at a premium. The Douglas Legacy Neo HF charger's IONIC profile constantly diagnoses the battery's condition and adjusts the charging curve for optimum charge. Providing an optimum charge reduces heat and overcharge for maximum battery life. This charger is available in manual or automatic in three charging profiles: IONIC (flooded), Cold Store or Valve Regulated Lead Acid (VRLA) battery.

The Douglas Legacy Insight HF charger delivers a higher power factor and efficiency than conventional chargers for reduced electrical bills. The Douglas Legacy Insight HF charger is capable of opportunity charge and can automatically charge batteries of various voltages and capacities. This can reduce or eliminate the need to change batteries during a shift. This versatile charger is available in manual or automatic in four charging profiles: IONIC (flooded), Opportunity Charge, VRLA battery and Cold Storage.

Douglas Battery chargers are compatible with the Douglas DataTrac battery monitoring system. The new chargers also meet the California Energy Commission (CEC) efficiency standards.



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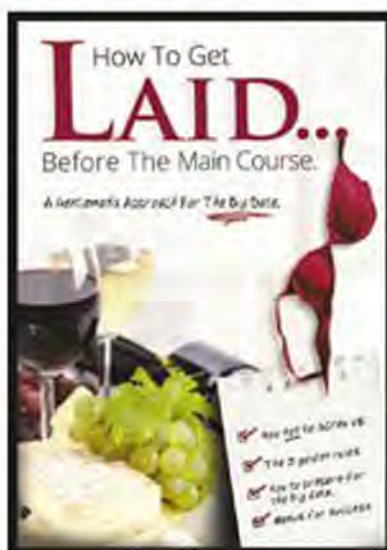
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38 BookReview

How to Get Laid Before the Main Course:



A Gentleman's Approach to the Big Date

Did you ever wish you could just "get it" when it comes to dating? Whether it's the inability to open and hold a conversation, unsure of how to act, or lack of knowledge on how to close and seal the deal, men (and women) can be clueless.

Enter: ViMal's, *HOW TO GET LAID BEFORE THE MAIN COURSE: A GENTLEMAN'S APPROACH TO THE BIG DATE*, a guidebook to cooking your way into the magical place between the sheets. This must-have life saver for the romantically challenged describes how to flawlessly wine and dine your date, which is guaranteed to turn you

from "rookie" to "rock star" in a matter of minutes. In a funny, yet sophisticated voice, ViMal gives you the tips, tools and techniques proven to succeed in and out of the kitchen—even with women out of your league.

"It's a resource for men, single or attached—looking to spice things up for the "Big Date", says ViMal. "It's also great for girlfriends or wives who want their man to really seduce them—James Bond style."

How to Get Laid before the Main Course gives its readers over 30 years of experience from around the globe of how to successfully engage with beautiful women of different cultures and ethnicities. You don't need money, looks or luxuries. Instead, the author gives you the keys to having an enchanted evening; including dating tips for dummies and romantic recipe secrets that will induce a little "fork-play." You're guaranteed to learn the ins and outs of kitchen know-how, from ingredient selection and preparation, to basic knowledge of cheeses, wines and beers.

How to Get Laid before the Main Course will show men how to impress their date, as well as:

The three golden rules, How to prepare a meal and look like a pro, What not to say or do so she doesn't walk out the door, How to create a 5-star restaurant quality evening, The secrets to make her yours, and more.

"The good news for you is it's not that difficult—very little takes you a long way," adds ViMal. "I give you killer techniques that she, for sure, will never have experienced, but will make her want to give you the time of your life."

INNOVATE!

How Successful Distributors Lead Change in Disruptive Times



The NAW Institute for Distribution Excellence has released a new research study titled, *INNOVATE! How Successful Distributors Lead Change in Disruptive Times* by Dirk Beveridge.

The majority of wholesaler-distributors surveyed for this new research study agreed that we are living in unique times that call for a new spirit of innovation throughout wholesale distribution:

- 76% of distributors surveyed said they believe we are living in an environment we could call "the age of disruption"
- 85% said they feel they need to "reinvent" their business before someone else does
- 81% said that much of the distribution industry is operating from "dated" business models.

Despite this pressing need for innovation, change, and transformation, the distributors surveyed said

their companies were doing little to act on it:

- 72% said they think their companies are slow to make changes to the business
- 78% said they get trapped in the day-to-day and don't focus enough on creating the company's future
- 42% said they feel like they are "too rooted in the past" rather than focused on innovating for the future.

As a result of all this, 57% of the distributors surveyed said that many wholesaler-distributors are "already out of business — they just don't know it yet." There is good news, however: 95% of the distributors surveyed said they feel personally empowered to be a "disruptive change agent" within their business.

Leaders throughout the industry are challenged by the constant pressures coming at them from all directions. These pressures could come from marketplace competitors or be the result of new government regulations, shifting demographics, the accelerating pace of technology, and others. Navigating these big shifts to create a sustainable and relevant business has become the new mandate for every leader and employee in distribution.

"Innovation" is at the core of this new mandate, and future success in wholesale distribution will be based on the ability of distribution firms to innovate. Each chapter in this new study concludes with specific thought processes, action items, and exercises to guide distributors in their innovation journey.

"I hope this book sparks a new conversation and even a movement — a new optimism and a new focus — on cutting through the tyranny of the urgent to create a new wave of innovation throughout wholesale distribution," said Author Dirk Beveridge.

To learn more or to order copies, please visit <http://www.naw.org/innovate> or call 202.872.0885. Quantity discounts apply when ordering two or more copies.

Video

Digitally Restored '70s B-Movie, Cult Favorite

Don't Look in the Basement



Will the Patients Soon be Running the Asylum?

A young, psychiatric nurse struggles under the worst of institutional conditions in *DON'T LOOK IN THE BASEMENT*, digitally restored and now available on DVD from Film Chest Media Group.

In this '70s, B-movie, cult classic, a young, psychiatric nurse, Charlotte Beale (Rosie Holotik, 1972 Playboy covergirl), goes to work at an isolated sanitarium only to learn the proprietor, Dr. Stephens (Michael Harvey, Berlin Express, Tycoon), was murdered by one of the patients.

Struggling under the horrendous conditions at the severely under-staffed asylum — and the torment heaped upon her by the patients — she is puzzled by the resistance of Stephens' successor, Dr. Geraldine Masters (Annabelle Weenick, Cope and 1/2, Common Law Wife), to hiring new staff and by the woman's efforts to keep outsiders at bay. Soon, the patients may truly be running the asylum ...

Also known as *The Forgotten*, *Don't Look in the Basement* is considered one of the best low-budget movies in the horror/thriller genre ... and there is no other film quite like it!

Also starring Bill McGee (*On Valentine's Day*, 1918), Jesse Lee Fulton (*The Sugarland Express*, *Paper Moon*) and Robert Dracup (*Mr. Nanny*, *Necessary Roughness*, *Pet Sementary*).

Running Time: Approx. 89 Minutes | Suggested Retail Price: \$9.98

Finding Joy

Hippy Girl Gives Boomerang Boy New Hope

A self-absorbed writer rediscovers himself, his offbeat family and what it means to be happy when he meets a spirited young woman who asks him to write her obituary in *FINDING JOY*, now available on DVD from Inception Media Group.

When a struggling writer, Kyle (Josh Cooke, Showtime's *Dexter*; Group Sex; *I Love You, Man*), falls on hard times, he finds himself back at his quirky family's home with his tail between his legs. As his life slowly begins to show signs of improvement, he meets a spunky, intriguing woman, Joy (Liane Balaban, *The Grand Seduction*; *Maniac*), who lives across the street.

Her bright outlook and bohemian beauty make him feel truly alive for the first time. But it's short-lived when Joy asks him to write her obituary after she's told she's going to die.

As he gets to know her more, Kyle falls in love and grows increasingly skeptical about her prognosis. With the help of his wacky family, Kyle pushes fate and hopes to convince Joy that she should spend the rest of her life with him ... no matter how long or short that may be.

Also starring Barry Bostwick (*ABC's Spin City*; *Spy Hard*; *The Rocky Horror Picture Show*), Lainie Kazan (*You Don't Mess with the Zohan*; *My Big Fat Greek Wedding*; *Beaches*), Tyler Bunch (*The Muppets*, *Muppets in Space*) and Kiki Harris (*Pain & Gain*, *Sex Drive*), *Finding Joy* is presented in widescreen with an aspect ratio of 16 x 9 (2.35:1) and 5.1 digital surround sound.

Running Time: Approx. 96 Minutes | Suggested Retail Price: \$26.98



I Am Soldier

Only the Elite Make the Cut

A group of soldiers endure a grueling test to earn a spot on the U. K.'s most elite special forces team in *I AM SOLDIER*, enlisting on DVD now from Inception Media Group.

In this action-packed thriller, Mickey (Tom Hughes), a military cook, attempts to join the United Kingdom's renowned special forces regime, the Special Air Service, a.k.a. S.A.S. This elite group is tasked with life-threatening missions in the most dangerous places on Earth, but to get in soldiers must first pass an excruciating selection process.

With his confidence shaken by the death of his best friend, Mickey must overcome torturous physical and mental obstacles, the most evil interrogation possible and a test that pushes his fellow candidates and him to the body-breaking limit.

As Mickey's mind, body and soul scream for mercy, you will cheer, wince and feel his pain in this powerful story of human endurance. Many try to get into the S.A.S.—Only the elite can make it.

Running Time: Approx. 88 Minutes | Suggested Retail Price: \$26.98

Ty Barnett: Issues

You Think You Have Problems?

Ty Barnett tackles the challenges faced in midlife in the hilarious, thought-provoking stand-up special *TY BARNETT: ISSUES*, now available on VOD and digital video from Inception Media Group.

Ty Barnett — a *Tonight Show* and *The Late Late Show With Craig Ferguson* veteran, runner up on NBC's *Last Comic Standing* and with his own Comedy Central Presents special — now takes to the stage with a full hour of insight into the mind of a comedian facing all the challenges of midlife.

From being a single parent of two girls, staying in shape, dating and — perhaps most importantly — doing it all at 40, Ty delivers clever observations about universal "issues" that we all face in his typical cool, smooth style. Ty's hilarious, smart, edgy comedy, mixed with his unique charm and hypnotic presence, is sure to have you laughing.

Running Time: Approx. 57 Minutes | SRP: \$9.99



Wonder Curl Brings Ease of Style and Management to Naturally Curly Hair

Formulated and created for the unique needs of curly hair of all textures, Wonder Curl products give time back to users while making hair glisten, soft to touch and free of tangles and frizz. Those with natural curls can now embrace their hair with an easy and affordable upkeep. Rather than losing control to an unruly mane, styling power for the Wonder Curl consumer is maintained through nourishing and taming products. Wonder Curl products assure healthier, shinier hair!

Curlyies, as Wonder Curl calls those donning curly locks, will enjoy the science and simplicity of the hair-care line free of parabens, silicone and phthalates, and not animal tested. From cleansers and rejuvenators, to protectants and moisturizers, these products are sure to be a hit as a gift to friends and family, or for Curlyies themselves.

Wonder Curl offers numerous products to use alone or in conjunction with others in the line, including:



Get Slick Hair Smoothie

— Coconut and Castor Oils protect hair and keep it shiny and strong. Available in 4 oz. (MSRP \$7) and 8 oz. (MSRP \$13) bottles.

Get Set Hair Jelly — Organic aloe vera and B5 help growth, and smooth curls without stiffness. Available in 8 oz. (MSRP

\$15) and 16 oz. (MSRP \$25) jars.

■ **Curl Control Styling Lotion** — An aloe based styler for soft, fluffy curls. Available in 8oz. (MSRP \$14).

■ **Butter than Love Hair Pudding & Whipped** — Ultra-moisturizing hair creams for shine and bounce. Available in 4 oz. (MSRP \$12) and 8 oz. (MSRP \$20) jars.

■ **Good to Go Sampler Kit** — 2 oz. sample of each of the above Curly necessities. Comes in a hot pink eco-friendly pouch (MSRP \$22).

■ **Polishing Pomade** — Light and grease-less pomade to control flyaways. Comes in 2 oz. jar (MSRP \$5).

■ **Detoxifying Clay Cleanser** — Gently removes dirt and impurities from the scalp leaving a luxurious feel. Comes in 8 oz. jar (MSRP \$24).

■ **Restoring Deep Treatment** — With Shea and Avocado butters, tired curls are ready to bounce back. Comes in 8 oz. jar (MSRP \$22).

Natural Grocers Completes Acquisition of Nature's Pantry

Continued from PAGE 2

souri producers, as well as offer extensive, free, science-based nutrition education programs for making informed health and nutrition choices."

Currently, Natural Grocers has 91 stores in 15 states, employ-

ing more than 2,000 people. As consumers increasingly seek out healthy, affordable shopping choices, Natural Grocers continues to expand its geographic footprint nationwide. The Independence location is one of 18 Natural Grocers stores opening in fiscal year 2015. A series of grand opening cel-

ebrations will kick off the New Year. Celebratory and educational activities - cooking discussions, nutrition classes, food tastings - featuring knowledgeable nutrition experts, will take place in the Independence store.

The Natural Grocers in Independence will be open 7 days a week.

Acosta Acquires Foodservice Agency

Continued from PAGE 2

"The talent and expertise of Howard and Associates will be a tremendous asset to our company," stated Dan Rodenbush, Executive Vice President, Acosta Cornerstone. "We are pleased to

welcome Howard and Associates to Acosta Cornerstone."

"Our team is excited to become a part of Acosta's culture focused on people, teamwork, trust and results," commented Charlotte Howard, Principal, Howard and Associates. "We are aligning our-

selves with experienced foodservice industry experts and providing best-in-class training opportunities for our associates. By joining forces with Acosta, we will be able to provide our clients with new resources to drive growth and sales."

Associated Food Stores Growing in Montana and Wyoming

Continued from PAGE 2

Each store is focused on providing a local touch, competitive pricing and fresh, quality products to the communities they serve. The pharmacies in seven of the purchased stores will continue to serve guests under new names. Store guests can expect to see many of the same products they love along with the addition of popular brands like Western Family and Full Circle. In an effort to make a smooth transition,

each store will remain open during the change. The transitions are expected to be completed by February 2015.

"We are excited about the growth of these stores and the opportunities each of our members will have in the future," said Neal Berube, president and CEO of Associated Food Stores. "The work we do allows family-owned stores to continue serving their communities and we look forward to the continued success of each of these stores."

Marc Perrone Elected UFCW President

Continued from PAGE 2

the job.

"The choice we face today is whether we will stand together and build an economy that lifts up all families, or watch as even more workers fall further behind and struggle to make ends meet," Perrone said. "Cynics may believe that these divisions and inequities are irreversible. I do not. We, as a union, do not. I strongly believe that by uniting together we can give workers across North

America the opportunities they deserve."

"The ideas to build a stronger union do not lie within any one individual," Perrone said. "They lie within all of us. They lie in the collective wisdom and strength of 1.3 million UFCW members who work hard every day to support their families. I want to hear their ideas. I want to hear their vision. I want to hear what we can all do to become an even greater and stronger union for the decades ahead."

Perrone succeeds retiring International President Joe Hansen. Hansen started as a meatcutter in Milwaukee, WI in 1962 and used his experience as a rank and file union activist to help lift up UFCW members and all workers. Hansen was elected International President in 2004 and helped steer the UFCW through a Great Recession, the flood of corporate money into politics, the single greatest legislative attack on labor in history, and the rise of income inequality.

High Liner Foods Opens New U.S. Headquarters

Continued from PAGE 2

last several years, particularly in the U.S., and the relocation and design of the new building will help us serve our customers better

and attract and retain the top talent required for continued growth into the future," said Keith Decker, President and Chief Operating Officer of High Liner Foods. "With a design that reflects our updated

branding, we believe the new building will inspire employees to continue fulfilling our recently formalized mission: to radically simplify selecting, preparing and enjoying seafood at its best."

Kroger's David Dillon Retires

Continued from PAGE 1

Dillons Companies, which merged in 1983. During his tenure as CEO, Kroger grew revenue by \$45 billion, created 53,000 new jobs, reduced costs for eight consecutive years and returned \$9.2 billion to shareholders through share repurchases and dividends, which were reinstated in 2006.

As part of the Customer 1st Strategy, both Dillon and McMullen, who was then serving as vice chairman, had the foresight to create and execute a long-term price investment strategy that has enabled Kroger to deliver sustainable business growth and shareholder returns, while also saving customers nearly \$3 billion annually through lower prices. This laid the foundation for Kroger's growth plan, announced in October 2012, which expands the Customer 1st Strategy by: accelerating growth in Kroger's core business and improving the company's connection with all customers; expanding Kroger's presence in new and existing markets; and innovating to create unique competitive positioning for today and

the future.

Kroger became a leader in supermarket sustainability under Dillon's leadership. The company reduced energy consumption in stores by 35 percent since 2000 and reduced its carbon footprint by 4.4 percent since 2006. More than half of the company's 37 manufacturing facilities are zero waste. Kroger's efforts to feed families struggling with hunger have grown to total contributions of 250 million meals — 4 million meals per week — in 2013.

"For Dave, Customer 1st — which truly put our customers at the center of how Kroger runs its business — was more than a successful business strategy. It was a philosophy that he believed and lived through his actions every day, and as a result he inspired thousands of our associates during his many years of service to Kroger and Dillons Companies," said McMullen. "He understood that Kroger's greatest asset is the trust that our customers, associates and shareholders have in our company. We are all the beneficiaries of Dave's extraordinary leadership."

CROSSMARK Names CEO

Continued from PAGE 1

President of Dell Services, where he led strategic initiatives to increase customer satisfaction and transform the business toward a solutions-focused company. Schuckebrock also has led Dell's Large Enterprise Unit and served as the Chief Information Officer, helping in both roles to drive innovation and solutions-focus while simultaneously reducing operational inefficiencies. Prior to Dell, Schuckebrock has also served in senior leadership positions including Co-Chief Operating Officer and Executive Vice President of Global Sales at EDS; Global Chief Information Officer for PepsiCo and Frito-Lay; and roles in sales and marketing at IBM. Most re-

cently, he served as the President and CEO of Accretive Health.

Fischer commented, "We are thrilled to welcome Steve to CROSSMARK. His breadth of experience in leading and growing global service organizations will benefit our employees, clients and customers around the world. I look forward to working closely with Steve in the months ahead to ensure a seamless transition."

Schuckebrock added, "CROSSMARK has established itself as a trusted partner to many of the world's most powerful brands. I am excited to join CROSSMARK and to continue building upon the team's success in providing clients with solutions to assist them in achieving their business objectives."

White House Announces the Departure of Sam Kass

Continued from PAGE 2

dent Obama. "And with the work he has done to inspire families and children across this country to lead healthier lives, Sam has made a real difference for our next generation. Over the years, Sam has grown from a close friend to a critical member of my team, and I am grateful for his outstanding work and look forward to seeing all that he will continue to achieve in the years ahead."

"Sam has been an integral part of Let's Move! from its very beginning — from discussions about children's health around my kitchen table in Chicago, to setting the strategic vision of a national

campaign in the White House, to spearheading efforts with the private sector across the country," said First Lady Michelle Obama. "Sam leaves an extraordinary legacy of progress, including healthier food options in grocery store aisles, more nutritious school lunches, and new efforts that have improved how healthy food is marketed to our kids. I wish Sam success in all his future endeavors, and I know he will continue to be a leader in the vitally important work to build a healthier country."

Kass will remain engaged with the First Lady's Let's Move! initiative and the continuing effort to advance childhood nutrition. His successor will be named soon.

Yuengling's Ice Cream Hires Marketing Director

Continued from PAGE 2

will play a key role in fielding and executing events and marketing opportunities to help take Yuengling's Ice Cream to the next level."

Prior to joining Yuengling's Ice Cream, Wenrich worked at Clear Channel Broadcasting for 17 years as an on-air personality and promotions director. She also serves on the Board of Directors for John Paul II Center for Special Learning — a Catholic school developmental disabilities.

Wenrich studied communication at The Pennsylvania State University — Schuylkill Campus, where she also hosted her own radio show. She is a 1987 graduate of Pottsville Area High School. Wenrich currently resides in Muhlenberg, PA with her husband John and their five children.

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