

# TODAY'S GROCER

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7-ELEVEN, INC. is acquiring Tedeschi Food Shops, Inc.'s approximately 182 convenience stores in the greater Boston, Massachusetts area and in New Hampshire. The transaction is anticipated to close soon.

## 7-Eleven Acquiring Tedeschi Food Shops

7-Eleven, Inc. has agreed to acquire Tedeschi Food Shops, Inc.'s approximately 182 convenience stores in the greater Boston, Massachusetts area and in New Hampshire. The transaction is anticipated to close in mid 2015, subject to standard closing conditions and regulatory approvals. Terms of the deal were not disclosed.

"Tedeschi is a respected brand and this acquisition fits in perfectly with 7-Eleven's growth strategy," said Stan Reynolds, Executive Vice President and Chief Financial Officer of 7-Eleven, Inc. "This move was made possible by 7-Eleven reinvesting the return from previous successful acquisitions to continue the company's growth as the world's largest convenience retailer. These high-volume,

Continued on **PAGE 39**

## For the First Time - Restaurant Sales Surpass Grocery Store Sales



Monthly sales at restaurants exceeded grocery stores sales for the first time on record, the National Restaurant Association notes.

In his latest Economist's Notebook commentary, the National Restaurant Association's Chief Economist Bruce Grindy breaks down industry sales trends:

For the first time on record in December, monthly sales at restaurants exceeded grocery stores sales, according to data from the U.S. Census Bureau. This development was hinted at through preliminary data releases in recent months, but was officially confirmed

Continued on **PAGE 39**

**New ShopRite Opens in Howell, NJ**

**6**

**New Charlotte Publix Debuts**

**12**

**BAUDUCCO FOODS' U.S. EXPANSION**

**15**

**NSA - Florida Chapter Hosts Annual Scholarship Golf Classic**

**34**

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## Badia Spices Names FIU Chaplin School's Food Production Lab

The advanced food production laboratory at FIU's Chaplin School of Hospitality & Tourism Management has a new name, thanks to a \$500,000 gift from Badia Spices, Inc.

Renamed the Badia Spices Food Production Laboratory, the space provides state-of-the-art instructional technology in over 2,200 sq. ft. of space. Students receive hands-on, learning in food production and innovation with access to a specialized area where they can develop, test and taste new product ideas and solutions for the industry.

"I am humbled by the opportunity to continue to build a legacy for my company and my family. This contribution will ensure that students with aspirations in the hospitality industry have the support they need to succeed. Above all, I am absolutely thrilled that this contribution will allow students and faculty to expand their research



■ **BADIA'S** Pepe Badia (left) pictured with FIU President Mark B. Rosenberg.

and development capabilities," said Joseph (Pepe) Badia, president of Badia Spices, Inc.

Badia's history with FIU spans more than a decade, and this is Badia's largest gift to date. Both

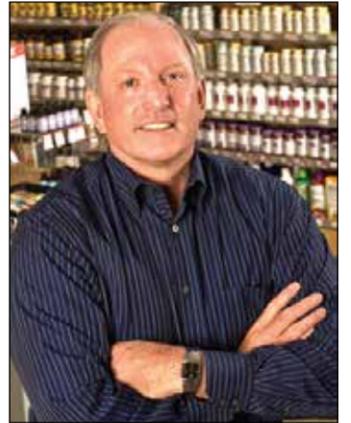
Badia and his company established two scholarship funds at the university in 2004 and 2006, which have generated 10 schol-

Continued on **PAGE 39**

## Panzer Named Albertson's SVP Pharmacy

AB Acquisition LLC, parent company of Albertson's LLC, New Albertson's, Inc., and Safeway Inc. announced that Mark Panzer has been named Senior Vice President of Pharmacy, Health & Wellness, overseeing the company's 1,760 pharmacies in 34 states across the country. Panzer replaces Darren Singer, who has left the company to pursue other opportunities.

Panzer's retail career began at Osco Drug stores over 40 years ago. He moved into roles in Regional Sales and Marketing and Regional Operations for the drug store chain, eventually serving as District Manager as well as Director and subsequently Vice President of Sales and Marketing with American Drug Stores. Those roles led to his being named Senior Vice President of Sales and Marketing for Albertsons following its merger with American Stores in 1999. In 2001, Panzer left the company to join Rite Aid as Executive Vice President of Store Operations, and in 2005 was named Senior Executive Vice President and Chief



■ **MARK PANZER**

Marketing Officer for that company, leaving in 2008 to become President & CEO of Pharmaca Integrative Pharmacy, Inc.

"Mark understands and appreciates the entrepreneurial spirit that embodies how we go to market across our divisions, and we're thrilled that he's chosen to come back to our team," said Shane Sampson, Chief Marketing & Mer-

Continued on **PAGE 39**

## Gilly Vending Wins 2015 Chamber Of Commerce Award



■ **Gene Schaefer**, Senior VP, Miami Market President, Bank of America presenting **TOP Award** to Gilly Vending President **Gilda Rosenberg** (center) with event emcee **Jackie Nespral**, NBC6 Anchor.

Gilly Vending Inc. has been awarded The 2015 Top Business (small) of the Year Award by The Greater Miami Chamber of Commerce during its Annual Top Entrepreneurial Awards luncheon, April 16, in Key Biscayne, Florida.

"For three decades our company has strived to provide exemplary service, not only to our nationwide clients, but to our community here as well. We are grateful to have been included along with fellow nominees and thank the Greater Miami Chamber of Commerce for this prestigious award," said Gilly Vending

President & CEO Gilda Rosenberg.

The Top Business of the Year category recognizes a company that demonstrates extraordinary overall business performance. Each company is judged on demonstrated growth, consistency of quality products or services at competitive prices, and contributions to the growth and socio-economic development in their communities.

A longtime leader in the automated vending business, the Miami-based company has been focusing on expanding their already highly successful healthy snack & beverage market by introducing the Healthy Initiative Program, signing NBA great Alonzo Mourning as the face of the campaign in early 2015.

## Food Lion Names

### Rhonda Mauldin 2014 Store Manager of the Year

Food Lion has named Rhonda Mauldin its 2014 Store Manager of the Year. Mauldin, who is the store manager of the Food Lion located at 1004 W. Georgia Road in Simpsonville, SC, was selected from a group of more than 1,100 store managers across the company.

"I really don't think of myself as an exceptional store manager; however, what I do think of as exceptional is my team," Mauldin said after receiving the award Wednesday. "They really are the reason I'm here today and I'm honored to accept this award on their behalf."

This is not the first time Food Lion or the grocery store industry has lauded Mauldin for her outstanding leadership skills. She received store manager excellence awards for her work both with

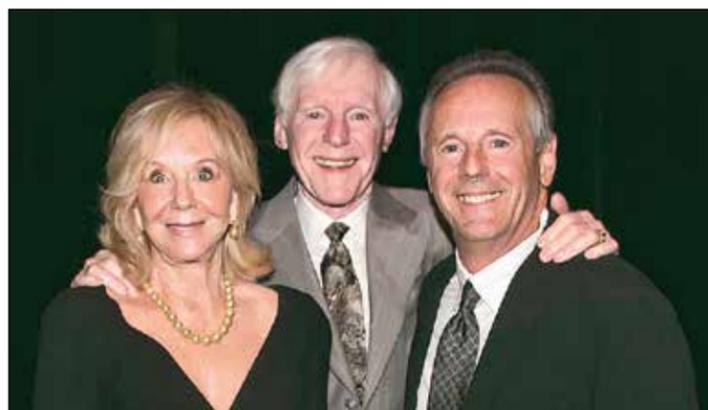


■ **RHONDA MAULDIN** receives her award in recognition of her being named **Food Lion 2014 Store Manager of the Year**.

Bloom and Food Lion stores in 2009, 2010, 2013 and 2014. In addition, Mauldin received Progressive Grocer's Top Women in Grocery award for the Store Man-

ager category in 2014. "Our store managers are the face of Food Lion to our custom-

Continued on **PAGE 39**



■ **NEW OWNERSHIP** - Joyce and Jim Raley Teel are transferring majority ownership of Raley's Family of Fine Stores to their son, Michael Teel, the company's President & CEO.

## Raley's Continues Legacy of Family Ownership

Mike Teel becomes Third Generation, Majority Owner

Jim and Joyce Raley Teel are transferring majority ownership of Raley's Family of Fine Stores to their son, Michael Teel, the company's President & CEO. The Teel's four daughters will continue

to hold minority ownership. Transitioning to a third generation of family ownership is an important step in keeping Raley's a family-owned company and Northern California business leader.

In a letter to Raley's employees, Jim and Joyce Teel stated, "This is a significant accomplishment, as fewer than twelve percent of family businesses transition to a third generation. With Mike's passion and vision, we have great faith he will guide and grow the business for future generations."

The Teel family is committed to continuing family ownership of the company for generations to come. This transition ensures the continued presence of a strong family-owned business, one of the largest privately held companies in the Sacramento area, that contributes positively to the region's economy and community.

"My grandfather saw the potential in this area 80 years ago," Mike Teel said, "I want to continue that legacy, and continue to invest in the Sacramento region. It's poised for growth and so are we. This is our home, and we're here to stay."

Mike Teel will own 92 percent of the company and become majority owner, with his sisters equally sharing the remaining eight

Continued on **PAGE 39**

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# 4 On the Promotional front

## Beaverton Foods Earns Prestigious Medals



Oregon's 86-year-old specialty condiment manufacturer has hit a Grand Slam this year earning three Gold medals – nine total – at the 20<sup>th</sup> annual World-Wide Mustard Competition. The event involved 50 judges at the National Mustard Museum in Middleton, WI. The international competition has included entries from as far away as Japan, Greece and Sweden.

"Watch out," noted Barry Levenson, curator of the National Mustard Museum, "you will soon be known as the New York Yankees of the mustard world."

Beaverton Foods' award winners, categories and medals: **GOLD** - Sweet Hot: Inglehoffer Sweet Hot Mustard; Pepper Hot: Beaver Brand Extra Hot Sriracha Mustard; Horseradish: Beaver Brand Wasabi Horseradish; **SILVER** - Classic Hot: Beaver Brand Russian Mustard; Horseradish: Inglehoffer Original Horseradish; Garlic: Beaver Brand Garlic Mustard; Fruit: Napa Valley Orange Ginger Mustard; **BRONZE** - Classic Hot: Beaver Brand Chinese Mustard; and Herb/Veggie: Beaver Brand Coney Island.

Domonic Biggi, CEO of Beaverton Foods, said the fourth generation family owned and operated company is proud to be a long-time participant in the renowned international mustard competition.

"We are humbled to say we have won more than 150 medals at this annual competition," Biggi said. "It is rewarding to be recognized from industry professionals and food writers. This is the second consecutive year for one of our newer mustard flavors – the Sriracha mustard – to earn a coveted Gold."

### ■ Basketball MVP

## Wheaties Welcomes Stephen Curry to Team Wheaties Family

Wheaties welcomes pro basketball MVP Stephen Curry to the Team Wheaties family with a new limited-edition box available in stores now. A proven all-star on and off of the court, Curry's leadership and performance cemented his "Breakfast of Champions" honors on the Wheaties box.

It was recently announced that Curry, who set a single-season record for three-pointers made and led the league's best regular-season team in scoring, assists and steals, has won the 2014-15 Most Valuable Player Award. Curry totaled 1,198 points, including 100 of 130 first-place votes, from a panel of 129 sportswriters and broadcasters throughout the United States and Canada, as well as the fan vote on online.

"I am excited to join the amazing athletes, including many of my childhood heroes, who have come before me as part of the Wheaties legacy," said Curry. "This is a huge honor and I'm thrilled to be part of the Team Wheaties family."

Curry splashed onto the national scene while leading his college team to the Elite 8 in the 2008 Basketball Tournament. His sharpshooting and boyish looks made him a national headline while his small school played the role of Cinderella.

In 2008-09 he led the nation in scoring with 28.6 points per game and was a consensus first-team All-America selection. Stephen was twice named his conference's Player of the Year. He holds career records at his college for scoring, three-pointers, free throws, 30-point games and 40-point games.

### ■ First Annual

## Golden Girl Granola Sets Blogger Recipe Challenge

Golden Girl Granola, a baker of seven delicious flavors of all natural granola is calling for entries for its first annual Blogger Recipe Challenge. Golden Girl Granola is looking for fabulous "HOME COOKS," not professional chefs, who maintain a food blog. The Blogger Recipe Challenge will be open to the first 50 qualified bloggers to create an original entrée recipe using one of seven Golden Girl Granola flavors. The Golden Girl Granola Blogger Recipe Challenge began on May 1, 2015.

Entrants have a chance to win one of three prizes. The first place winner will be awarded 4 free flavors of Golden Girl Granola each month for one year; Second place, 14 free bags of Golden Girl Granola; and third place, 7 free bags of Golden Girl Granola, and of course, bragging rights to friends and family. No purchase necessary.

All qualified participants will receive one free flavor of Golden Girl Granola of their choice to create their recipe with. Participants can enter at [www.goldengirlgranola.com](http://www.goldengirlgranola.com).

## Spam Teams Up with Sunny Anderson for National Spamerican Food Truck Tour

In recent years, chefs across America have sparked a trend of infusing their menu with both classic and creative fan-favorite entrees, featuring the iconic Spam brand. This week, the coast-to-coast Spamerican Tour will kick off in Los Angeles with Food Network Chef Sunny Anderson unveiling a special menu and, as the truck travels to popular events across the country, features partnerships with local chefs from L.A. to Charlotte and everywhere in between. At each of the 12 stops, fans will enjoy a signature recipe from Anderson, alongside Spamtastic creations from local chef partners, all while experiencing a taste of the brand's fun-loving personality and learning about its history, versatility and cultural impact.

"We discovered love for the brand popping up all over the U.S., from diners in the midwest serving Spam and eggs, to trendy Manhattan hot spots featuring Spam Musubi," said Nicole L. Behne, Marketing Director, Grocery Products Division. "With the Spamerican Tour, we have set out to share these delicious Spam recipes with America and celebrate the chefs who serve them."

While the truck makes its way across the country, signature menu items will be unveiled featuring unique dishes created by



■ Fans can find the Spamerican Tour truck at a variety of popular events over the summer including the Toyota Grand Prix of Long Beach, Denver's Cinco De Mayo Festival and the Atlanta Jazz Festival. Beyond enjoying a variety of Spam dishes, fans will have the chance to learn interesting brand trivia, see one-of-a-kind Spam brand-themed art, and even enjoy musical performances with instruments made out of recycled Spam cans.

the locally based chefs, including a delicious Kimchi Spam Musubi Croissant by Chef Sharon Wang in L.A., a Spammie Tot by Chef Robert Lam of San Francisco, and a Spam & Jack Pretzel Sandwich by Chicago's Chef Kevin Hickey. Long-time brand fan, Sunny Anderson, created a Coconut Spam Spears with Spicy Pineapple Chutney dish which will be a mainstay on the menu throughout the tour.

"For many years now, I have been a fan of the Spam brand; its flavor and versatility lends itself to so many different cooking styles

and recipes" said Sunny Anderson. "The Spamerican Tour brings together such a unique curation of Spam dishes and is a celebration of the iconic taste that Americans and chefs, like myself, have grown to love."

For more information about the Spamerican Tour schedule and stops, check out [www.spam.com/tour](http://www.spam.com/tour), and join in the #spamcan conversation at [www.facebook.com/spambrand](http://www.facebook.com/spambrand), [www.youtube.com/spambrand](http://www.youtube.com/spambrand), [www.twitter.com/spambrand](http://www.twitter.com/spambrand) or @spambrand on Instagram.

## Snyder of Berlin Highlights Beauty of its Hometown

Snyder of Berlin, a leading snack company which produces chips, cheese snacks, popcorn, and more, is debuting a full line of new and revitalized hometown packaging in an array of new sizes for its potato chip line. Just in time for summer, including the recent Memorial Day, July 4<sup>th</sup> and Labor Day, Snyder of Berlin, products will be shipped in Patriotic boxes that will be on display in supermarkets, convenience stores and mass market retailers.

The diverse product line is now available in new 2.75 oz.; 6.75/7 oz., 9.5 oz. and 15 oz. Party Size. The new extended packaging pays homage to Berlin, Pennsylvania with eleven flavors each featuring a different landscape or location. Snyder of Berlin offers a full range of snacks using locally grown ingredients. The snacks have a fresh taste and still offer small town pride which is crafted in every bag of Snyder of Berlin. Snyder of Berlin has been made in the Laurel Highlands since 1947.

Consumers can still expect the same great taste they know and love from Snyder of Berlin. Suggested retail prices are: \$1.49 for the 2.75 oz., \$2.50 for the 6.75/7 oz., \$4.29 for the 9.5 oz. and \$4.99 for the 15 oz. party size. The Snyder of Berlin potato chips are available in Original, Bar-B-Q, Honey Bar-B-Q, Sweet and Sassy Bar-B-Q, No Salt, Vlasic Dill Pickle, Salt & Vinegar, Cheddar, Sour Cream, Rippled and Wavy. A majority of Snyder of Berlin chips are Gluten-Free; always check the bag for Gluten-Free claims.

"With the introduction of the new packaging, sizes and diverse flavor profiles, consumers are not merely eating a



■ The Barn photo seen front and center on each package reminds consumers of the barns seen dotting the landscape throughout the Berlin, PA area. Different flavors of Snyder of Berlin chips feature information panels of unique locations throughout Pennsylvania's Laurel Highlands. The locations that are featured are: Ohiopyle Falls, The Wolf Rocks in Linn Run State Park, The Great Allegheny Passage Bike Trail, The Somerset Historical Center, The Lower Humbert Covered Bridge, Seven Springs Mountain Resort, Fort Ligonier, Fallingwater, Beam Rocks, Powdermill Nature Reserve, and High Point Lake.

snack; they can learn about and discover Pennsylvania's sights while bringing Snyder of Berlin snacks along for the adventure," says Jeff Leichter, Vice President and General Manager of Snyder of Berlin.



satisfying about creating a recipe in your own kitchen and then sharing it with others," stated Deborah O'Kelly, founder of Golden Girl Granola. "We can't wait to see how the bloggers use our granola in creating their recipes."

# Dysfunctional Customer Experiences Risk Billions in Retail Losses

More than Eight in Ten Shoppers Don't Give Retailers the Chance to Fix a Poor Customer Experience

It may seem counterintuitive, but retailers should welcome the irate shopper who vents her frustration in an animated scene on the sales floor. That's because it's the mistreated customer who walks out the door in a silent huff who places the most revenue at risk, according to a collaborative

study of dysfunctional retail touch-points conducted by LoyaltyOne and Verde Group with Professor of Marketing and Psychology, Dr. Deborah Small, at the Wharton School of the University of Pennsylvania.

The March 2015 survey shows that approximately half of 2,500 U.S. consumers polled reported experiencing a problem on their last shopping trip. Of those customers, 81% decided not to contact the retailer about the issue. Among these silent shoppers, 32% said they were unlikely to

recommend the retailer to friends and family, putting these shoppers at-risk of decreasing their spend with the retailer.

By comparison, the study shows that shoppers who did notify retailers of their poor experience and had their problem completely resolved were 84% less likely than silent shoppers to be at risk of decreasing their spend.

"The results are a resounding confirmation that poor customer experiences have a considerable negative impact on shopper spend and attrition which can

run into the billions," says Dennis Armbruster, LoyaltyOne Consulting Vice President and Managing Partner. "We're ushering in a new era of customer experience measurement vital to retailers looking to make even more informed decisions."

Retailers should take note of the importance in identifying specific customer experiences most damaging to customer loyalty as billions of dollars are at risk. The ranking per category includes:  
**1-Mass merchandisers** are putting 25% of potential revenue at risk,

**2-Apparel retailers** are putting 16% of potential revenue at risk,  
**3-Department stores** are putting 15% of potential revenue at risk,  
**4-Drugstores** are putting 12% of potential revenue at risk, and  
**5-Grocers** are putting 11% of potential revenue at risk.

The survey also revealed that big spenders within a category disproportionately experience certain problems:

■ **MASS RETAIL "CHECK OUT" RISK:** Shoppers frustrated by

Continued on **PAGE 30**

## C&S Wholesale Grocers Announces National Support of FoodCorps

C&S Wholesale Grocers, Inc. has announced its support of FoodCorps, a nationwide team of AmeriCorps leaders who connect kids to real food and help them grow up healthy. The new partnership aligns with the company's long-term commitment to address hunger – particularly among children – and to promote the health and enrichment of communities that are homes to its employees and facilities.

Support from C&S will enhance FoodCorps' vision to give all children the opportunity to grow up in a vibrant, healthful food environment.

During 2015, the funding will focus on three areas:

- Connecting students in 16 states and the District of Columbia with new books that will expand their knowledge of food and nutrition. Each FoodCorps service member will receive a collection of books on topics such as gardening and trying new fruits and vegetables. The books will be shared with students pre-K and older through lessons and in school libraries.
- Raising awareness about child hunger and related issues through FoodCorps' annual Victory Grower's Award. The award will be given to the FoodCorps service member who creates the most compelling essay about issues surrounding child hunger that they have experienced during their service. A cash prize will support programming at the organization or school where the FoodCorps member serves or has previously served.
- Sponsoring a FoodCorps service member serving in Connecticut with a community-based organization near a C&S distribution center. This AmeriCorps leader will commit a year of paid public service to building healthy school food environments in limited-resource communities. Rick Cohen, Chairman and CEO of C&S Wholesale Grocers, said, "FoodCorps has an innovative approach to reaching kids at-risk of hunger and teaching them, and their families, about the importance of eating healthy foods. It's impressive to us that this organization is changing what's on kids' plates."

C&S is also join the FoodCorps Corporate Council, an assembly of corporate leaders who unite around the collective goal of a healthy future for all children.

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# New ShopRite Debuts in Howell, New Jersey

A TODAY'S GROCER  
Special Report

ShopRite opened a new store in Howell, New Jersey on Wednesday, April 22. To celebrate the anticipated opening, a ribbon-cutting ceremony took place on Monday, April 20<sup>th</sup> with local politicians, dignitaries and community leaders in attendance.

Located in the Friendship Plaza, 4594 Route 9 South, the new 80,000 sq. ft. ShopRite of Howell is operated by Saker ShopRites, Inc., a family-owned business comprised of third and fourth generation grocers.

To commemorate the opening of the new, state-of-the-art location, the Saker family presented a special donation to the Food Bank for Monmouth and Ocean during the ribbon-cutting. Saker ShopRites, Inc. also owns and operates 29 additional ShopRite stores in New Jersey.

In addition to a broad array of groceries and fresh produce, the store offers several services that

ShopRite customers have come to expect including: a fresh bake shop, fresh meat cut to order, a floral department and fresh seafood delivered daily, as well as a broad selection of natural and organic products in every department. All "World Class" Saker ShopRites also offer customers a hot buffet bar, as well as a wide variety of freshly prepared entrées and gourmet delicacies, including fresh-baked pizza, fresh-made sushi, a cold buffet bar, a Mediterranean olive bar and cheeses from around the world.

The ShopRite of Howell features a pharmacy, an in-store café, a specialty Cigar Shoppe, and a full-service catering department to complement any occasion, from an intimate dinner for two to a full-scale gala event.

In addition to the free services of an in-store Health and Wellness associate to assist customers in choosing healthy foods for their families, an onsite Beauty Advisor is available to assist customers with skin care needs and cosmetic



■ SHOPRITE opened a new store in Howell, New Jersey on April 22. Located in the Friendship Plaza, 4594 Route 9 South, the new 80,000 sq. ft. ShopRite of Howell is operated by Saker ShopRites, Inc., a family-owned business comprised of third and fourth generation grocers.

information.

The store's opening also introduced *ShopRite From Home* to the Howell community. ShopRite from Home allows customers to place online orders from their home computer or mobile device and have store associates shop for them, so they can pick up their packaged groceries at their convenience.

Another feature at the new ShopRite of Howell is the Culinary Workshop. These hands-on cooking classes are taught by area professional chefs. For a minimal fee, guests attend a 2-hour class and fully participate in the preparation of an entire meal.



■ HOWELL IN-STORE DIETITIAN Estee Smoler.



■ KOSHER FOOD SECTION in the upright freezer case.



■ RIBBON-CUTTING: Joe Saker, Richard Saker, Howell Mayor William Gotto, Store Manager John Rowley, Rick Saker, and Tom Saker

The ShopRite of Howell has been outfitted with the latest energy-saving and sustainable technologies in refrigeration and lighting, including glass doors on the dairy and freezer cases, LED and T-8 lighting and environmentally-friendly refrigerant systems.

"We are very excited to extend our service to our Monmouth County neighbors with the opening

of this state-of-the-art shopping destination," said Richard Saker, president of Saker ShopRites, Inc. "The new ShopRite of Howell will represent the traditional low prices and outstanding services that ShopRite has always been famous for, in a brand new 80,000 sq. ft. 'World Class' Store."

ShopRite of Howell is open from 6 AM – Midnight, daily.

## Victoria Amory Condiments Expands Distribution

Greenwich-based chef, author, and hostess extraordinaire Victoria Amory is introducing her line of all natural condiments to additional Whole Foods Markets in New York and New Jersey. The Victoria Amory condiment collection is now available at eight Whole Foods Market locations in Manhattan, four in New York State, and four in New Jersey, extending the line's availability to sixteen locations in the area.

"Whole Foods Market is not only a place to get groceries, but also to get inspired and discover new flavors and ideas. Since the beginning of our partnership in August 2014, the response from shoppers has been overwhelming. Our goal is to bring delicious elegant entertainment to every home, and we are excited to make this happen together with Whole Foods Market," says Victoria Amory.

"A selection of niche quality brands like Victoria Amory is part of what constitutes



■ ARTISAN CONDIMENTS COLLECTION by Victoria Amory.

Whole Foods Market's unique offering to our customers. Our customers value flavor, quality and integrity in food, and we are able to offer them just that with this line of products. We are always happy

to support the growth of a small, local business and welcome Victoria Amory to new Whole Foods Markets," says Elly Truesdell, Whole Foods Market Northeast Region Manager.

The Victoria Amory condiment collection features three creative ketchups, including her Smokey BBQ Ketchup chosen from 180,000 products as one of the Smokin Innovations at the acclaimed 60<sup>th</sup> Summer Fancy Food Show in New York. The collection, which also includes three delicate mayonnaises, two peppery piri piri, and one classic romesco sauce, is designed to make elegant entertaining a no-brainer. Each of Amory's artisan condiments – including a Catalan-inspired Almond and Garlic Romesco Sauce, an aged sherry vinegar and roasted garlic-infused Sherry Ketchup, and a Red Chili Piri Piri sauce made with specialty Arbol peppers – transforms the everyday meal into an effortless feast.

Since its launch in January 2014, the Victoria Amory Collection is rapidly expanding its reach and is now carried in 36 states and over 600 stores across the U.S.

**GraceKennedy**

**93**

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## Foster Farms Debuts -

## New Products and Elimination of Critical Antibiotics



Foster Farms is introducing two new product lines, Foster Farms Certified Organic and Foster Farms Simply Raised antibiotic-free chicken at major retailers throughout the West, making the family-owned company the largest producer of USDA certified organic and antibiotic-free chicken in the Western United States. As part of Foster Farms' commitment to responsible production and continuous advancement, the company has tripled its production of chicken raised without any antibiotics since 2014. Foster Farms has already eliminated antibiotics that are critical to human medicine in all of its chicken production companywide and is working to eliminate the use of all human antibiotics. Its practices will be independently audited to ensure compliance with the stated objectives of its antibiotic stewardship policy.

Foster Farms Simply Raised and Foster Farms Certified Organic chicken are produced without any antibiotics and represent a new generation of offerings from the 76-year old company. Foster Farms Simply Raised fresh chicken is 100 percent vegetarian fed. Foster Farms Organic fresh chicken is USDA-certified, raised free-range on organic land and is organic vegetarian fed. The company's three major product lines now include locally raised, American Humane Certified, Fresh & Natural, Simply Raised, and Certified Organic fresh chicken. Each line continues the brand's legacy of providing West Coast-grown fresh poultry that is all natural with

no additives, preservatives or sodium enhancers.

Foster Farms has steadily reduced antibiotic use companywide while adjusting its production and capital investment strategy to increase the number of ranches producing chicken raised without antibiotics.

Foster Farms shares a common goal with medical, government and industry leaders in working to curb antibiotic-resistance in humans that may be linked to livestock production. Key aspects of the company's antibiotic stewardship policy for broiler chickens include: Foster Farms has eliminated the use of antibiotics critical to human medicine companywide and is working toward a goal of eliminating the use of all antibiotics that are used in human medicine, except in those instances where the clinical health of a flock is at risk. Foster Farms does not use antibiotics at any of its hatcheries. Antibiotics are not used for growth promotion or improved feed efficiency.

"Our company is committed to responsible growing practices that help preserve the effectiveness of antibiotics for human health and medicine," said Ron Foster, CEO and President of Foster Farms. "We take a holistic approach to antibiotic stewardship. Our goal has been three-fold: reduce the need for medical treatment by advancing bird health; choose animal-only antibiotics when needed for conventional flocks; and increase antibiotic-free production. Our progress can be seen in local supermarkets today. West Coast consumers now have greater access to locally grown organic and antibiotic-free chicken."

## Something's Missing from Shady Brook Farms and Honeysuckle White Turkey this Grilling Season...



Products arriving in the meat case without growth-promoting antibiotics

Shady Brook Farms and Honeysuckle White turkey is the new star of this summer's cookouts now that ground turkey, turkey brats and sausages, tenderloins and other fresh turkey products are available from turkeys raised by independent farmers without growth-promoting antibiotics at a price comparable to the same products from conventionally raised turkeys.

"Turkey is a lean, delicious and nutritious addition to traditional summer grilling foods such as hot dogs and burgers," said Jan Hood, marketing lead for Shady Brook Farms and Honeysuckle White. "Beyond the nutritional benefits of turkey, our turkeys are raised with the utmost care by independent family farmers so people can feel good about serving these products at their summer events."

Shady Brook Farms and Honeysuckle White were able to remove antibiotics used for growth promotion on a large scale due to the commitment of more than 700 independent farmers who raise turkeys for the company.

"We know many families are trying to make better-informed choices at the grocery store, including the 52 percent trying to eat more healthful, leaner cuts of meat.<sup>1</sup> Yet, some of these products come at a price that isn't always affordable in a weekly grocery budget," Hood explained.

Program fresh whole turkeys and fresh turkey breasts during the 2014 holiday season. Now, the USDA Process Verified Program has been expanded to include fresh turkey products for quick, weeknight dinners and summer grilling. Shady Brook Farms and Honeysuckle White turkey products will also showcase new packaging that will debut this summer.

<sup>1</sup>Cargill national survey of 1,600 turkey consumers, 2014.

## Applegate Announces Agreement with Hormel Foods

Applegate, the nation's leading natural and organic meat company, has announced an agreement with Hormel Foods, Inc. to become an independently operated, stand-alone subsidiary.

"Over the last 28 years Applegate has brought transparency and clean ingredients to American favorites and classics like hot dogs, bacon and deli meat," said Stephen McDonnell, Applegate founder. "It was my mission from the start to change the way we think about meat - how it's raised and produced - and this agreement is definitely a continuation of that mission."

McDonnell will serve as an advisor, and Kerry Collins, the company's current CEO, will continue in her role for the next several months. The company's headquarters will remain in Bridgewater, New Jersey, and all employees retained. They added that they view Hormel's acquisition as an opportunity to not only grow Applegate's presence, but also expand the natural and organic food movement.

"Applegate's consumers won't see any changes," said Collins. "Our products, standards, mission and focus will remain the same. We're going to continue to make noise to change the food system for the better. When Applegate first started, there were only a handful of antibiotic-free animal farms, and today we work with nearly 1,800 family farms. With Hormel Foods as a partner, Applegate can share our expertise on a much wider scale."

Under the agreement, Applegate will operate as a separate, stand-alone subsidiary, which allows the company to continue its mission-driven focus while taking advantage of Hormel Foods' vast resources to make natural and organic meat more available and accessible to consumers.

"A growing number of consumers are choosing natural and organic products. This deal allows us to expand the breadth of our protein offerings to provide consumers more choice," said Jeffrey M. Ettinger, chairman of the board, president and chief executive officer at Hormel Foods. "The Applegate team has built a great brand, and consumers can rest assured there will not be any changes to the way Applegate meats are raised and produced. Together, we can provide a faster path to expanded offerings in this high-growth category."



## The Brat Signal

## Kick Off Grilling Season with Johnsonville's New Web App



**THE BRAT SIGNAL** - The simple web-based app allows users to send out a virtual "smoke signal" with the grilling location and menu to Twitter followers and Facebook friends.

Johnsonville's new app – The Brat Signal – makes it's easier than ever to let your friends and family know that a grilling gathering is about to start. The simple web-based app allows users to send out a virtual "smoke signal" with the grilling location and menu to Twitter followers and Facebook friends. Download the app at BratSignal.com and discover how it can help you make memories this summer as you gather 'round the grill.

To keep Johnsonville top of mind for summer cookouts,

the brand is partnering with Crowdtap, the People-Powered Marketing Platform. Crowdtap is helping Johnsonville inspire user-generated content and sharing around the brand's new Grillers product, as well as its brats and Italian sausage offerings, and summer grilling promotions. Within Crowdtap, Johnsonville has amassed a crowd of more than 17,000 people who collaborate with the brand to sample new products, give meaningful feedback and share user-generated content.

## Charcuterie 101: Cured Meat Pairing Tips



**TIM RAY**, CEO and co-founder of Carnivore Club

Mastering the art of plating charcuterie takes knowledge not only about cheeses and condiments, but the taste profiles behind the variety of meats. Meat connoisseur Tim Ray, CEO and co-founder of Carnivore Club, wants to encourage meat lovers and foodies alike to feed their inner carnivores by using his tips to highlight and complement the for the perfect charcuterie

board:

- **CREATE A COMPLETE MEAL:** The basic charcuterie board is comprised of meat, cheese, bread/crackers, fruit/vegetables and condiments. To elevate the epicurious experience, incorporate items to consume in between the bites of meat and cheese such as grapes, olives, blueberries, almonds and sliced apples.
- **DESIGN AROUND A THEME:** Different themes bring together a unique variety of cuts, cooking preparations and flavors.
  - Try a traditional Italian board with thinly sliced prosciutto and bresaola
  - A spicy board featuring Italian Nduja and hot Spanish Chorizo, with an original American artisans' twist
  - A French-themed board featuring duck breast prosciutto or a wild boar terrine.
- **MAKE IT VISUALLY APPETIZING:** Depending on the size of the board, there should be enough different types of selections to deliver a great visual display. Choose various colors of meats, cheeses and fruits that will create an appetizing and inviting meal.
- **INTRODUCE COMPLIMENTARY FLAVORS:** All of the components on the dish should compliment different flavor profiles.
  - Smooth and milky cheeses like Brie are great to pair with more gamey and strong taste profiles like venison chorizo – which is great to top off with a sweet and salty gherkin and pickled onion.
  - A fresh French baguette and a sweet artisan Riesling Honey Mustard also pair well with some slightly warmed-up cuts of meat like duck confit.

# Five Consumer Trends Shape the Future of the Food and Foodservice Industries

**S**luggish restaurant traffic growth and stalled sales in the center aisles at grocery stores are evidence that U.S. consumers' eating behaviors are evolving. The growing influence of Hispanics, Millennials going



**DARREN SEIFER**

through life stages, aging boomers, smaller households, and the need for fresh and non-processed foods are among the factors driving the shift in what and how consumers eat, reports The NPD Group, a leading global information company. The NPD Group, which has been continually tracking

all aspects of how consumers eat in- and away-from-home for over three decades, finds that among the changes in demographics and behaviors driving the evolution in eating behaviors are:

■ **HISPANICS-** The U.S. Hispanic population is growing exponentially compared to non-Hispanics. In 2014 U.S. Hispanics grew restaurant visits while non-Hispanic visits declined.

In-home the Hispanic population combined with their adherence to dining traditions is beginning to influence national consumption patterns. Fresh and from scratch are the most common food forms during Hispanic meal preparation. Stove top preparation dominates Hispanic meals more than non-Hispanic meals due to the types of dishes being prepared.

■ **MILLENNIALS-** In 2015 the Millennial generation is projected to surpass the Baby Boom generation as the nation's largest living generation, according to the U.S. Census Bureau population projections. Based on its sheer size, as Millennials go so goes the food and foodservice industries. Millennials are driving changes in this country's eating behaviors with their approach to food choice and preparation. They like fresh, less processed food, which has played out in their preference for fast casual restaurants that offer freshly prepared foods and shopping the perimeter of grocery stores where fresh and non-packaged foods can be found. This generation is in a life stage when they would, historically, visit restaurants more often than other age groups, but in recent years they have cut back to the point where 50+ year-olds go out more often than Millennials do. In addition, 65 percent of U.S. Hispanics, a growing population base, are Millennials or younger.

■ **AGING BOOMERS-** The Baby Boomer generation is aging, considering retirement, becoming empty nesters, and developing health ailments, all of which are typically associated with major changes in the way we approach food and beverage consumption. While shrinking in size, this generation is still too large to ignore especially given their expected lifestyle changes. This group will be less driven by the latest fad and more by what

they need to sustain their health and lifestyles. Healthful foods, such as high in whole grains, protein, and calcium, or low in saturated fat, cholesterol, and sodium, will be of most interest to this generational group. Boomers' restaurant visits have

surpassed those of younger adults, who have cut back on visits over the past several years.

■ **SMALLER HOUSEHOLDS-** Consumption behaviors in the U.S. have become less household-oriented and more individualized

than previous generations and now over 50 percent of eating and beverage occasions happen when consumers are alone. Also contributing to consumers dining alone is that 27 percent of all households now consist of just one person — the highest

level in U.S. history, according to the U.S. Census Bureau. The number of solo eating and drinking occasions has wide-ranging implications for food and beverage marketers and foodservice

Continued on **PAGE 39**




# QUIJOTE

## CHORIZOS



# We've Got Great Taste

## Retail- Club Stores - Foodservice

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## QUIJOTE

### CHORIZOS

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# 10 Produce

## Ready Pac Debuts



### First-Ever Salad Kit and Bistro Bowl Featuring Hemp Ingredients

Ready Pac Food's newest fresh food innovations, the Hemp Caesar Salad Kit and Bistro Bowl Jamaican Style Jerk Hemp Seed Salad, are now available to consumers on store shelves. A first of its kind, the Ready Pac Hemp Caesar Salad Kit is a chopped kit that features hemp seeds, chopped romaine, shredded carrots, shredded red cabbage, Caesar Herb vinaigrette dressing and herb seasoned croutons. The company also introduces its Bistro Bowl Jamaican Style Jerk Hemp Seed Salad, which includes hemp seeds, chopped romaine lettuce, shredded carrots, red cabbage, diced chicken, black beans, red rice and a Jamaican jerk with hemp dressing.

The new Ready Pac salads combine nutrient-rich hemp seeds, which are filled with amino acids and omega-3 fatty acids that pack as much power as other proteins, with lush, leafy greens and other vegetables. Minerals such as magnesium, iron, zinc and potassium, and soluble and insoluble fibers also add to the wealth of nutritional benefits of hemp seeds.

The Hemp Caesar Salad Kit, available in a 10 oz. salad kit, is the first chopped Caesar salad kit on the market – with chopped salad kits among the fastest-growing and favored salad products among consumers. This newest fresh innovation from Ready Pac, along with the 6.75 oz. Bistro Bowl Jamaican Style Jerk Hemp Seed Salad, represents the first mass-produced, ready-to-eat salad product to feature hemp.

"Ready Pac is a trusted brand that works to provide healthy choices in an innovative way," said Tony Sarsam, CEO, Ready Pac Foods. "Our on-the-go, health-conscious consumers are open to, and regularly seek, alternatives to typical nutrition offerings. Our Hemp Caesar Salad and Bistro Bowl Jamaican Style Jerk Hemp Seed Salad provide more options for all customers and empower them to make healthier choices for themselves and their families."

## House Foods Introduces Smart Noodle

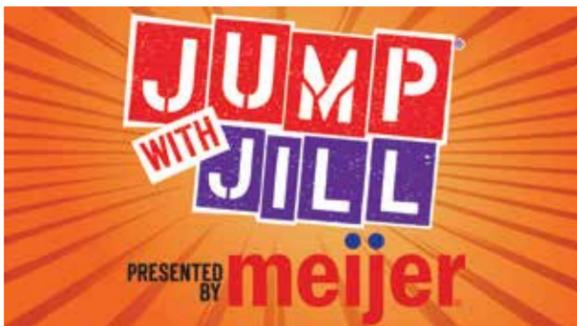


House Foods is introducing Smart Noodle, a new product which contains fiber from oats & rice bran, and Omega-3. Smart Noodle will be offered in fettuccine and spaghetti shapes. With only 20 calories, 6g of fiber and 400 mg of ALA Omega-3 per serving, Smart Noodle is an easy and nourishing replacement to virtually any high calorie pasta dish. Unlike Tofu Shirataki, the company's popular Shirataki product, Smart Noodle does not contain any tofu.

As a healthy option packed with nutrients, Smart Noodle is great for dishes from casseroles to soups to stir fry; this guilt-free noodle alternative is gluten-free, vegan, Non-GMO Verified and Kosher Certified. Similar to House Foods Tofu Shirataki Noodles, Smart Noodle is pre-cooked and packaged in water. Preparation only consists of draining, rinsing and drying the noodles to remove excess water. Once dry, the noodles are ready to make their way into a variety of recipes to create the delicious taste of a homemade meal.

"We created this product to extend our current noodle portfolio of Traditional Shirataki and Tofu Shirataki noodles," says Yoko DiFrancia, Manger, PR & Market-

ing of House Foods. "Smart Noodle is especially exciting for those consumers who want the added benefits of extra fiber and Omega-3 while cooking at home."



### Produce for Kids & Meijer Campaign Provides With Nutrition Education Shows

The world's only rock & roll nutrition show Jump with Jill is currently rocking schools across the Midwest thanks to the fall 2014 Produce for Kids campaign that took place across all Meijer stores August 31 – September 27. The donations made by participating produce suppliers during the fall campaign totaled \$60,000 and allowed the Jump with Jill program to take place in 27 schools in Michigan, Ohio, Indiana and Kentucky.

"In partnering with Produce for Kids, we're able to help educate our customers about the importance of making healthy food choices," said Shari Steinbach, lead dietitian and Healthy Living Manager for Meijer. "Through the Produce for Kids campaign, we're extending our reach further to educate students in schools by supporting Jump with Jill and its mission to teach nutrition to kids."

Jump with Jill is a familiar initiative to families in the Midwest, armed with catchy songs, upbeat dance moves, and a hip wardrobe to engage kids on the subject of health and leave them empowered to eat better. Meijer makes it a point to offer a diverse selection of fruits and vegetables making it easier for families to live out what they learned from Jump with Jill in the produce department of their local grocery store.

"It is tremendous to see the funds from the Meijer campaign utilized in this way," said John Shuman, president Produce for Kids. "It was my original vision that Produce for Kids serve as a conduit for the produce industry to give back to local communities, and this is the perfect example of those funds at work."

Suppliers who made this possible include Bolthouse Farms - Carrots & Juices; Dole Salads; Highline Mushrooms – Fresh Mushrooms; Mariani Packing Company - Mariani Premium Dried Fruit; Michigan Apple Committee – Michigan Apples; Potandon Produce - Green Giant Fresh Klondike Rose & Red Potatoes; Stemilt Growers - Lil Snappers Gala Apples & Bartlett Pears; Sunset Campari Brand Cocktail Tomatoes; T. Marzetti Company – Marzetti Caramel Dip; Westmoreland Sales – TopLine Farms Seedless Cucumbers; POM Wonderful - Pomegranate Juice & Juice Blends.



### Black Gold Farms Expands Potato Production and Packing Capabilities

Acquires George Wood Farms Near Camden, NC

Black Gold Farms, an industry leader in potato production, sales and marketing, recently acquired the legacy potato production operation, George Wood Farms located near Camden, NC. This acquisition includes all associated production and packing operations. Black Gold Farms will be responsible for production, sales and distribution of all products grown on the farm. The potato production will consist of primarily chip stock potatoes, and will also include fresh red, yellow and white potatoes. The packing facility on site has the capability to pack poly and paper as well as tote and bulk capacity.

Matt Wood, Partner at George Wood Farms said, "It is evident that these changes will allow stronger service to our customers by reducing risk through greater geographic diversity. The result is a more sustainable organization for all of our team members and customers."

With this acquisition, long-time George Wood Farms Partner and Manager, Jimmy Harrell will remain the leader of this particular operation. Chris Hopkins, a long-time Black Gold Farms Group Manager in Columbia, NC will be helping out with oversight and other details involved in the transition. "I'm excited to be a part of the Black Gold Farms team. I believe they will bring in some additional expertise with their years of experience and passion for potatoes", stated Harrell.

Eric Halverson, CEO of Black Gold Farms states, "We are excited about the added capabilities that the George Wood Farms brings to Black Gold Farms. We anticipate a smooth transition due to the high level of skill and dedication of the existing team at the George Wood Farm, ensuring continuity to current suppliers and customers." Halverson continues, "This acquisition really complements our current chip potato acreage in North Carolina and throughout the US, and it also is an excellent fit for our year-round red potato production in North Dakota, Missouri, Indiana, and Texas."

### Crude Introduces Its Latest No-Water-Added Juice



Founded on the belief that good juice comes from high-quality, whole-foods with no added ingredients (including water) CRUDE, first debuted last fall with the introduction of two cold-pressed juice varieties, Green #1 and Red #1. CRUDE has now launched its latest variety, Orange #1.

Orange #1 features a tasty blend of whole fruits and vegetables, including sweet potato, apple, camu camu, lemon and cardamom. The blend is cold-pressed into individual 16-ounce bottles and features no added water, sugars, preservatives or flavors. Like all Crude juices, Orange #1 is certified USDA Organic, Non-GMO and naturally gluten free. In addition, CRUDE bottles are made of PET recyclable materials that are BPA free.

Orange #1 has a suggested retail price of \$7.99 per bottle.

Crude juice champions great taste, nutrition and high-quality ingredients for those looking for a nutritious beverage without the hassle of juicing ingredients themselves.



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# Publix at the Shops at Southline Opens

## 55K Addition to Charlotte Division

A TODAY'S GROCER  
Special Report

**P**ublix Super Markets, Inc.-Charlotte Division is celebrating the opening of the Publix supermarket at the Shops at Southline. The 55,000 sq. ft. Publix, which opened, April 18, is the company's 12<sup>th</sup> store in Greater Charlotte.

"The opening of our South End Publix has been long anticipated," Kim Reynolds, Charlotte Media and Community Relations Manager told TODAY'S GROCER. "We are excited to begin serving the South End and Uptown corridor and providing what our loyal customers have come to expect from Publix, including premier service, quality products and valuable savings."

Tom Zemaitis serves as store manager and has 34 years of service with Publix. Zemaitis most recently served as store manager at Publix in Matthews, NC. Approximately 150 associates are employed at the store.

Store highlights include:

THE PUBLIX DELI has associates available to assist customers during store hours and includes a full-service deli counter highlighting deli meats and cheeses as well as traditional deli items including



■ **PUBLIX AT THE SHOPS AT SOUTHLINE** - This 55,000 sq. ft. Publix, which opened April 18, 2222 South Boulevard in Charlotte, NC is the company's 12<sup>th</sup> store in Greater Charlotte.

custom Publix subs, fried and rotisserie chicken, prepared fresh in store. The deli also offers an international selection of olives, antipastos and hummus and includes more than 200 varieties of artisan cheeses from the United

States and around the world. A certified cheese specialist staffs this full-service area to assist with selecting and pairing cheeses with other foods and beverages.

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

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

The Publix Deli also offers Online Easy Ordering. Order a sub and sliced meat and cheeses online and skip the line.

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

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



■ **CUTTING THE RIBBON IS A STORE-OPENING TRADITION.**



■ **PUBLIX SUPER MARKETS President Todd Jones presents the key to Store #1453 to Manager Tom Zemaites, his staff and Charlotte Division management.**

ingredients, including mini desserts, jumbo muffins and jumbo cupcakes.

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

THE WINE DEPARTMENT offers an expanded variety of domestic and imported premium and specialty wines, along with a large selection of champagnes and sparkling wines. The selection

also includes fine wines made with organic grapes.

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

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

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

In addition to a FULL-SERVICE PHARMACY, a dedicated body care section offers customers a wide selection of natural and conventional vitamins, minerals and supplements. A body care specialist can assist customers with their selections. A HealthNotes kiosk provides customers with information on health solutions, vitamins and supplements.



■ **Seven Assistance League of Charlotte Board of Directors attended the Publix "sneak peak" event on April 19 for the grand opening of the new Publix South End Store #1453. Publix Store Manager Tom Zemaitis and Publix Media and Community Relations Manager Kim Reynolds are pictured presenting the \$5,000 check to SAL President Pat Dries (center).**

## Publix Donation Celebrates South End Grand Opening

Publix Super Markets donated \$2,500 to area schools in Charlotte, NC and \$5,000 to the Assistance League of Charlotte as part of the company's commitment to education and to supporting the plight of the hungry and homeless. The donations were made to commemorate the opening of the Publix store in South End.

Five schools nearest the Publix at Southline, located at 2222 South Blvd. in Charlotte, each received a \$500.00 check from Publix Super Markets, Inc. The checks were distributed to the schools' principals during the store's "Sneak-Peak" event. A \$5,000 check was presented to the Assistance League of Charlotte for general program support.

The five schools receiving the donation were: Charlotte Montessori School, Dilworth Elementary School, Military & Global Leadership Academy at Marie G. Davis, Sedgefield Middle School and St. Patrick Catholic School.

"Publix was founded in 1930 with the philosophy of being involved as responsible citizens in our communities," Kim Reynolds, Publix Media and Community Relations Manager told TODAY'S GROCER. "Through our support of education, we strive to enrich the lives of students and assist in preparing them for future success. We also support individuals and families in need through hunger programs and partnerships with local non-profits such as the Assistance League of Charlotte."



■ **PUBLIX ASSOCIATE Michael knows that a smile is the most important part of the Publix associate's uniform.**



■ **PUBLIX STORE #1453 Store Manager Tom Zemaites greets an opening day shopper.**



■ **SELF-CHECKOUT is convenient when you're in a rush with just a few items. It can help you get in and get out!**



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# 14 Guest Editorials

## The Little Stuff That Drives Customers Away



By: **JOHN GRAHAM**

**W**ith all the talk today about the need to create a great experience for customers, why are so many companies overwhelmed with a tidal flood of customer complaints?

Much of it is little, picky stuff. But small things get big in a customer's mind, and the next thing you know, the customer is gone — for good. Spotting the little stuff that upsets customer is the first step. The next one is to doing something about it.

Here are examples of little stuff that drive customers crazy — and away:

### 1. "WE MAKE IT EASY FOR YOU."

For many customers, these words are a red flag. They've been duped too often. What's easy from a company's viewpoint may be complicated and confusing to its customers. Check with them before using "easy" or "convenient."

### 2. COUNTER INTUITIVE WEBSITES.

If visitors get confused when trying to navigate a website, they leave, unwilling to spend any time trying to figure it out. Websites are a marketing tool that must make sense to users.

### 3. MAKING EXCUSES.

"Sorry you had a problem. I gave that to my assistant to take care of..." Or, "I meant to get back to you but I was in meetings all afternoon." Such words inflame customer rage, and send the message that someone is disorganized, distracted or incompetent. Companies should be an "Excuse-Free Zone."

### 4. SLOW IS A KILLER.

Amazon's "1-click," Apple pay, and 4-hour (or less) delivery all point in one direction: fast is never fast enough, as customer expectations go higher and higher. Slow, by whatever standard, isn't tolerated.

### 5. HAVING TO REPEAT YOUR STORY.

It's not only frustrating and drives customers out of their minds, but there's no acceptable reason why it should occur. Yet, it happens all-too-frequently. "Isn't this information already in your computer?" a customer asks. The response is often an unsatisfactory excuse.

### 6. BEING PUT ON HOLD ENDLESSLY.

There is nothing worse than having to hear the same words repeated endlessly: "Your call is important to us. A representative will be with you shortly." After 25 times the voice adds, "We're sorry for the inconvenience." The message the customer hears is different: "My call isn't important to you." Customers retaliate by leaving.

### 7. GETTING DIFFERING ANSWERS.

"The salesperson assured me..." says the customer when making an inquiry a week later. "Oh, we've never done that," according to someone else. It raises the question, "Can I trust this company? Am I going to get what I expected?" Creating doubt drives customers away.

### 8. PUTTING CUSTOMERS ON THE DEFENSIVE.

When they asked why something occurred without prior notice, the manager said, "We sent an email to everyone and posted the notice." That's how to make customers feel stupid. A better approach may have been, "I understand how you feel if you didn't get the email. I'll make sure that's corrected."

### 9. LACK OF KNOWLEDGE.

Even five years ago, having to deal with people who lacked knowledge was irritating, but often ignored. Today, with instant access to endless sources, customers won't tolerate it. If customers want help, they'll find it. Ignorance isn't bliss; it's lost customers.

### 10. FAKING ANSWERS TO QUESTIONS.

Customers may not know everything, but they figure it out fast when someone makes up answers. It sounds basic, but employees should be empowered to get accurate information.

### 11. GETTING PASSED AROUND.

After telling your story, there is nothing more aggravating than to be told, "You'll have to talk to Martin about that. I'll transfer you." Then, you hear that Martin is away from his desk or helping other customers. Today, we get one shot at satisfying customers.

### 12. INCONSISTENCY.

It's a lack of consistency that upsets customers. It applies to all types of change, from phone options, to personnel, website navigation, discounts, return policies, and product/service availability. So, prepare the way with customers before making even small changes. And, remember, customers are smart, so don't tell them a change is to improve service. They won't need any help in making that decision.

### 13. NOT USING COMMUNICATION OPTIONS.

Whether it's texting, a chat line, or a help line, making it convenient for customers to get information or get their questions answered, technology helps maintain customer relationships.

### 14. MAKING THINGS COMPLICATED.

The CVS clerk rang up the purchases and keyed in the coupons, until he came to the \$6 "good customer reward." Pointing to a coupon dispenser, he said, "You need to get it from the machine over there first and come back." Not good. Customers want everything as simple as possible.

### 15. NOT ANSWERING INQUIRIES.

The button on the restaurant's website, said, "Send us a message," noting that it will be answered within an hour. Three weeks later, still no

response. The story is repeated when the name of this restaurant comes up. Tending to customers is as important as working the grill.

### 16. MAKING CHANGES WITHOUT TELLING CUSTOMERS.

Let customers know why, and when you're making changes. The city was buried in snow, but the Boston Globe emailed its home delivery customers letting them know the Sunday edition would come at night when there was less traffic. Result: happy readers and a lot fewer complaints.

### 17. LACK OF FOLLOW THROUGH.

Broken promises are indelible; they don't go away. They influence how customers feel about a company from then on, and it's even worse when customers take the initiative to find out why and are told one or more of the following, "I'm sorry, but I got busy," or "It slipped through the cracks," or "I thought I did that," or "I'm just getting around to it." Customers deserve timely responses.

### 18. Not SHOWING APPRECIATION.

No customer likes feeling ignored or, worse, taken for granted. Relationship building begins with finding thoughtful expressions for saying "thank you" and "you're important to us."

### 19. IGNORING SOCIAL MEDIA POSTINGS.

With so many customers checking out businesses online, negative and inaccurate reviews can be damaging to a brand if ignored.

Such examples make it clear that the little stuff that aggravates customers is a big deal.

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## The Changing Face of GPR Cards: Who's Buying and How to Sell



By: **ALLEN PRESLAR**,  
Vice President,  
Grocery and National  
Convenience, InComm

**U**ntil recently, general purpose reloadable (GPR) prepaid cards had a clearly defined place on supermarket shelves as a useful tool for the roughly 30% of Americans without access to a credit card, debit card, or bank account those who earn less than \$23,000 annually. Today, the landscape is drastically different and grocers who want to continue to bite a chunk out of the growing GPR mar-

ket will need to address a whole new GPR consumer who possess these key attributes:

**YOUNG:** Far from following in their parents' footsteps, many millennials have eschewed credit cards in favor of prepaid options. Young adults aged 18-35 purchase GPR cards at higher rates than older demographics, and one survey found that nearly half of all GPR customers are between 21 and 31 years old.

**COLLEGE GRADUATES:** As recently as 2009, 62% of GPR users had completed high school or less.

Now, individuals with post-graduate degrees are actually twice as likely to use GPR Cards as those who have completed high school or less.

**UPPER INCOME:** A 2011 survey found that 29% of consumers who rely on GPR cards earn between \$75,000 and \$150,000 annually. Why? Experts predict that the financial crisis caused consumers at all socioeconomic levels to use personal budgeting tools to manage their finances. Plus, the onslaught of data breaches in recent years has caused shoppers to be more vigilant about sharing personal information.

Grocers who want to capitalize on this shift in GPR users will want develop marketing messaging that targets this younger, wealthier, and more educated consumer base. Additionally, grocers will also want to incorporate new delivery methods into their strategies. About two thirds of Americans now own smartphones, which are a prime delivery method for GPR cards favored by 79% of 18-35 year olds. When all is said and done, grocers who take steps to implement a next generation GPR program can expect tremendous returns from what will be a \$685 billion market in just a few years.

## Bauducco Foods USA

# Groundbreaking Commences Major U.S. Expansion

## Includes New Manufacturing, Distribution and Headquarters Facility

**B**auducco Foods, Inc. USA, the domestic arm of Brazilian baking giant Bauducco Foods, has embarked upon a major expansion of its capabilities in this country. Bauducco has begun work on a new manufacturing/distribution/headquarters facility being built on three acres in Miami-Dade, FL. A formal groundbreaking for the new 70,000 sq. ft. center was held, May 28. Bauducco has been in Miami since 2005. The new Miami-Dade facility is expected to be fully operational by the middle of 2016 according to Bauducco Foods, Inc. President, Stefano Mozzi.



■ **GROUNDBREAKING** – Work commenced May 28<sup>th</sup> as Bauducco Foods was joined by South Florida business leaders, international dignitaries, local politicians and contractor, beginning construction on a new 70,000 sq. ft. home for Bauducco Foods U.S.A. in Miami-Dade, FL. Bauducco Associates attending included: Stefano Mozzi, President; Erik Volavicius, Marketing Dir.; Kleber Neuber de Borba, Logistics Dir.; Magda Lopez, Controller; Maritza Nieves, Finance Mgr.; and Nelson Tarke, Dir. of Sales.



■ **TURNING THE FIRST SPADE** – Diana Rodriguez, Special Assistant to Miami-Dade Mayor Carlos A. Gimenez; Willy Fernandez, President LINK Construction Group; Luis Perez-Codina, Enterprise Florida, Manager of Int'l Logistics and Supply Chain; Stefano Mozzi, Bauducco Foods-USA President; and Helio Vitor Ramos, Ambassador, Consul General of Brazil.

According to Mozzi, the Miami Plant Project is the first production facility for the company outside of Brazil. Bauducco was begun as a small bakery in the Bras neighborhood of Sao Paulo in 1952 by Italian immigrant Carlo Bauducco. Popular acceptance in the Brazilian markets of his products led to the company's first factory in Guarulhos, Brazil in 1962. The company completed its first export transaction (which happened to be to the USA) in 1978. Today, Bauducco is the largest manufacturer of oven-baked products in Brazil and the largest manufacturer of Panettones in the world. Sales are growing double-digit annually in

recent years, reaching almost \$1 billion (U.S.) in revenue. In addition to Panettones major products include wafers, toasts, cookies and more. The complete product line includes over 30 items. Today, Bauducco products are distributed to such major markets, such as, Italy, Brazil, Argentina, Peru and North America. "Our Panettones are not to be confused with a traditional fruit cake," Mozzi told TODAY'S GROCER. "This product is moist and made with the finest, natural ingredients."

The new headquarters in South Florida is expected to satisfy much of the company's Panettones growth for the next 10 years. The

company has a ten year growth plan, which includes:

1. Addition of more production lines
2. Replicate the Miami Plant in other locales, and
3. Bring an even larger facility to Miami

As Bauducco grows U.S. business, the new center will allow the company to better serve the Southeast (one of its biggest markets) along with other large domestic markets, such as, the Baltimore-Boston-New York corridor, Chicago, Texas, and the Pacific West.

Currently, Bauducco has 30 associates in Miami. It is expected that the facility will house 90 employees upon completion. The new facility is being built by Link Construction. Architect is Joe Pereira of Miami-based Rodriguez-Pereira Architects. The new building will incorporate high-cube ceilings, the lowest of which will be 33 ft. in height rising to 40 ft. tall.

In addition to production and expanded distribution capabilities, the new Miami-Dade complex will include a laboratory/quality control. It will be a state-of-the-art high technology plant, incorporating all brand new European machinery. This will enable the company to efficiently produce their Panettones a process which takes approximately 52 hours to complete the high quality product.

"This represents the First Phase of our long-term commitment," Mozzi continued. "It will enable us to create *and* control all in one location." Mozzi says with pride. "We're excited!"



■ **ARCHITECT RENDERING** of the exterior façade of the new Bauducco Miami Plant.

## Food Lion Names

# Rhonda Mauldin 2014 Store Manager of the Year

Food Lion has named Rhonda Mauldin its 2014 Store Manager of the Year. Mauldin, who is the store manager of the Food Lion located at 1004 W. Georgia Road in Simpsonville, SC, was selected from a group of more than 1,100 store managers across the company.

"I really don't think of myself as an exceptional store manager; however, what I do think of as exceptional is my team," Mauldin said after receiving the award Wednesday. "They really are the reason I'm here today and I'm honored to accept this award on their behalf."

This is not the first time Food Lion or the grocery store industry has lauded Mauldin for her outstanding leadership skills. She received store manager excellence awards for her work both with Bloom and Food Lion stores in 2009, 2010, 2013 and 2014. In addition, Mauldin received Progressive Grocer's Top Women in Grocery award for the Store Manager category in 2014.

"Our store managers are the face of Food Lion to our customers," said Meg Ham, president of Food Lion. "Rhonda personifies this every day by running a great store, teaching and training associates, mentoring future leaders and caring for our customers and her community through outstanding service. Her store is always one of the top stores in donating meals and time for her local food bank. She is an exceptional leader, has developed an outstanding team, and is so deserving of this honor. We're proud to have her as part of the Food Lion team."

Mauldin has worked in the grocery store industry for nearly 30 years. She joined Food



■ **RHONDA MAULDIN** receives her award in recognition of her being named Food Lion 2014 Store Manager of the Year.

Lion in February 2006 as a dry assistant manager in Anderson, SC. Six months later, she was promoted to store manager and moved to Seneca, SC, to serve as the store manager at this location. Because of her sharp skills of transforming businesses into high-performing stores, she was later transferred to the Simpsonville, SC, store location in 2007.

To honor Mauldin and her exemplary community service, the company will donate \$2,000 in Mauldin's name to her store's local feeding agency, Harvest Hope Food Bank, in Greenville, S.C. Mauldin and her team support this food bank with food donations and volunteerism throughout the year.

In addition to Mauldin being selected as Food Lion's Store Manager of the Year, three

store managers were recognized for exceptional leadership. The 2014 Division Store Manager Excellence Award recipients include:

- **PAUL GOODNIGHT**, Store Manager at 2458 SW Cary Parkway in Cary, N.C.
- **JAMES FELIX**, Store Manager at 12100 Central Ave., in Mitchellville, Md.
- **KEVIN FOY**, Store Manager at 1304 W. Vernon Ave., in Kinston N.C.

Food Lion has donated \$1,000 to each of the feeding agencies served by these stores in honor of the division winners. Food Lion's Store Manager Excellence Awards recognize and honor exceptional store managers who enrich the lives of Food Lion's customers, associates and the communities we serve, successfully lead our business, and support and inspire others.

## Herr's Introduces Limited Edition Whole Grain Pretzels

Herr's is partnering with Paralyzed Veterans of America, a nonprofit veterans service organization that works to improve the lives of our nation's disabled veterans by ensuring access to quality health care, benefits and jobs. The company is producing limited edition Whole Grain Pretzels with Flax Seed & Honey in a specially designed bag.



"Herr's is dedicated to supporting our community in any way we can," said Ed Herr, president of Herr Foods. "We are proud to partner with Paralyzed Veterans of America, which is instrumental in advocating for veterans and all people with disabilities."

For every bag sold, Herr's will make a 5-cent donation to Paralyzed Veterans of America, so that the organization can continue to deliver its programs and services free of charge. Over the past year Paralyzed Veterans of America provided services to more than 60,000 veterans and their families nationwide, and secured more than \$290 million in new benefit awards and ancillary benefits for veteran clients.

"As a nonprofit organization, every dollar raised on our behalf counts, and makes a difference in the life of a veteran," said Al Kovach, Jr., national president of Paralyzed Veterans. "We thank Herr's for supporting our mission to ensure that disabled veterans have everything they need to thrive after serious injury."

The limited edition Herr's Whole Grain Pretzels with Flax Seed & Honey feature the rich flavors of sesame, poppy and caraway seeds complemented with a hint of sweet golden honey. They are low in fat, a good source of whole grain and are higher in fiber than most pretzels. The pretzels are available through early August.

# Stop & Shop Celebrates Opening of New Nantucket Store

## Bigger Store Offers Expanded Services to Better Serve Island Customers

A TODAY'S GROCER  
Special Report

The Stop & Shop Supermarket Company LLC is celebrating the grand opening, May 1, of the newly-built Mid Island Stop & Shop at 31 Sparks Avenue in Nantucket, MA.

This new store footprint is 36,000 sq. ft. and offers new full service meat, seafood and bakery departments and a larger selection of natural and organic products, including more fresh produce and Nature's Promise items.

The new store also features a salad bar, long desired by Nantucket shoppers, as well as a Nantucket Coffee Roasters coffee bar. "Stop & Shop wants to thank

everyone on the island for their patience, ideas and dedication as we built this wonderful new store," said store manager Ronald Foti. "We are thrilled to continue to offer the residents of Nantucket great product offerings and great customer service in a bright and modern new store."

Construction continues outside the store. Paving of a new parking lot and landscaping continues. When completed, there will be 182 spaces available (171 on site and 11 spaces on Pleasant Street).

The former Mid Island store closed for good at 6pm on Thursday, April 30th. Some products from the existing store were donated to Nantucket Food Pantry.

Throughout the grand opening weekend, from 11 am to 3 pm, there were opportunities to sample Stop & Shop Simply Enjoy and Nature's Promise foods. Roving waiters offered shoppers food samples in the aisles.

Regular store hours are 6 a.m. - 11 p.m., seven days a week.



■ ISLAND BEAUTY - The Stop & Shop Supermarket Company LLC is celebrating the May 1 opening of the newly-built Mid Island Stop & Shop at 31 Sparks Avenue in Nantucket, MA.



■ RIBBON CUTTING - Stop & Shop executives (left to right): Dave Monast, Construction Logistics Manager, Ron Foti, Store Manager, Tricia Johnson, District Director, Vinod Israni, Regional Vice President, Region 1, Stop & Shop New England Division, and Russ Greenlaw, Senior Vice President Operations.



■ This new store footprint is 36,000 sq. ft. and offers new full service meat, seafood and bakery departments and a larger selection of natural and organic products, including more fresh produce and Nature's Promise items.



■ The new store features an expanded variety of fresh produce.

## Maple Syrup Graduates from Breakfast to BBQ and Beyond

Three Rivers Farm infused natural syrups open a world of possibilities for the creative cook.

There's something paradoxical about maple syrup. On one hand it is among the least processed of sweeteners, simply tapped from maple trees and boiled down to syrup. At the same time it is far more complex than ordinary sugars, containing literally dozens of minerals and antioxidants. "We're not trying to improve maple syrup," says Three Rivers Farm President Steve Perry. "We think it's pretty near perfect as it is; we're just looking to expand a classic's flavor palette, and the market seems to think that's a pretty good idea. In fact most of our flavor choices have been suggested by customers."

The company's products, a dozen different syrups with more on the way, begin with pure, natural maple syrup and infuse it with spices—ginger, cinnamon, or vanilla—fruit—blueberry or cranberry—and

coffee, both medium and dark roast. Still other choices include exotic flavors like bourbon, for which the syrup is aged in oak casks, and habanero pepper. "As near as we can tell, people still put our infused maple syrup on pancakes and French toast," Perry says, "but a lot of it is being applied to gourmet meat dishes on the grill, fish and game, as glazes in baking, in stir fries and vegetable dishes and, of course, over fruit and in desserts."

Perry's interest in maple syrup started close to home, tapping trees on his mother's property. "We got about five or six gallons that first year, and I was hooked," he says. "The next year we started selling at local farmers markets and business took off from there. We now go to farmers markets and shows around the country, sometimes as many as 15 a week. Shows give us a chance to meet the public, and their input has helped us fine-tune the product. We begin with the darker, more flavorful maple syrup that is collected later in the season and that seems to be popular with our customers. When we're trying



■ Located in Minnesota, the westernmost state in the U.S. in which maple syrup is produced; Three Rivers Farm produces a unique line of infused, all-natural maple syrups.

new flavors we often take samples to shows for feedback on the strength of the infused flavors. And that's where we get a lot of ideas for flavors in the first place. I wouldn't have thought of cranberry as an infusion until it was suggested by someone at one of our shows. We tried it and it was unbelievable.

"Some of our customers want to eat less sugar and want a sweetener that is special. Everyone seems to have their favorite. I know someone who won't eat pancakes without our cinnamon maple syrup and brings his own when he goes out for breakfast. Coffee drinkers like our bourbon and bournilla, a mix of bourbon and vanilla flavors. And ginger has been popular in stir fries. We are currently developing a gift box that includes selected syrups and a cooking plank for grilling."

Three Rivers Farm syrups are available at <https://www.threeriversfarm.com> in sizes from 1.7 to 25 ounces and in gift boxes. The company's products can also be found at select retail locations in Minnesota, Wisconsin, and North Dakota.



# 100% NATURAL REAL RAW SUGAR PRODUCT LINE



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# 18 Strictly Natural



## Mustard Girl All American Mustards Expands Retail Footprint

Mustard Girl All American Mustards, an artisanal-style brand produced in Pleasant Prairie, Wisconsin, is expanding its national distribution with two additional major grocery retailers debuting the product. Publix Super Markets, based in Lakeland, Florida, will be carrying Sweet N' Spicy Honey, Stoneground Deli, American Dijon and Zesty Horseradish flavors. In addition, Meijer stores, headquartered in the Grand Rapids area of Michigan, are rolling out distribution of Mustard Girl All American Mustards' Sweet N' Fancy Yellow and Stoneground Deli.

Mustard Girl All American Mustards are 100% U.S.-made and each flavor is crafted from a recipe which was originally made in small batches on a rural farm in Wisconsin. Mustard Girl's portfolio of flavors include Sweet N' Spicy Honey Mustard (the original), Stoneground Deli (spicy brown), Sweet N' Fancy Yellow, American Dijon and Zesty Horseradish. All varieties are all-natural, contain no preservatives, are gluten-free, fat-free, low in sodium, Kosher, and contain no high fructose corn syrup.

Mustard Girl All American Mustards recently took home top honors at the 2015 World-Wide Mustard Competition, sponsored by the National Mustard Museum in Middleton, Wisconsin. Sweet N' Spicy Honey took home the Silver Prize in the Honey Mustard category while the Horseradish and Stoneground Deli flavors took home bronze medals in the Horseradish/Wasbi Mustard and Deli Mustard categories, respectively.

A distinguishing factor on shelf is that each bottle of Mustard Girl All American Mustards features a bright, yellow sunburst just above the brand banner with an artist's rendering of Jennifer Connor, the brand's founder and real-life Mustard Girl. Mustard Girl All American Mustards have a suggested retail price of \$3.29 per 12-ounce bottle.

## popchips Heats Up and Sweetens the Competition



With Two New Flavor Innovations

popchips inc., the innovative popped snack company, recently debuted two new flavor innovations. The brand's newest offerings, which hit stores nationwide this summer, include:

■ **CRAZY HOT POTATO:** The brand's spiciest product to date is hot enough to burn the competition in the second fastest growing snacking category. As hot as a habanero pepper, this flavor will make consumers lips tingle, but is balanced with a delicious cheesy note.

■ **CINNAMON TWIST SWEET POTATO:** This satisfyingly sweet vegan-friendly variety combines a tantalizing union of sugar, cinnamon and a hint of tangy apple on a sweet potato chip.

"popchips has paved the way

for healthier snacks that deliver on taste and our two latest flavors will continue to ignite the market and satisfy consumer demand," said popchips CEO, Paul Davis. "The Crazy Hot Potato and Cinnamon Twist Sweet Potato were developed by our snack experts with consumer insights in mind and we're confident the two will stand out and excite shoppers."

Like all popchips products, the new Crazy Hot Potato and Cinnamon Twist Sweet Potato flavors are created using heat, pressure, and no oil in the popping process. The chips contain no artificial ingredients, no trans-fat, are gluten-free, kosher and have less than half the fat of fried chips. Both new flavors will hit store shelves this summer in 3.5 oz. bag for the suggested retail price of \$2.99. Crazy Hot Potato will also be available in 1 oz. bags for the suggested retail price of \$1.49.



## Ancient Harvest Introduces New Bean & Lentil Supergrain Pastas

Ancient Harvest, the first brand to bring quinoa to the U.S. in the 1980s, is delivering more wholesome, gluten-free comfort food with the debut of its new lines of protein-packed Bean & Lentil Supergrain Pastas and Lentil & Quinoa Supergrain Mac & Cheese.

"Research shows that a majority of consumers want to add more protein into their diets, and many are looking to plant-based sources of protein," said Constance Roark, MS, RDN and director of marketing at Ancient Harvest. "The brand's focus remains on protein-rich ancient grains, like quinoa, but we're continuously cooking up ideas to meet new consumer demands. Now, we've incorporated other high-protein and gluten-free superfoods, like lentils and beans, into our product lines. A pasta dish that tastes great and adds nutritional value to your plate is pretty hard to beat."

These naturally gluten-free pasta varieties are made with a hearty blend of quinoa and nutritious legumes. The pastas look and act like traditional pasta in every way, from taste to texture, but have two times the protein and a healthy helping of fiber in every serving. The five new pasta varieties include Black Bean & Quinoa Elbows and Spaghetti, Red Lentil & Quinoa Rotelle and Linguine and Green Lentil & Quinoa Penne (MSRP \$3.39).

With 16 grams of protein per serving, the new Lentil & Quinoa Mac & Cheese varieties will join Ancient Harvest's existing line of mac & cheeses. A combination of the high-protein, fiber and nutrition of red lentils and quinoa, the Lentil & Quinoa Mac & Cheese will be available in three creamy varieties, Mild Cheddar with Elbows, Sharp Cheddar with Shells and White Cheddar with Shells (MSRP \$2.99).

Ancient Harvest bean and lentil pastas and new lentil macaroni and cheese varieties will be available nationwide.



## Eight Count O'Coconut Pouch Now Available

Nutiva, the world's leading brand of Coconut, Chia, Hemp & Red Palm organic superfoods has announced the introduction of the Eight Count O'Coconut Pouch (SRP \$6.49 / 4 oz. bag). Each bag includes eight 0.5oz individually wrapped O'Coconuts in either Classic or Hemp & Chia.

Crafted from lightly sweetened organic, fair trade coconut, O'Coconut treats have only 60 calories, and are made without corn, soy or cane sugar. Each O'Coconut contains 1.5 teaspoons of coconut oil for a satiating snack containing medium chain triglycerides and lauric acid.

"While coconut has long been popular in other cultures, it's fast becoming a staple in the US due to its beneficial qualities," said Nutiva CEO and founder John W. Roulac. "Our new O'Coconut provides health conscious consumers a delicious on-the-go snack that delivers the nutritional benefits of this great superfood."

Nutiva's Eight Count O'Coconut Pouch is the perfect snack pack for a day at the beach, an afternoon hike, or to satisfy a craving for something sweet, yet healthy.

Nutiva's Eight Count O'Coconut Classic and Hemp & Chia Pouches are certified organic and verified non-GMO.

## thinkThin has Expanded into New Category

Launches Protein & Fiber Hot Oatmeal

thinkThin is expanding its product line beyond bars with the introduction of thinkThin Protein & Fiber Hot Oatmeal. Building on the momentum of last year's launch of its Lean Protein and Fiber bars, the most successful bar extension in the brand's history, thinkThin is embarking on its first national, new food category launch. With the rising demand for protein products, thinkThin is the first brand in the hot cereal category to offer a great combination of not only protein, but also the added benefit of high fiber with only 200 calories or less. The trifecta of protein, fiber and calories provides a solution for consumers looking for a perfectly-balanced breakfast at home or on-the-go.

"thinkThin Protein & Fiber Hot Oatmeal is an exciting and innovative addition to our product portfolio and demonstrates thinkThin's commitment to deliver food that is as nutritious as it is delicious," said Michele Kessler, CEO of thinkThin.

thinkThin Protein & Fiber Hot Oatmeal is made with a blend of wholesome grains including whole rolled oats, steel cut oats and quinoa. Consumers can purchase the new hot oatmeal in a multi-pack box of six packets or a convenient, portable single serving bowl. Each serving of thinkThin Protein & Fiber Hot Oatmeal is packed with 10g of protein, 5g of fiber and is 200 calories or less. Consumers can choose from a range of four flavors from a scrumptious blend of real berries in Farmer's Market Berry Crumble; a delicious fusion of flavors in Madagascar Vanilla, Almonds, Pecans; a hearty and nutritious mix in Original Sprouted Grains (box only); and a sweet, nutty option in Honey Peanut Butter (bowl only).



## Two Moms in the Raw Launches



## New Premium Protein Crackers and Power-Packed Bars

Two Moms in the Raw, maker of award-winning raw snacks, has introduced new Almond Protein Crackers and improved Two Moms in the Raw Granola Bars and Nut Bars that are bursting with benefits.

Two Moms in the Raw new Almond Protein Crackers offer a tasteful, crunchy cracker option that is gluten free, dairy free, 100% organic, raw, sprouted, Paleo, Vegan and mom-made. These new crackers are made with sprouted almond flour to offer about twice as much protein as the average cracker, with the savory flavors boasting six grams of plant-based protein per serving and containing no added sugar.

Two Moms in the Raw Almond Protein Crackers are available in four flavors: Zesty Italian Herb, Spicy Chipotle Pepper, Jive'n Chive & Onion, and Sweet on you Graham. The new crackers are available in a 4.5oz box at a suggested retail price of \$6.99. Two Moms in the Raw Almond Protein Crackers will be available to consumers later this spring.

Two Moms in the Raw Granola Bars and Nut Bars are now made with chia seeds and hemp seeds and sweetened with coconut nectar. Each bar is packed with superfoods like blueberries, almonds, cherries and cacao nibs for an added nutritional boost. Since healthy snacking continues to be on the rise, the bars are now available in smaller sizes that are perfect for on-the-go snacking and in a variety of flavors like new Charming Cherry Chocolate Nut Bar and new Cacao Nib Crunch Granola Bar.

The new Two Moms in the Raw Granola Bars are available in a 6 oz. box of six 1oz bars and have a suggested retail price of \$6.99. The new Nut Bars are available in a 1.5oz single-serve size with a suggested retail price of \$2.69. All Two Moms in the Raw Bars are gluten free, 100% organic, raw, sprouted, Vegan, Paleo, and mom-made. These new Granola Bars and Nut Bars will be available to consumers later this spring.

## Deliciously Juicy & Never Dry



### Fruit Bliss Organic Whole Fruit

Fruit Bliss is a new line of organic, preservative-free, soft and moist dried fruit products, perfect for on-the-go (and stay-at-home) snacking. Fruit Bliss is a very different kind of naturally sun-sweetened, organic whole fruit. Deliciously juicy and never dry, these organic fruits have no preservatives or added sugar. As a busy mom, founder Susan Leone was always on the search to find healthy and convenient snacks the whole family would love. She created Fruit Bliss to fill that void.

The big, but simple, secret of the delicious juiciness of Fruit Bliss is simply water. When the company says 'Made from the fruit, the whole fruit and nothing but the fruit', that's exactly what they mean. Just along the way, the fruit gets a little steam bath to infuse some water. It's a simple four step process. 1 - Fruit is picked at its peak ripeness. 2 - Sun-dried for added sweetness. 3 - Steamed to be deliciously moist and juicy. 4 - Packed for convenience.

Get fanatical about fruit with these mouthwatering options: Organic Deglet Nour Dates, Organic French Agen Plums, Organic Turkish Apricots, and Organic Turkish Figs.

Packages range from \$1.39 - \$4.49 per pouch.

## re:iimmune



MAKE PEOPLE BETTER will donate one (1) serving of re:iimmune for each 10 pack box sold.

### Make People Better Introduces New Product

Clinical strength hydration plus probiotics to help people of all ages recover faster

Make People Better LLC, is introducing re:iimmune, an illness recovery formula that combines Clinical Strength Hydration with a package of essential nutrients, including a prebiotic and a complex of 14 probiotics to support intestinal immunity. This unique, dual-action formula helps support and fast-track recovery from illness and dehydration, including but not limited to flu recovery, antibiotic use, pre/post surgery, post-hospital syndrome, dehydration, intestinal issues, and senior care.

re:iimmune is made in the USA and comes in an all-natural dry powder that is mixed with 16oz. of water and can be used in adult and pediatric (older than 1 year) patients alike. With no added sugars, fruit juice, synthetic colors, or preservatives, re:iimmune is gluten-free and safe for diabetic use, helping people: recover faster from illness, restore intestinal health, rehydrate more efficiently and relieve the effects of diarrhea.

Make People Better was founded by Dr. Kerri Miller, Nurse Practitioner and Illness Recovery Expert. With over twenty-five years experience in her field, Dr. Miller is a graduate of the Johns Hopkins School of Nursing Doctorate Program as well as the Harvard Global Health Effectiveness Program. Dr. Miller has worked in the specialty areas of cardiology and internal medicine, with the greater part of her career focused on illness recovery.

"With no clinically proven product on the market, I decided creating my own formula was the only option," says Dr. Kerri Miller. "I am hopeful this product will make people better by rapidly reducing the symptoms of dehydration associated with acute illness, and promoting overall improvement of intestinal health."

## 70% Of Consumers Still Look To Traditional Paper-Based Coupons For Savings

Study Finds Traditional Print Coupons have Eight Times the Redemption Rate of Digital Coupons

Seventy percent of consumer packaged goods coupon users still use print-based coupons such as those in free standing inserts (FSI) typically found in Sunday papers to find savings<sup>1</sup> according to a study that will be recently presented by GfK Custom Research and News America Marketing at the Association of Coupon Professionals' 10<sup>th</sup> annual Industry Coupon Conference April 16, in San Antonio.

The new study reveals surprising

statistics about consumer coupon usage including that traditional FSI coupons are redeemed at a rate eight times that of digital coupons<sup>2</sup>, and that among heavy CPG coupon users, those using paper coupons spend 8% more annually than their digital counterparts<sup>3</sup>.

"While consumers continue to adopt digital savings tools, this study reaffirms the value of the traditional print FSI," said Mark Peiser, VP, Marketing Research, News America Marketing. "When you look at the numbers, you can see that print coupon redemption rates still dominate consumer savings."

So, too millennial coupon users are looking to the FSI - with 63% of this age group using traditional print coupons.<sup>1</sup>

The presentation was based on a series of studies conducted throughout 2014 and analyzed and compiled at the beginning of this year. It's unique in that it focused only on Consumer Packaged Goods coupon users, not the larger universe of clothing, home store, or other types of retail shoppers.

"The data we collected shows that while digital coupons are an important saving tool, traditional paper coupons are still a predominant player in the world of savings," said Neal Heffernan, SVP, Shopper & Retail Strategy, GfK Custom Research.

<sup>1</sup> ECI research, 2014

<sup>2</sup> Inmar, 2015

<sup>3</sup> GfK Retail, 2014



ENGAGE ORGANICS is now available online at [www.engageorganics.com](http://www.engageorganics.com) and in stores in the San Francisco Bay area. New markets targeted for distribution include the Pacific Northwest, Florida and the Northeast.

### Engage Organics Takes the Salt Out of Barbequing and Keeps the Flavor

With the barbeque season upon us and salt-packed grilling rubs and sauces taking up more shelf space in stores than ever before, where do the nearly 68 million U.S. adults (1 in 3) having high blood pressure and those on salt-restricted diets turn? Today, Engage Organics, the San Francisco Bay area based salt-free seasoning blends company announces the arrival of Go-Grill A-Rubs, barbeque blends that keep the flavor in barbequing without the salt.

"All of our eleven seasoning blends are salt-free, organic and non-GMO and our mission is a healthier, tastier American diet, which already contains twice the amount of sodium recommended by the American Heart association," says Pat Gage, Engage Organics Founder and CEO. "There's no reason why one of America's favorite summer pastimes, barbequing, can't be healthier and better tasting as well."

The two new blends, Hot Go-Grill-A-Rub and the Mild, Seed-Free Go-Grill-A-Rub, are taking the 'bland' out of salt-free grilling and adding naturally savory and delicious taste to the smoky flavor of barbequed meats and vegetables with blends of organic herbs and spices like paprika and basil with red pepper and oregano.

The Hot Go-Grill-A-Rub puts a fiery zest into anything barbecued, while the Mild Seed-free Go-Grill-A-Rub blend enlivens beef, poultry, ribs, fish, veggies, tofu, rice, potatoes, and grilled veggies with mouthwatering, robust flavor.

"Taste is often lacking with salt-free spice blends, but it doesn't have to be," added Gage. "It's really about blending herbs and spices the right way to make up for the lack of salt. We take the guesswork out of it, making it easy for everyone to spice up their meals without salt or added chemicals. With our Garlicsaltless, Tuscany Mix and other blends of seasonings, everyone from those on salt-restricted diets to Moms wanting to reduce their children's salt intake can still have great-tasting meals."

Engage Organics offers eleven natural, organic, non-GMO and salt-free blends in the \$3.99-\$5.49 price range, including its best-seller, Garlicsaltless, as well as the Tuscany Mix, Mexi-Mix, Lemon Pepper, It's-a-Dilly, and Sweet Cinn.

All Engage Organics' seasoning blends use only all natural, certified organic, non-GMO and gluten-free ingredients.

### Gaia Herbs Unveils Innovative Turmericboost Line

Gaia Herbs is launching two new additions to its growing family of functional Turmeric products, TurmericBoost: Restore and TurmericBoost: Uplift. A new concept in the functional foods category, both TurmericBoost products feature delicious real Vanilla Chai, Prebiotic Fiber, and are easily blended into smoothies or milk beverages for superfood enhancement. TurmericBoost is the first Turmeric powder line to offer standardized Turmeric Root extract with 42mg of Curcumin per serving to support a healthy inflammatory response, and maintain overall health and vitality.\*

TurmericBoost: Restore and TurmericBoost: Uplift are designed to support whole body health, and are formulated with Black Pepper to enhance the absorption of Curcumin, which supports a healthy inflammatory response. The ad-



dition of Holy Basil also supports a healthy response to stress by allowing the body to better receive the Turmeric.\* Both TurmericBoost powders are vegan, unsweetened and soy-free, with no gluten-containing ingredients.

**TURMERICBOOST: RESTORE:** Designed as a foundational wellness formula ideal for daily, whole body support.\* Features Real Va-

nilla Chai Prebiotic blend, including organic Cardamom, Allspice, Cinnamon and Vanilla Bean for a well-rounded flavor and digestive system support.\*

**TURMERICBOOST: UPLIFT:** With Gotu Kola and Lemon Balm leaf, this formula is designed to support the mind, body and spirit with gentle calming actions to elevate moods.\*

"TurmericBoost is an easy and delicious way for customers to integrate the whole-body benefits of Turmeric into their lifestyles," said Todd King, vice president of marketing at Gaia Herbs. "Because it is in a powder format, it can be mixed into a variety of beverages and recipes."

\*Statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



# Buy Bigge

## Offering You a Full Line of Institutional & Club Store Sizes

Consumers are stretching their shopping dollars and trying to save money.

Many are now making the move to purchasing in larger sizes.

At Kingston-Miami Trading Company, we have anticipated this shift in purchasing preference and are ready to meet the demand for Caribbean-style foods packaged in larger sizes.



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■ HAGGEN La Jolla exterior



■ HAGGEN SOUTHWEST CEO Bill Shaner pictured in the Produce Department of the first California store located in La Costa.

# Haggen Celebrates Opening 100 New Stores in 100 Days

Adding Locations Throughout California, Arizona and Nevada

**A TODAY'S GROCER**  
Feature Report

**H**aggen is currently undergoing an unprecedented expansion from 18 stores with 16 pharmacies to 164 stores with 106 pharmacies; from 2,000 employees to more than 10,000 employees; and from a Pacific Northwest company with locations in Oregon and Washington to a major regional grocery chain with locations in Washington, Oregon, California, Nevada and Arizona.

New Haggen stores which opened on May 2 include: Rancho Mirage and San Diego (422 W. Washington St. and 10740 Westview Pkwy). Three more locations opened May 23 in Palm Desert, Coronado and La Mesa.

Haggen stores opening in California during June include: Redondo Beach (2115 Artesia Blvd.), Torrance, Oxnard, Chula Vista, San Ysidro, Saugus, Lompoc, Ventura, Goleta, Santa Barbara, Newbury Park, Long Beach, Santa Barbara and Carpinteria.

The first Haggen Arizona stores opened in Scottsdale and Anthem on May 28. Three new Haggens stores opened in Tucson on May 30; Prescott and Lake Havasu locations opened June 2; and Prescott Valley and Flagstaff opened June 4.



■ HAGGEN Carlsbad Store Exterior



■ Produce section is ready to go in the San Diego store.



■ Hanging a sign in the Organic Produce Department of the Santa Monica store.



■ SHOPPERS check out the Produce and Specialty Cheese areas at the La Costa store.



■ PRODUCE DEPARTMENT inside the La Costa location.



■ **HENRY'S PARTY** - Haggen Store #2206 located at 14340 Penasquitos Drive in San Diego, hosted a Make-A-Wish reveal event to surprise a 7-year-old San Diego resident (Henry) with a very special wish - to visit Pixar Studios in Emeryville, CA. More than 100 of Henry's family, friends and classmates joined Haggen associates and Make-A-Wish granters for the big surprise with live entertainment, balloons, custom cakes and more! Seven-year-old Henry has a special relationship with the Haggen store team. Whenever he visits the store, he engages with just about every team member and usually earns himself a balloon and countless smiles and hugs. When Henry's mom learned that Henry was named a Make-A-Wish recipient with the help of his friends at Haggen, she requested that the reveal ceremony be held at Haggen to help make it even more special.



■ The Haggen sign goes up outside the La Mesa, CA store.

The first Haggen Nevada stores opened in Boulder City and Henderson on June 9; two additional Henderson locations and the first Las Vegas store will open on June 11 with two more Vegas locations opening on June 13.

Haggen's goal is to provide a unique, hassle-free shopping experience, offering essential items guests need, specialty items guests want, and local items that reflect the community – all at fair, competitive prices. Haggen is a full-line grocery store with a bias toward fresh, quality, organic, local, and "healthy for you" options, so that guests can do all their shopping at one location instead of traveling to multiple stores. The new Haggen stores open at about 25 percent "Haggen-ized." It will

take time to completely infuse the store with the full Haggen experience. Immediate changes shoppers will experience at each newly-opened Haggen store include:

- **PRODUCE:** Enhanced selection on Organic with increased item variety, selection and pre-pack offerings for easy grab-and-go; Haggen is, at a minimum, doubling the amount of organic fruits, vegetables and leafy green offerings in each store.
- **MEAT/SEAFOOD:** Grass fed and Double R choice beef, Natural pork, Free range chicken and Santa Monica Seafood.
- **DELI:** Great assortment of fresh, house-made salads. Outstanding offering of meats and

cheese. "Grandma Haggen" signature salads in the service deli with more grab-and-go fresh made salads and sandwiches.

- **BAKERY:** Local, fresh, full and abundant, including Haggen's famous Cinnamon Rolls, cookies, garlic bread and cakes baked fresh throughout the day
- **CENTER STORE:** More specialty, natural, "healthy for you" options (e.g.: Alaffia and Acure Natural Health & Beauty items)
- **FLORAL:** Fresh cut flowers from local growers
- **BEVERAGE:** Local brews, wines, specialty sodas and more. There will be continued improvements and thousands of new products coming to newly-opened Haggen stores over the upcoming weeks, months and year.

# Haggen Continues Tradition of Giving Back In Partnership with Feeding America

Supporting Communities Surrounding 100 New Pacific Southwest Stores

**H**aggen is undergoing an unprecedented expansion from 18 stores with 16 pharmacies to 164 stores with 106 pharmacies; from 2,000 employees to more than 10,000 employees; and from a Pacific Northwest company with locations in Oregon and Washington to a major regional grocery chain with locations in Washington, Oregon, California, Nevada and Arizona. Continuing a long history of giving back to the communities it serves, Haggen Pacific Southwest is donating more than one million pounds of food to local food banks from the 100 new stores the West Coast regional grocery chain is converting throughout California, Arizona and Nevada this spring. Haggen's donation represents more than 833,333 meals to help feed the hungry. The donations began with the opening of the first Haggen store in California on March 11 in Carlsbad and will continue until June 20 when the final three stores open in Carpinteria, Long Beach and Santa Barbara.

Donated items from departments throughout each store include everything from fresh produce, baked goods, deli items and dairy, to meat, dry, canned and packaged goods. Initial recipients of Haggen food donations include, among others: City of Refuge of San Diego, East County San Diego Transitional Living Center, Feeding America San Diego, Helping Hands of Orange County, Grateful Hearts of Orange County, San Diego Rescue Mission, St. David's Episcopal San Diego, and Second Harvest Food Bank of Orange County.

"Our commitment to supporting local extends beyond sourcing and into the communities around our stores," said Bill Shaner, Haggen Pacific Southwest CEO. "We are always looking for ways we can get involved and give back, providing hunger relief, educating our youth and promoting our core value of sustainability. We're a grocery store and, above all else, we're here to feed families, whether that's through the great stores we run or partnering with Feeding America to help those in need."

With each store opening, Haggen is also partnering with 100 local non-profits, donating a total of \$100,000 across 100 stores opening in approximately 100 days. Local store leadership is involved in guiding the process to help make a meaningful impact in their communities. Recipients to date include, among others: Antelope Valley Boys and Girls Club in Palmdale, Central School District in Rancho Cucamonga, Clear View Elementary School in Chula Vista, La Costa Canyon High School in Carlsbad, Lakeside Union School District and Granite Hills High School in El Cajon, Pacific Marine Mammal Center in Laguna Beach, Pacific Beach Elementary School in San Diego, Southern Ravens, The League of Dreams and Van Home Elementary School in Bakersfield, Therapeutic Living Centers for the Blind in Tujunga, and Travis Ranch School in Yorba Linda.

"The Feeding America network provides more than three billion meals each year to families facing hunger, thanks to the help of generous partners like Haggen," said Bill Thomas, Chief Supply Chain Officer, Feeding America. "We are grateful to Haggen for providing meals for people in need and for raising awareness of hunger in the communities they serve."



■ HAGGEN Corona Del Mar store exterior



■ HAGGEN Diamond Bar



■ HAGGEN El Cajon exterior.

# 24 Frozen Food



## Matlaw's is Determined to Make Everyone a Seafood Lover

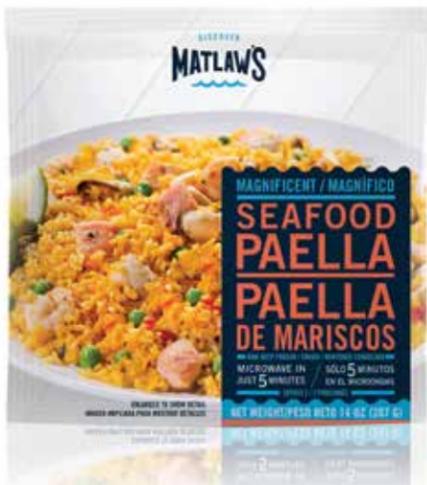
### Debuts Five New Offerings

Discover Matlaw's and enjoy a world of flavors that are sure to make everyone a seafood lover this year! One of the most popular and long-standing names in seafood and creator of the #1 Seafood Appetizer in America, Matlaw's is debuting a collection of new product offerings that are sure to thrill everyone with their variety, delectable flavor and exceptional value.

"Seafood buyers from coast to coast will find these new offerings fill an unmet need in the market," said Nancy Peterson, Vice President Marketing for Matlaw's. "They are right on trend with what consumers are seeking to make seafood a delicious, easy and healthy meal choice for the entire family."

Matlaw's innovative new offerings are already earning raves. And like all Matlaw's products, they are quick and easy to prepare. Recently introduced are:

■ **NEW MATLAW'S SEAFOOD PAELLA**- Considered the signature recipe of Valencia, Spain,



paella is increasingly seen in menus at the best restaurants. Matlaw's Seafood Paella features

the authentic flavors of this dish, with chunks of flavorful salmon, and sweet, succulent mussels, shrimp and calamari tossed with vegetables and seasoned rice. It's a healthy, exciting and easy meal. Available in a 14 oz. bag.

■ **NEW MATLAW'S BUFFALO POPCORN SHRIMP** - Long popular on bar menus

buffalo flavor is now available in the seafood freezer case. Matlaw's Buffalo Popcorn Shrimp is loaded with buffalo flavor that will keep people coming back for more! Available in an 8 oz. carton.

■ **NEW MATLAW'S SOUTHERN COUNTRY FRIED BREADED SHRIMP** - Plump and juicy

on the inside, crispy on the outside, Matlaw's premium Southern Country Fried Breaded Shrimp is seasoned with a flavorful, original blend of southern spices. Available in a 9 oz. carton.

■ **NEW MATLAW'S SALMON BURGERS** - Made

from wild caught, whole salmon fillets, with a light mesquite smoked flavor, Matlaw's versatile Salmon Burgers are easy to cook in a skill-

let, on the grill, or in the oven in minutes. They make perfect sliders on a bun, or can be served on a salad or as an appetizer. Available in a 12 oz. carton.

■ **NEW MATLAW'S JUMBO BUTTERFLY BREADED SHRIMP** - Enjoy restaurant-style butterfly breaded shrimp at home! Crunchy on the outside, tender and succulent on the inside. Each juicy shrimp is delicately battered and then cooked to a perfect, crispy crunch. Available in a 9 oz. carton.

"For our retail customers, Matlaw's is a smart choice to support the growth of their seafood category," said James Faro, Director of Sales & R&D, National Fish & Seafood. "Consumers today are smarter than ever, seeking healthier options, and eager to explore new and more diverse tastes in seafood. In response to this, our products offer exceptional flavor, convenience and value that also drives retailers' bottom-lines. Discover Matlaw's and grow your sales and profits."

## California Pizza Kitchen Takes a Step Above the Ordinary



California Pizza Kitchen – known for creating innovative pizzas and delivering them to consumers in its restaurants and grocery stores – is introducing two new crusts in five new oven-ready varieties. Currently available in grocers nationwide, these new pizzas deliver unexpectedly delicious flavor using thoughtfully selected premium ingredients.

"At California Pizza Kitchen, we put a great deal of thought into how we craft our pizzas to make sure each one is special – from the type of tomatoes we use to where and how the basil is grown – so that we can deliver on delicious in unexpected ways," said Steven Frye, brand manager for Nestle Pizza. "Our newest oven-ready pizzas bring restaurant-inspired recipes and

flavorful combinations of ingredients – like vine-ripened tomatoes and smooth mozzarella with a balsamic-infused sauce – straight to your kitchen."

Rooted in the success of the Crispy Thin Crust pizzas, two new product lines – Gluten-Free and Hand-Tossed Style – are available in stores now:

Gluten-Free Crispy Thin Crust Style pizzas supply the same unforgettable flavor without the gluten. They're carefully crafted with

no artificial flavors and a preservative-free crust, and are available in the following varieties:

■ **GLUTEN-FREE CRISPY THIN CRUST MARGHERITA:** Made with vine-ripened tomatoes, extra virgin olive oil, sweet basil and mozzarella, this recipe features a tomato sauce infused with balsamic vinegar on a crispy thin gluten-free crust.

■ **GLUTEN-FREE CRISPY THIN CRUST BBQ RECIPE CHICKEN:** Grilled white meat chicken is combined with red onions, cilantro, smoked Gouda and mozzarella cheeses, and a sweet and tangy BBQ sauce to satisfy that same unforgettable flavor of consumers' favorite California Pizza Kitchen pizza.

Offering a pizza crust sensation that's artisan-style in every way, new Hand-Tossed Style pizzas are crispy on the outside and fluffy on the inside. Inspired by the restaurant's most popular crust, it is available with three mouthwatering and uniquely California Pizza Kitchen topping combinations:

■ **HAND-TOSSED STYLE THE WORKS:** This version of a Supreme pizza combines pepperoni, Italian pork sausage, green bell peppers, caramelized onions, white button mushrooms, black olives and mozzarella, Parmesan, Asiago and Romano cheeses, topped with an herbed tomato sauce.

■ **HAND-TOSSED STYLE CALIFORNIA STYLE WHITE:** Sweet tomatoes balance a kick of garlic in this pizza recipe, complemented by chopped spinach, premium ricotta and mozzarella, and fine Parmesan, Asiago and Romano cheeses, finished with a creamy garlic sauce.

■ **HAND-TOSSED STYLE BBQ RECIPE CHICKEN WITH BACON:** Applewood smoked bacon, BBQ-seasoned white meat chicken, sliced red onions, premium smoked Gouda and mozzarella come together to create a tasty twist on an original favorite. It's topped with chopped cilantro and a tangy BBQ sauce.

### ■ Auntie Anne's Famous Hand-Rolled Pretzels

## World's Largest Pretzel Franchise "Ups the Auntie" with Expanded Line of Retail Products

Twist and shout! Pretzel lovers everywhere have reason to rejoice. Auntie Anne's – the world's largest hand-rolled soft pretzel franchise – announced the introduction of a newly expanded collection of yummy retail pretzel products.

The line of irresistible at-home snacks is available nationwide, and now features new Auntie Anne's Pretzel Pocket Sandwiches, which come in three mouth-watering varieties: Five Cheese, Ham & Cheese, and Cheese & Pepperoni.

"We are so proud to be sharing this news with Auntie Anne's fans in time for National Pretzel Day," said Kat Cole, group president of FOCUS Brands, parent company of Auntie Anne's. "Our awesome fans appreciate convenience and wholesome, quality ingredients, so they will 'eat up' these new prepare-at-home products. The new retail line brings the fresh-baked taste and aroma we're known for right into their kitchens."

In addition to the new Pretzel Pocket Sandwiches, the frozen collection also includes the Auntie Anne's original Soft Pretzels and Pretzel Nuggets – both in Classic and Cinnamon Sugar varieties – as well as the fan-favorite Pretzel Dogs. Auntie Anne's grocery products will remind customers of the same delicious pretzels that are hand-crafted in-store every day. They can quickly be heated in the oven, toaster oven or microwave. Each box of original Soft Pretzels and Pretzel Nuggets comes with individual Pretzel Butter and Salt or Cinnamon Sugar packets for the ultimate in snack customization.



## Hot Pockets Satisfies Hunger with New Snack Bites and Breakfast Bites

Fans of Hot Pockets brand sandwiches can now enjoy their favorite Hot Pockets flavors packed into bite-sized snacks with the introduction of Hot Pockets Snack Bites and Hot Pockets Breakfast Bites. Each of the seven varieties -- which go from the freezer to the plate in just over a minute -- delivers hearty hunger satisfaction and provides a good source of protein, with up to 7 grams per four-piece serving.

These newest additions to the Hot Pockets family feature freshly-baked crusts around a blend of premium Hickory Ham, Signature Pepperoni and 100% real cheese, for the ultimate hunger-satisfying snack. Also, Hot Pockets Snack Bites and Breakfast Bites have no artificial flavors.

"Today's millennials aren't sitting down to a traditional three meals a day, so the lines have become blurry between meals and snacking," said Christopher Brody, marketing manager for Hot Pockets. "Our new Hot Pockets Snack Bites and Breakfast Bites offer our fans a bite-sized snack version of the hunger curbing power of Hot Pockets."

Hot Pockets Snack Bites feature a flaky crust with baked-in flavor, in four varieties:

■ **PEPPERONI PIZZA:** Signature Pepperoni with reduced-fat mozzarella cheese

■ **HICKORY HAM & CHEDDAR:** Hickory Ham with reduced-fat cheddar cheese and sauce

■ **FOUR CHEESE PIZZA:** Parmesan, cheddar, reduced-fat Provone and mozzarella cheeses

■ **CHEESY BEEF NACHO:** Tender beef with reduced-fat cheddar cheese and sauce Hot Pockets Breakfast Bites are offered in three varieties:

■ **BACON, EGG & CHEESE:** Bacon and egg with low-fat mozzarella cheese and sauce in a flaky crust

■ **HAM, EGG & CHEESE:** Ham and egg with low-fat mozzarella cheese and sauce in a flaky crust

■ **SAUSAGE, EGG & CHEESE:** Sausage and egg with low-fat mozzarella cheese and sauce in a biscuit crust

Hot Pockets Snack Bites and Breakfast Bites suggested retail price is \$5.00 for two 9-ounce packs and \$5.49 for a 24-ounce pack.





## Voilà! Una extraordinaria Ensalada de Pasta

Qué fácil es dar sabor a cualquier platillo con el Sazonador Total GOYA®. Con sólo unos toquecitos esta receta estará lista para disfrutar, haciéndote ahorrar mucho tiempo en la cocina.

### Ensalada de Pasta

Rinde 8 porciones

Tiempo de preparación: 20 min.

Tiempo total: 50 min.

### Ingredientes

#### Aderezo:

1/4 de taza de Jugo de Limón GOYA®

2 cdas. de mostaza de Dijon

2 cdas. Sazonador Total GOYA®

1/2 taza de Aceite de Oliva Extra Virgen GOYA®

1/2 cdta. Adobo GOYA®

#### Ensalada de pasta:

1 lb de Pasta Fusilli GOYA®

3/4 de pimiento rojo finamente picado, alrededor de 3/4 de taza

3/4 de pimiento verde finamente picado, alrededor de 3/4 de taza

3 oz de Aceitunas Negras GOYA® en rebanadas, alrededor de 1/2 taza

1/2 cebolla roja, finamente picada, alrededor de 1/2 taza

3 cebollas largas, en rodajas finas, aproximadamente 1/4 de taza

### Instrucciones

1. En un tazón mediano, usando una batidora, mezcla el jugo de limón, la mostaza y el Sazonador Total. Poco a poco vierte el aceite, batiendo constantemente, hasta que se espese y se combinen los ingredientes. Sazona con el Adobo.
2. Cocina la pasta según las instrucciones del paquete; escurre y enjuaga con agua fría. En un tazón mediano, usando una cuchara grande, mezcla la pasta cocida, pimientos, aceitunas, cebolla roja y cebolla larga. Vierte el aderezo sobre la ensalada y mezcla para cubrir completamente.
3. Cubre el tazón con una envoltura de plástico y traslada al refrigerador. Deja enfriar por 30 minutos o hasta que el aderezo se absorba. Sirve frío a temperatura ambiente.



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

# 26 Beverage

## Crazy for Coconut:

### Pacific Foods Adds Organic Coconut



Pacific Foods' new Organic Coconut Non-Dairy Beverage offers two layers of authentic coconut flavor with the healthy richness of coconut milk, and the refreshing taste of coconut water. Delicious on its own, as a tropical addition to smoothies and baked goods, or used in place of canned coconut milk to lighten

up savory dishes, the beverage comes in three flavors: Original, Unsweetened Original and Unsweetened Vanilla.

The first full line on the market without carrageenan and cane sugar, Pacific's new offerings are made using the whole coconut – both the cream and the water – to create the most authentic flavor possible.

■ **WHOLE COCONUT.** Pacific's Coconut offers two layers of authentic flavor with the healthy richness of coconut cream and the refreshing taste of coconut water.

■ **NO ADDITIVES.** Pacific's Coconut is the first full line without carrageenan and cane sugar – less than half the amount of sugar per serving of the category leader (3g vs. 7g).

■ **NATURAL HYDRATION.** As a result of using coconut water, when compared to the category leader, Pacific's Original variety contains six times as much potassium – a natural hydrator and electrolyte (24mg vs. 40 mg); it's also an excellent source of vitamin D and vitamin B12.

Packaged in BPA-free, shelf-stable cartons that seal in authentic flavor, Pacific's Organic Coconut Non-Dairy Beverages will be available on shelves in April at natural and conventional grocers nationwide (\$3.64 for 32 oz.). Three flavors include: Original, Unsweetened Original and Unsweetened Vanilla.



### Trendsetting London Fusions Making a Splash in the U.S.

Looking for a boost without the jitters or crash that come with energy drinks? Little Miracles, the fashionable London beverage company well-known for delicious bottled superfruit juice blends that deliver a healthful, natural pick-me-up, is now making a significant mark in the U.S. market.

The Little Miracles line of drinks, are fusions of tea and superfruit juices like acai and pomegranate, featuring pure Panax ginseng for a natural “zing” that is both refreshing and invigorating. They are already distributed in 25 European countries, where they are consumer favorites.

“Drinking our Little Miracle fusions says something about who you are: on-the-go and up-to-date, but also health conscious,” said Bob Groux, U.S.CEO of Little Miracles. “Our customers don't want an artificial energy high; they want a natural boost without side effects that will slow them down or make them less productive in the long term. Ginseng is the hot, new go-to for natural vitality.”

Little Miracles are available in five delicious flavors including Green Tea and Pomegranate, White Tea and Cherry, Lemongrass Tea and Ginseng, Black Tea and Peach and new Rooibos Tea and Elderflower/berry.

All Little Miracles drinks are organic, non-GMO and free from artificial colors, flavors and sweeteners. They are sweetened with natural agave, which offers sustained energy without refined sugar. The blends are 90 calories or less per serving and are available in 11 oz. re-sealable bottles. Little Miracles fusions offer everything today's vital, health-conscious consumer demands.

Winner of a 2013 Quality Food Award, the most prestigious awards for food and drink products on sale in UK grocery outlets, Little Miracles good-for-you drinks are now changing the conversation about healthy, revitalizing beverages in the U.S.



### GoodBelly Unveils Modern New Look

GoodBelly, a line of delicious probiotic drinks designed to naturally renew your digestive health, has unveiled vibrant new packaging for its complete line of products: By The Glass Multi-Serving Cartons, PlusShot, SuperShot and StraightShot. The updated packaging features new product names and highlights each flavor's juicy ingredients with colorful illustrations and animated graphics atop a bold black background. In addition, specially designed badges bring focus to key product attributes, including nutritional benefits like non-GMO, dairy-free, soy-free, vegan and kosher certifications.

“We believe that what you eat and drink has a direct impact on your overall health, which is why we're committed to creating functional beverages in exciting flavors that are easy to drink and absolutely delicious,” said Alan Murray, CEO of GoodBelly. “Our new packaging makeover reflects our brand's playful energy while bringing the real ingredients and spirited flavor profiles to light, right on the front of the packaging.”

The refresh brings the fun and feel-good nature of the brand to life through games and giveaways showcased right on the package. A reinvented version of GoodBelly's iconic smiley face, featured as a cut-out on the side of each 32 oz. carton, encourages social participation via Instagram, Facebook and Twitter, using hashtag #GoodBellyRewards.

Made with the well-researched probiotic strain, *Lactobacillus plantarum* 299v (LP299V), GoodBelly supports digestive health when consumed daily. Unlike many other live and active cultures, LP299V survives passage beyond the stomach's acidic environment in order to support the rest of the digestive system, and ultimately overall health. GoodBelly offers multi-serving quarts and single-serving shots to satisfy every taste and dietary need, available in delicious flavors like Blueberry Acai, Mango, Pomegranate Blackberry and Strawberry. Each serving of GoodBelly packs 20-50 billion live and active probiotic cultures to promote healthy digestive and immune systems, as 70 percent of the body's immune system resides in the digestive tract.



### Numi Organic Tea in Recyclable RealCup Capsules Debuts

Numi Organic Tea, a leading premium organic and fair trade tea brand, is partnering with Mother Parkers Tea & Coffee, an industry leader in single-serve beverages, for the launch of the first premium, full-leaf quality, organic and Fair Trade Certified tea, available in the RealCup brand of capsules that feature the unique EcoCup recycling capability. “The decision to partner with Mother Parkers was based on our shared values of innovation, sustainability, and quality,” said Ahmed Rahim, Numi Founder and Chief Alchemist.

Numi Organic Tea in RealCup capsules featuring the EcoCup recyclable capability will be available in four of Numi's best-selling tea and herbal teas blends:

■ **JASMINE GREEN:** Fragrant organic jasmine flowers are laid atop organic green tea leaves so their scent is naturally embraced. Scented three times, this smooth green tea has layers of subtle fragrance.

■ **MOROCCAN MINT:** Numi's organic Moroccan Mint, known as “nana mint,” flourishes in North Africa. It has a sweet spearmint taste that is refreshing and soothing.

■ **AGED EARL GREY:** Numi ages organic Assam black tea with real Italian bergamot for several weeks so the tea absorbs the orange sent. The result is a robust Earl Grey with subtle citrus notes.

■ **ROOIBOS CHAI:** This organic, caffeine-free chai blends rich rooibos and a sultry blend of spices. Piquant cloves, nutmeg and cinnamon mingle with sweet allspice, ginger and a kiss of cardamom.

Suggested Retail Price: \$9.99 (10ct box)

### Choice Organic Teas Adds To Popular Wellness Teas

Choice Organic Teas is expanding its popular Wellness Teas line to include four new tea blends. With the overall growth of the tea category in natural retail markets up over 9% (SPINS 2014) and medicinal teas as the fastest growing subcategory (up 12%), the addition of these new Wellness Teas provides Choice Organic Teas with an even greater foothold in the market.



The four new varieties include Expecting Baby, Beauty Detox, Body Stress Relief, and Hibiscus Heart. The teas were designed to support healthy bodily functions and enhance wellness, while maintaining Choice Organic Teas' reputation for great tasting, affordable teas. These certified organic functional teas were specially formulated by a master herbalist and faculty member at Bastyr University. The blends are classified as Herbal Dietary Supplements (HDS), indicating that the product has met FDA standards for quality and testing. It also creates opportunities to merchandise the teas in the supplement section in addition to the tea aisle in retail stores. As with Choice Organic Teas' other products, all of the Wellness Teas are certified organic by QAI for USDA Organic certification.

“We're pleased with our overall growth in the natural market, and the growth of our Wellness Teas line since its launch in March 2013,” said Anne-Marie Phillips, Head of Sales and Marketing for Choice Organic Teas. “The addition of our four new Wellness Teas will enable us to further support the growing consumer interest in a natural and organic approach to every day health and well being without compromising on taste.”

Offered at SRP of \$4.69, the four new varieties have been formulated for daily use. A portion of the proceeds from each box will be directed to Bastyr University's student scholarship fund. They are expected to be on retailers' shelves by this Fall.



### Sparkling Ice Introduces Slim Cans to Expand Product Line

New 8-Count Fridge Packs Offer Four Popular, Refreshing Flavors

Talking Rain Beverage Company, the makers of Sparkling Ice beverages, is pleased to announce today an expansion of the brand's packaging offerings with the addition of 8-ounce slim cans. Available in convenient 8-count fridge packs, Sparkling Ice will offer four flavors in the new format, including fan favorites Black Raspberry, Orange Mango, Kiwi Strawberry, and Cherry Limeade.

“As Sparkling Ice continues its growth trajectory, establishing the brand as a powerhouse in the beverage industry, we are constantly looking for new ways to add value for our dedicated consumers, retailers and distribution partners,” says Kevin Klock, President and CEO of Talking Rain Beverage Co. “With the addition of these grab-and-go fridge packs, we are responding directly to increased demand for smaller, more convenient beverage options, and will look forward to securing additional shelf space at retail through a bold new program surrounding this new format offering.”

The addition of Sparkling Ice slim cans will introduce new distribution opportunities for the brand within the convenience and foodservice industries, two major focus areas as the brand continues to grow.

Sparkling Ice 8-Count Fridge Packs will be available nationwide for a suggested retail price of \$5.99.



# Sparkle Your Life With

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



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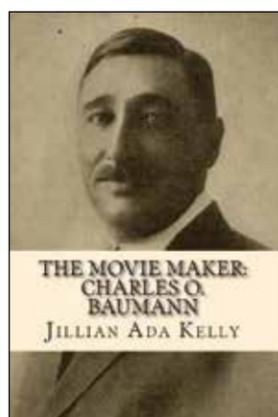
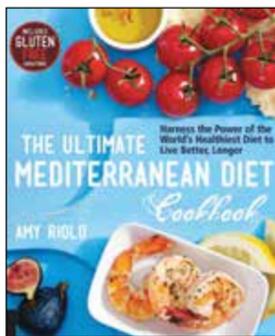
# 28 BookReview

## Real Food, Real Health, Real Change!

Recent studies show that people who follow a Mediterranean diet were 47 percent less likely to develop heart disease – and the news gets even better! A Mediterranean diet works for all genders, all age groups, and regardless of overall condition. Combined with the fact that the foods most common to the Mediterranean diet are easily available in the U.S. and Canada - and already number among our most popular dishes - make this diet plan perhaps one of the most effective, easiest to follow, and (most importantly) delicious! Rich in olive oil, nuts, beans, fish, fruits and vegetables, and even wine, The Ultimate Mediterranean Diet allows you to enjoy spectacular and satisfying food AND good health.

Based on the Mediterranean Diet Pyramid, THE ULTIMATE MEDITERRANEAN DIET COOKBOOK [Fair Winds Press, \$22.99] by international cuisine expert Amy Riolo gets right to the core of the Mediterranean lifestyle, explaining what should be eaten, when it should be eaten, and why. Each recipe is complemented by “Mediterranean Tradition” – information on the history, culture, lore, and nutritional value of the dish and its ingredients.

Featuring 100 recipes from 25 countries, The Ultimate Mediterranean Diet Cookbook includes perennial favorites alongside lesser known and unusual dishes. With authentic, and easy to follow recipes for all occasions – as well as the latest information on Mediterranean health and nutritional research - this book will change your life one delicious dish at a time!



## The Movie Maker: Charles O. Baumann

Charlie Chaplin and Mack Sennett have been household names for 100 years, but few people know how they got their start in the film industry. Who were the career-makers of the early 1900s in film? They were brave pioneers like author Jillian Ada Kelly's great-grandfather Charles O. Baumann who helped forge a new industry and set the standard for how films are made to this day.

Before there was ever a Hollywood, there were great filmmakers, producers, directors, and movie executives in New York and New Jersey, those who paved the way for the greatest industry in the world, the movie industry. In the new book THE MOVIE MAKER: CHARLES O. BAUMANN Silent Era Film Pioneer Who Discovered

Chaplin, Sennett, Ince, and Many More Kelly shares her great-grandfather's journey and phenomenal success in the early film industry. She writes:

“Not only was Charles Baumann a producer, director, distributor, financier, and an executive of filmmaking, he was also a visionary and a man of many firsts in an industry of imitators. He was the first to supply movie houses with posters for advertising in 1909; the first to hire Mack Sennett, the ‘King of Comedy,’ as a director in 1909; the first to make multiple-reel weekly movies in 1910; the first President, and co-founder, of Universal Film Manufacturing Company (now Universal Studios, the oldest studio in the U.S.) in 1912; the first to hire Charlie Chaplin for a movie role in 1913; the first to bring together top directors Mack Sennett, Thomas H. Ince, and D. W. Griffith, with top actors, including first-time movie actor Douglas Fairbanks, to form the powerhouse Triangle Film Corporation in 1915; and the first to create a money-lending corporation, the Great Northern Finance Corporation, to fund aspiring movie producers to create excellent cinema in 1921. These are just a few, but certainly not all, of the pioneering things that Charles O. Baumann did to help mold and bring greatness to the motion picture industry.”

Kelly shares her inspiration for writing this book: “My great-grandfather had such a profound impact on the early film industry, I wanted to ensure that he was not forgotten.”

The book which is profusely illustrated, is available in paperback and as an eBook at: <http://www.JillianAdaKelly.com>.

### The Silver Platter:

## Simple to Spectacular Wholesome, Family-Friendly Recipes



As one of the first authors to publish a kosher cookbook, Norene Gilletz has spent over forty years as a visionary leader of the kosher food revolution. In the years since the release of her first cookbook, Norene has predicted trends, served as a consultant for industry professionals, and met with numerous cookbook authors. But one particular phone call from a young, aspiring cook named Daniella Silver opened a new page in the world of kosher cookbooks. “She reminded me so much of myself when I was about her age: a young mom, involved in the community, highly energetic and committed. Her passion for creating spectacular food from simple ingredients blew me away.”

What started with that one phone call turned into a remarkable collaboration – and eventually a close friendship between these two talented women. The result is THE SILVER

PLATTER: an intergenerational cookbook that combines the best of both worlds, with Daniella's modern recipes and presentation and Norene's fifty years of cooking experience, with her tips and advice on every page. To help create The Silver Platter, Norene brought an incredible amount of wisdom and culinary expertise to the proverbial table, and Daniella matched it with her fresh outlook and youthful creativity.

The Silver Platter, Daniella's beautiful debut cookbook, reflects her culinary journey, from her beginnings growing up in an artistic environment, to starting her own family and learning to cook dishes that would please all palates, and finally, to collaborating with a famed culinary expert like Norene Gilletz. The Silver Platter features elegant appetizers such as Roasted Asparagus with Poached Eggs, everyday favorites like Chunky Chili and Sesame Ginger Chicken, kid friendly offerings such as Halibut Fish Sticks, succulent mains including Bourbon Marinated Prime Rib, innovative sides like Apple Cranberry Couscous, plus plenty of sweet treats, like Fudgy Pretzel Brownies.

Daniella's food, while simple to prepare and made from readily accessible, wholesome ingredients, demonstrates her creativity and artistry in its wonderful presentation, truly earning the description: Simple to Spectacular.

# Video

### Lost for Words

## Do You Find Love ... Or Does Love Find You?

Hong Kong filmmaker Stanley J. Orzel's romantic drama Lost for Words – which was well received on the international film festival circuit and in limited theatrical release in the U.S. – is now available on DVD and VOD from Green Apple Entertainment.

Seeking a fresh start in a foreign land, a damaged, young, American ex-Marine (Sean Faris, Pretty Little Liars, Never Back Down), meets a beautiful and gifted Chinese ballerina (Grace Huang, The Man With the Iron Fists) in a chance encounter.

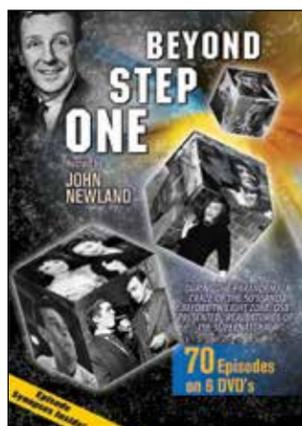
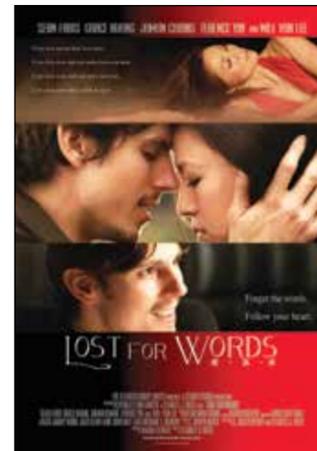
Although each has been wounded by love, and despite language barriers, the unlikely, reticent lovers find themselves unable to resist each other. As their love deepens, mounting political and cultural pressures threaten to tear them apart. Confronted with heart-breaking choices ... just how far will they go in the pursuit of true love?

Set against the sweeping cityscape of cosmopolitan Hong Kong, this romantic tale of east meets west also stars Will Yun Lee (The Wolverine, CBS' Hawaii Five-0, Total Recall), Terence Yin (Lara Croft Tomb Raider: The Cradle of Life, Robin-B-Hood) and noted Hong Kong actress Joman Chiang (Fog, The Drunkard).

Special Features: Commentary by the film's lead actor, Sean Faris, and director Stanley J. Orzel; behind the scenes featurette: Find Love; and deleted scenes (Hesenbug, Stage Door Edison).

A Studio Strada production in association with Dynasty One Limited – shot on location in Hong Kong and Los Angeles – Lost for Words was directed by Stanley J. Orzel (4 Assassins a.k.a. Far Away Eyes) from a screenplay co-written by C. Joseph Bendy and Orzel. Cinematographer was Jimmy Wong and production designer was Siu-Hong Cheung. The film, which includes an original soundtrack by composer Andre Matthias, was produced by Maria Lo-Orzel and executive producers are Richard J. Siemens, Sean Faris and Dino May.

**Running Time: Approx. 107 Minutes (Plus Approx. 19 Minutes Special Features)**  
**Suggested Retail Price: \$19.95**



## One Step Beyond

ONE STEP BEYOND explores the amazing world of the unknown through dramatic re-enactments of mysterious “real life events.” Seventy of the 96 original episodes are available in a special, six-disc DVD collector's set from Film Chest Media Group.

Produced a year before the Twilight Zone, One Step Beyond – which ran on ABC for three seasons (1959-1961) – sparked the growing interest in paranormal suspense in the late 1950s. Rather than creating fictional stories with mystical twists and turns like the more well-known sci-fi series of the time, this program sought out “real stories” of supernatural events to be re-enacted.

From ghosts and monsters to mysterious disappearances, each eerie episode presents storylines that defy common understanding of reality. No solutions to these mysteries were ever found, leaving viewers bewildered ... wondering if the paranormal truly exists.

Includes appearances by such iconic stars as Charles Bronson (Once Upon a Time in the West, The Dirty Dozen, The Great Escape), Cloris Leachman (FOX's Raising Hope, Young Frankenstein, The Beverly Hillbillies), Robert Loggia (Independence Day, Big, Scarface), Ross Martin (Dying Room Only, The Wild Wild West, The Great Race), Warren Beatty (Bulworth, Dick Tracy, Reds, Bonnie and Clyde), Robert Blake (Lost Highway, Money Train, Baretta, In Cold Blood), Suzanne Pleshette (The Birds) and Joan Fontaine (Ivanhoe, Suspicion).

Hosted by John Newland (Don't Be Afraid of the Dark, Peyton Place, Dr. Kildare), this set includes the most original episodes ever offered in a single package to date. BONUS: Episode guide with synopses.

**Running Time: Approx. 1,739 Minutes (70 Episodes, Approx. 25 Minutes Each)**  
**Suggested Retail Price: \$19.98**

## Just Walk: The Tone Every Zone Walk

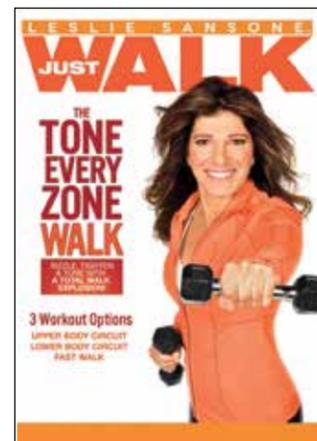
The newest DVD from America's #1 Walking Expert Leslie Sansone mixes up her unique style of indoor fitness walking with extra helpings of toning for health-boosting, body slimming results. The JUST WALK: THE TONE EVERY ZONE WALK DVD is the walker's way to circuit train. The DVD offers three 20-minute workouts that may be done individually or in any combination.

Sansone strength moves are no more difficult to master than her famously simple walking steps. The first circuit workout alternates walking with upper body toning. Light hand weights are recommended for the strength moves. Arms, chest, back, even the core get involved. The second circuit alternates lower body strength training with walking. Here, again, weights are recommended. The third walk is an all-cardio, fast walk that incorporates standing moves to activate the muscles of the core seamlessly. No weights are used.

Exercisers of various ages and fitness levels join Sansone on camera. The entire DVD may be played in its entirety for a full hour of fitness, enjoyed 20-minutes at a time or with the three segments played in any combination.

For 25 years, Leslie Sansone has taught people of all ages how to get fit, stay fit and feel better about life. She has 70 million walk fans, and counting. What started as a few classes in her fitness center, has grown into the #1 walking program in the world, having sold over 15 million DVD's to date.

**Running Time: 65 minutes • Suggested Retail Price: \$14.98**



## Butterball Debuts New Deli Product Upgrades and New Flavor

Butterball gives consumers renewed reasons to shop the deli counter with the introduction of twelve upgraded flavors. As part of its deli renovation, Butterball revealed a new signature Naturally Roasted Thanksgiving Turkey Breast flavor that allows consumers to enjoy the same first-class holiday taste in the deli all year long.

Each of the following renovated deli turkey and chicken items provides consumers with a premium eating experience and wholesome ingredients at an affordable price. Additionally, redesigned packaging now features consumer-preferred benefits and product certifications.

The newly-updated items include: Thanksgiving Turkey Breast – NEW, 37% Less Sodium Turkey Breast, Oven Roasted Turkey Breast, Cracked Pepper Turkey Breast, Oven Roasted Turkey Breast, Mesquite Smoked Turkey Breast, Smoked Turkey Breast, Honey Roasted



Turkey Breast, Oven Roasted Chicken Breast, Oven Roasted Chicken Breast, Deep Fried Turkey Breast, Buffalo Style Chicken Breast, Cajun Style Turkey Breast and Garlic and Herb Rotisserie Style Chicken Breast.

All of Butterball's reformulated deli flavors are: Naturally roasted, American Heart Association Certified, American Humane Certified, Produced with no nitrates or nitrites, Made with natural sea salt, and Gluten free.

"Consumers want whole-

some deli products at a reasonable value, and that's exactly what we're delivering," says Michelle Lieszkovszky, deli brand manager for Butterball. "Our upgraded deli line provides consumers with a unique combination of benefits, demonstrating our continued commitment to providing higher-quality flavor the whole family will love."

Butterball Premium Deli products are now available starting at \$5.99/lb.



## La Terra Fina Debuts New Organic Line of Fresh Ranch Dips and Hummus

Americans love to dip, adding zing to vegetables, chips, fries and just about anything. To help satisfy that habit with healthier options, La Terra Fina is adding a new line of Organic Ranch Dips and Hummus to its current offering of refrigerated dips and spreads. Responding to customer demand, the six new products offer flavor and nutrient rich ingredient combinations currently missing from store shelves.

Made with Greek yogurt, La Terra Fina's new line of Organic Ranch dips come in three flavors, including Classic Ranch, Cracked Black Pepper Ranch and Chipotle Ranch. All have just 50 calories per serving, contain live active cultures, and are USDA certified organic. And each can be easily crafted into homemade dressings in two easy steps.

Looking for more than a typical Hummus, La Terra Fina included organic flax seed oil to increase the Omega 3s in its new offering. Applying the brand's more than 30 years of experience perfecting spreads, this new Organic Hummus line debuts with three flavors, including Classic, Roasted Red Pepper and Roasted Garlic. All are USDA Certified Organic.

La Terra Fina's new products are all gluten-free and contain no nuts or trans-fats. As an effort to minimize environmental impact, the packaging is made from 35 percent recycled PET materials. The dips are being sold for an SRP of \$4.99-\$5.99.



**FINLANDIA BUTTER** is the all-natural choice for chefs and home cooks alike. Spread on a breakfast roll or used in baking or cooking, the incredibly fresh, wholesome taste of Finlandia Butter is the essence of farm-to-table.

## Finlandia Imported Butter Makes Debut

Finlandia, the internationally renowned cheese maker noted for being one of the most highly regarded cheese brands in America, introduces Finlandia Imported Butter. Finlandia Imported Butter is now available in 7 ounce blocks in both perfectly salted and unsalted versions at a suggested retail price of \$3.49.

Finlandia Butter is crafted from pure, fresh milk, produced on family-owned farms in Finland. Finlandia Butter has a rich and creamy flavor, nothing artificial, no added hormones and is made with non-GMO ingredients according to EU standards.

Butter used to be considered a bad word. But now butter is hot again, with chefs and families rejoicing in the news, based on newly published scientific reports, with the highly respected Annals of Internal Medicine and 72 major studies agreeing butter is good for you.

## Heluva Good! Dip Launches New Beer Battered Onion Ring Flavor

Heluva Good! has announced the launch of a special limited edition Beer Battered Onion Ring Dip that will join the brand's existing product line. The new dip is a fresh take on a favorite snack that combines high-quality ingredients and seasonings with big bold flavors and is available in dairy cases throughout the Northeast, Southeast and Midwest.

Beer Battered Onion Ring Dip blends crispy, golden fried sweet yellow onions with a hint of lager and creamy sour cream for a big, bold taste that brings the delicious taste of this American favorite to all of your snacking occasions. The limited edition dip is available in a 12 oz container for \$2.19 MSRP.

"This is a bold addition to an already flavorful family of dips," said Sarah Barow, spokesperson for Heluva Good!. "Our consumers enjoy the experience of snacking, and we wanted to create something for them that is familiar yet unexpected. Beer Battered Onion Ring is a powerfully-seasoned dip that can be enjoyed with friends watching a game or at a backyard BBQ."



## Lightlife Meatless Debuts Meatless Sausages Flavor



Expanding its line of vegetarian Smart Sausages, Lightlife is introducing its newest flavor, Harvest Apple, a delicious blend of sweet and savory flavors. Harvest Apple Smart Sausages are a mouth-watering addition to pasta dishes, breakfast sandwiches, salads or eaten right off the grill. Packed with 16 grams of protein per link, Lightlife's new Harvest Apple Smart Sausages will please carnivores and vegetarians alike with their delightful taste and texture.

Lightlife Harvest Apple variety is: Vegetarian, 16g of protein per link, Grillable, Made with non-GMO ingredients, Kosher Pareve, and Cholesterol Free.

Lightlife products are sold in the produce or dairy section of supermarkets nationwide. MSRP: \$4.99.

## New Balanced Breaks

## Sargento Foods Expands Wholesome Snacking

New Sargento Balanced Breaks combine creamy bites of natural cheese, crunchy roasted nuts and sweet dried fruits to create a wholesome snack.

With the launch of Balanced Breaks, Sargento Foods is adding to its wide range of wholesome cheese snacks and expanding its snack options beyond cheese for the first time. Each Balanced Breaks snack features fresh-tasting ingredients with 7 grams of protein and 170-190 calories. The portable, individual-sized snack allows people to keep their nutritious-eating plans on track throughout the day.

"Today's health-conscious consumers are looking for portable snacks that balance nutrition and great taste," said Chris McCarthy, Director of Marketing for the Sargento Foods Consumer Products Division. "With Sargento Balanced Breaks, consumers have a delicious new option to add to their snacking routine."

Balanced Breaks are available in four varieties: NATURAL WHITE CHEDDAR CHEESE, sea-salted almonds and dried cranberries; NATURAL SHARP CHEDDAR CHEESE, sea-salted cashews and cherry-infused cranberries; NATURAL PEPPER JACK CHEESE, honey roasted peanuts and raisins; and NATURAL SHARP WHITE CHEDDAR CHEESE, sea-salted cashews and golden raisin medley. Sargento Balanced Breaks come in a package of three 1.5-ounce snacks for a suggested retail price of \$3.69.



## Primal Kitchen Debuts First Ever Avocado Mayo

Upgrade dips, salads, mains, and dressings with Primal Kitchen Mayo, an innovative avocado mayo from the godfather of the Paleo movement. Primal Kitchen Mayo is the first delicious product in a new line of dressings from Mark Sisson, author of *The Primal Blueprint* and MarksDailyApple.com, and is the only mayo in existence made with nutrient-dense avocado oil. This avocado mayo makes healthy eating delicious and exciting.

Primal Kitchen Mayo is available exclusively on Thrive Market, the new online store with a mission to make healthy living easy and affordable for everyone. This unique condiment is just one example of the innovative products that the revolutionary online marketplace will continue to discover and launch with the lowest prices online.

"I'm thrilled to launch Primal Kitchen Mayo on Thrive Market. Thrive Market's philosophy, culture, excitement, and energy align perfectly with how we think at Primal Kitchen. I think of Primal Kitchen as more than just food and Thrive Market has more than just a marketplace. Both appeal to consumers who value quality food



and care about what they put in their bodies," said Mark Sisson. "Primal Kitchen Mayo is the first in a new category of sauces that look to change the world from the perspective of how people enjoy food while eating cleanly. Thrive will get us closer to achieving our mission by making healthy food accessible to all."

"At Thrive Market, it is our goal to bring the very best, natural, organic, and wholesome foods to every eater in America. We cater to a variety of dietary prefer-

ences, including the savvy Paleo consumer, and are committed to bringing our members the most innovative and delicious products from the most exciting brands, always at the most competitive prices available," remarked Thrive Market CEO and Co-Founder Gunnar Lovelace.

And Primal eaters will soon have even more options. Thrive Market will launch and stock three more Primal Kitchen products in 2015. Thrive Market's catalog of more than 3,000 of the highest quality healthy foods and products from more than 400 of the best-selling brands on the market offers wholesale prices through a Costco-like membership model. For just \$59.95 per year (equivalent to just \$5/month), anybody can get wholesome essentials delivered to their door at 25 to 50 percent below retail prices.

Through the Thrive Gives initiative, a unique take on one-to-one giving, for every paid Thrive Market membership, a free membership is given to a low-income family, so thousands of Americans who otherwise couldn't afford healthy and natural products now can.



■ Pictured at the award presentation (left to right): Kyle Mitchell, Susan Sollenberger, Jean Lupinacci, U.S. EPA Acting Director Climate Protection Partnership Divisions, Larry Cranford and Wayne Rosa.

## Food Lion Wins EPA Energy Star Partner of the Year Award

Only Grocer to Achieve this Honor 14 Years Consecutively

The U.S. Environmental Protection Agency (EPA) has recognized Food Lion with a 2015 Energy Star Partner of the Year - Sustained Excellence Award for its continued leadership in protecting the environment through superior energy efficiency achievements. This is the 14<sup>th</sup> year Food Lion has received the award, making it the only grocer to achieve this honor for so many years consecutively.

"We are honored to receive this award, which speaks to our commitment to energy conservation and reducing carbon dioxide emissions throughout our 10-state footprint," said Susan Sollenberger, director of energy, maintenance and equipment purchasing at Food Lion. "Since beginning our partnership with the EPA and Energy Star, Food Lion's energy reductions are equivalent to powering the average American home for more than 78,500 years."

The awards are given to a variety of organizations to recognize their contributions to reducing greenhouse gas emissions through superior energy efficiency achievements.

"Through its sustained participation with Energy Star, Food Lion is helping Americans save money, save energy, and do their part to reduce our nation's greenhouse gas emissions that fuel climate change," said EPA Administrator Gina McCarthy. "I applaud Food Lion for earning EPA's highest Energy Star award, the 2015 Partner of the Year - Sustained Excellence Award, demonstrating a strong commitment to energy efficiency and to preserving a healthy planet for future generations."

## New Look for Bi-Lo Holdings

Grocery Company Debuts New Image



Bi-Lo Holdings, the parent company of Bi-Lo, Harveys, and Winn-Dixie has taken on a new look and image.

On May 18, the company announced that it has become Southeastern Grocers, the home of Bi-Lo, Harveys, and Winn-Dixie supermarkets.

The change symbolizes that regardless of whether the store is a Bi-Lo, Harveys, or Winn-Dixie each and all are part of a unified family with a common aim to do the best they can for all of the company's customers across the Southeast.

To solidify this move, the company has introduced a new corporate logo. Southeastern Grocers was also the name used on the corporate entity that filed with federal securities regulators for an initial public offering in 2013. The company subsequently withdrew that request and returned to referring to itself as Bi-Lo Holdings.

The company is controlled by Texas based private equity firm Lone Star Holdings, whose Bi-Lo chain acquired Winn-Dixie and Harveys. It is based in Jacksonville, FL.

## Dysfunctional Customer Experiences Risk Billions in Retail Losses

Continued from **PAGE 5**

check out wait times reported spending 23% more than the average mass retail customer (\$545 vs. \$446 a quarter)

■ **DEPARTMENT STORES "NOT-MY-DEPARTMENT" STAFF ATTITUDE:** Shoppers troubled by an associate's not-my-department attitude reported spending twice as much as the average department store customer (\$543 vs. \$261 a quarter)

■ **APPAREL RETAILERS "SHIP DATE":** Particularly in their online channel, customers who

cited their inability to obtain a specific date or time to receive an online order reported spending 66% more in the category (\$416 vs. \$250 a quarter)

"In a very robust platform, these partners have taken the psychology of shopping and married it with the economics of shopping. Insights around the impact of the silent customer could prove to be valuable tools for retailers looking to minimize the risk of attrition created from weak customer experiences," says Dr. Deborah Small, from The Wharton School of the University of Pennsylvania.



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## Lucy's Launches Two New Gluten-Free Desserts

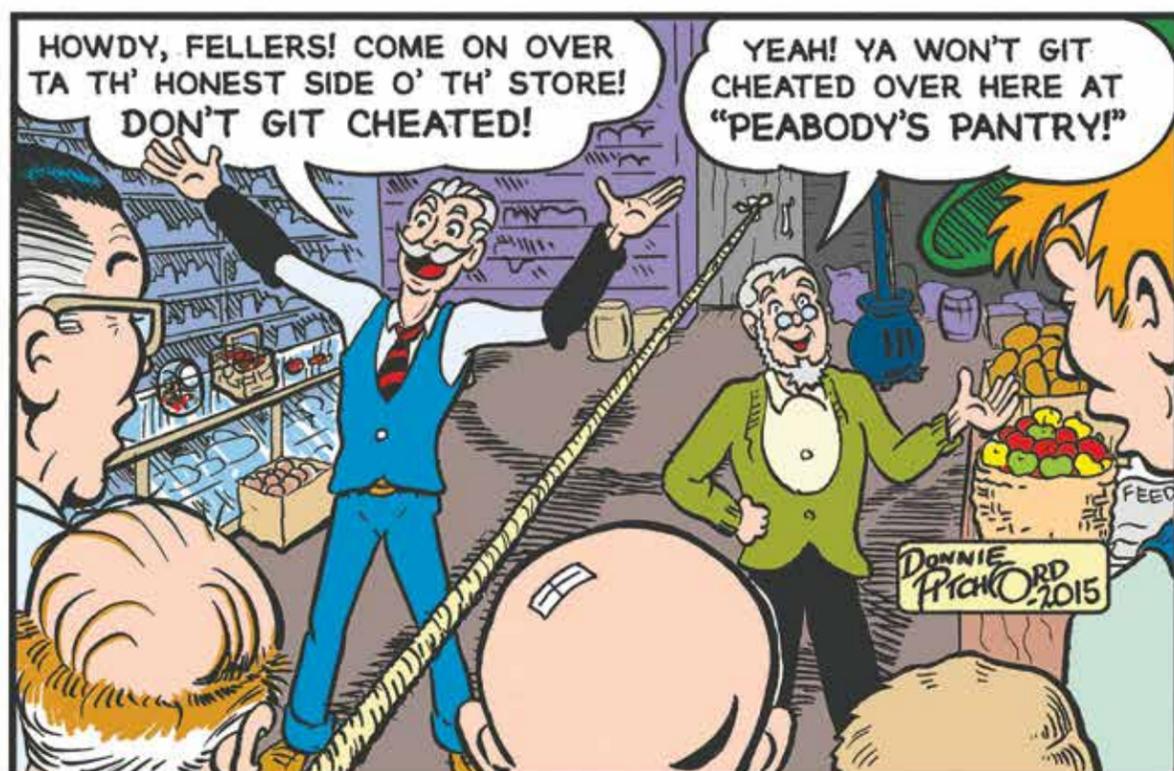
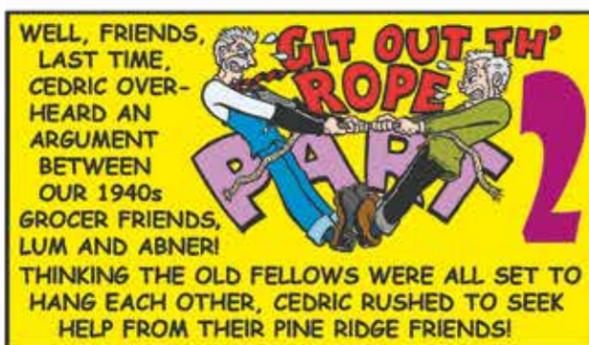
Lucy's, maker of allergy friendly and gluten free desserts, has launched two new items – a Chocolate Chocolate Chunk cookie and Triple Chocolate Brownie Crisp.

The Chocolate Chocolate Chunk flavor expands Lucy's line of beloved cookies while the Triple Chocolate Brownie Crisp is the first-to-launch flavor in the brand's new line of brownie brittle snacks. Like all Lucy's products, both new desserts are gluten-free, allergy friendly and made without wheat, dairy milk, butter, eggs, casein, peanuts or tree nuts. The Triple Chocolate Brownie Crisp are made with a delicious mix of 72 percent dark chocolate chunks, chocolate chips, cocoa, and Madagascar vanilla and are only 100 calories per serving. Lucy's Chocolate Chocolate Chunk cookies are rich, delicious and the perfect mix of chocolate with more chocolate! Made from simple, old-fashioned, nutrient-rich ingredients, the Chocolate Chocolate Chunk cookies are only 45 calories each. Both the Chocolate Chocolate Chunk and Brownie Crisp are also Non-GMO Project Verified, certified vegan and Kosher Pareve.



■ LUCY'S Chocolate Chocolate Chunk flavor expands on their line of beloved cookies while the Triple Chocolate Brownie Crisp is the first-to-launch flavor in the brand's new line of brownie brittle snacks.

**TODAY'S GROCER presents:**



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# AGEF Hosts Annual Spring Golf Outing

The Alabama Grocers Education Foundation held its 23rd Annual Spring Golf Outing on April 9, at Inverness Country Club in Birmingham, Alabama. This tournament included two flights and raised a spring record for the Alabama Grocers Education Foundation, which funds scholarships to employees and children of employees of Alabama Grocers Association companies. To date AGEF has awarded over \$950,000 because of the overwhelming support of AGA members at golf tournaments such as this one.

The winners of the golf tournament are as follows:

**MORNING FIRST PLACE TEAM:** Bill Keller with Orchid Paper, Jim Ward with D&T Sales, Steve Barnette with Mario Camache, and Taylor Cox with Flowers Baking Company. **MORNING SECOND PLACE TEAM:** Hugh Hogue, Craig Dellinger and Steve Fulmer with Acosta Sales & Marketing, and Bill Borrow with Mitchell Grocery. **MORNING THIRD PLACE TEAM:** Robert McGuffie with D&T Sales, Chris Ragusa with Whitfield Foods and Delma Craft with Piggly Wiggly Alabama

Distributing. **MORNING CLOSEST TO THE PIN:** Brian Castillio with Publix Super Markets, Inc. **MORNING LONGEST DRIVE:** Jared Mahan with Hussmann.

**AFTERNOON FIRST PLACE TEAM:** Jeff Brown & Kenny Harbin with Country Delite Farms and Delma Craft with Piggly Wiggly Alabama Distributing Company. **AFTERNOON SECOND PLACE TEAM:** Ben Peake with Peake and Association; Roark Hoffman with Great Lakes Cheese; and Greg Waldrop and Randy Wade from Gateway Foods. **AFTERNOON THIRD PLACE TEAM:** Paul Burnett, Gabe Celment and Haig Wright with Byars-Wright Insurance and Robert Burnett with 4t Ave. Supermarkets. **AFTERNOON CLOSEST TO THE PIN:** Dale Ciaccio with Wells Enterprises; **AFTERNOON LONGEST DRIVE:** Tyler Heath, Tampico.

The Alabama Grocers Education Foundation Golf Outings would not be as successful without the many companies that sponsored this event and contributed their goods. The 2015 Presenting Sponsor was United Johnson Brothers/Chateau

St. Michelle/E&J Gallo Winery. Additional sponsors of the April 2015 Spring Tournament included 5 Hour Energy, Advantage Sales and Marketing, America's First Federal Credit Union, Associated Grocers of the South, Associated Wholesale Grocers Gulf Division, Associated Wholesale Grocers Nashville Division, Barber's Dairy, Bevco Beverages, Bimbo Bakeries, Birmingham Coca-Cola, Buffalo Rock/Pepsi, Bunzl Distribution/Pactiv, Byars-Wright, C Lane Company, Colorado Boxed Beef, Country Delite Farms, Daisy Brands, Dent, Baker & Company, Dutch Farms, EDLINCO, Flowers Baking Company, Freeman Food Management, Frito-Lay, Golden Flake Snack Foods, Hussmann, Kraft Foods, Merrill Lynch, Mitchell Grocery Corporation, Mrs. Stratton's Salads, MSI Inventory, Piggly Wiggly Alabama Distributing Company, R.L. Zeigler, Red Diamond, Snyders-Lance, Super Foods Supermarkets, Tyson/Hillshire Farms, Wells Enterprises, Winn-Dixie and WP Rawl.

The next Education Foundation fundraiser will be at the AGA Convention, July 27-29, at Grand Hotel Marriott Resort in Point Clear, Alabama.



■ AFTERNOON FIRST PLACE TEAM



■ AFTERNOON SECOND PLACE TEAM



■ AFTERNOON THIRD PLACE TEAM



■ MORNING FIRST PLACE TEAM



■ MORNING SECOND PLACE TEAM



■ Steve Shelton, Western Supermarkets; Jack Carlile, SuperValu; Darwin Metcalf and Brett Hubbard, Western Supermarkets.



■ ASSOCIATED GROCERS OF THE SOUTH TEAM - Tom Keller, Jackie Plott, Leland Slay and Stan Alexander.



■ MORNING THIRD PLACE TEAM



■ Jerry McCann, Matt Peters and David Bullard with PWADC and Jerrold Russell with Russell Piggly Wiggly.

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■ NSA 2015 SCHOLARSHIP AWARD RECIPIENTS proudly holding their certificates. The top 10 students each received \$2,000 and all others received \$1,000.

# Fifth Annual NSA – Florida Chapter Host Golf Classic and Scholarship Awards Ceremony

Weston Hills Country Club  
Weston, Florida • April 29, 2015

A **TODAY'S GROCER** Exclusive Report

**N**ational Supermarket Association (NSA), a trade association representing the interests of independent supermarket owners in New York, Florida and other states throughout the East Coast held its Fifth Annual Golf Tournament in Florida, April 29, at Weston Hills Country Club. The golfing contest was held to benefit the NSAFLA Scholarship Foundation. Monies raised during the tournament were distributed to qualified scholarship recipients during dinner that evening. A number of distinguished NSA officers and board members were in attendance, including recently-installed NSA President, Rodolfo (Rudy) Fuertes from New York and others from within the Florida Region.

Tournament participants included 110 golfers. NSA-Florida awarded \$52,000 in total to 40 students living in communities surrounding member stores. The top 10 students each received \$2,000 and all others received \$1,000.

Tournament began with a Shot Gun Start. Following the end of the links action, the Scholarship Award Ceremony and Dinner Buffet followed at 5:30pm. Guests had the opportunity to partake in a raffle to benefit the scholarship program with many prizes awarded including, a men's spa retreat, 7UP domino table, Corona cooler, BMW bike, golf bag and more. Students were not left behind with four lucky winners



■ NSA PRESIDENT Rudy Fuertes addresses those gathered for the scholarship presentations.

of laptop computers donated by NSA and Tecnica Business Systems sponsored raffle.

Scholarship Recipients include: CHRISTIAN ACOSTA (Ave Maria University), JACQUELINE ALVAREZ (Broward College), SHANNON ANGLIN (University of South Florida), ALEJANDRO ARCAJ (University of Central Florida), ERICA BALTAZAR (Florida Atlantic University), LANISHA BARRETT (University of Central Florida), ELIANE BRANA (Florida Atlantic University), DENNIS CHAMBRIA (Florida Gulf Coast University), RAFAELLA DEL SOLAR (Florida State University), JESSICA

DESSOURCES (Florida International University), SHANIA FAIR (Florida Atlantic University), LOUIS FIGUEROA (Carnegie Mellon University), MARY FIGUEROA (Columbia College), DANICA FORESTAL (Florida State University), ARLET GONZALEZ (University of Florida), NATALIE GRANADA (University of Central Florida), NATALIA HERNANDEZ (University of Central Florida), RAQUEL JACKSON (University of California), NOL WENLY JEAN BAPTISTE (Palm Beach State College), WOODY JEAN LOUIS (University of Miami), JASHEED JUSTE (Florida Atlantic University), DANZEL KING (Stillman College), GIAN PAUL LOPEZ (Palm Beach State College), LUCAS MANSO (Florida International University), LISANDRO MARTIN (Massachusetts Institute of Technology), AMBAR MINIEL (Florida Atlantic University), LUKE NELSON (Duke University), JENNIFER NINO (Syracuse University), KARY ORDEANA (Miami Dade College), JASMIN OUSEPH (Georgetown University), KAYLEE PADRON (Stetson University), JASMINE PEREZ (Florida Atlantic University), DANIELA REYES (Florida International University), KOURTNEY RUFF (University of South Florida), GEMMA SAHWELL (Fordham University), ARIELLE SCHEBORITZ (Harriet Wilkes Honors College), STAYSHA SILVA (Florida International University), JESSY SIVILIEN (University of Miami), ANAMARIE TORRES (University of Florida), and YUN-LEI WONG (Johnson and Wales University).

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



■ NSA GOLF CLASSIC CHAMPIONS



■ GOLF TOURNAMENT FIRST PLACE WINNING TEAM



■ SHOT GUN START – NSA Florida Region Vice President Carlos Hernandez prepares to send golfers out onto the links.



■ THREE HAPPY SCHOLARSHIP RECIPIENTS - NSA-Florida awarded \$52,000 in total to 40 students living in communities surrounding member stores.



■ SCHOLARSHIP RECIPIENT Natalia Hernandez will be attending University of Central Florida.



■ SCHOLARSHIP RECIPIENT Christian Acosta will be attending Ave Maria University.



■ SCHOLARSHIP RECIPIENT Raquel Jackson will be attending University of California.



■ SCHOLARSHIP RECIPIENT Jacqueline Alvarez will be attending Broward College.



■ SCHOLARSHIP RECIPIENT Danzel King will be attending Stillman College.



■ **HAPPY RAFFLE WINNER** – Arlene Gonzalez will be taking her new laptop computer with her to the University of Florida this Fall.



■ Gregg Young, Associated Grocers Sr. VP Sales and Procurement; Chema Sanchez, Miami Marlins, Sales Rep, Jason Hill, Miami Marlins, Manager - Inside Sales; Rick Bohner, Essential Beverage Company, Charles Sessoms Essential Beverage Company, VP Sales & Marketing and Christopher Miller, President, Associated Grocers of Florida.



■ Warrem Draker, Vladimir Báez (Board Member, NSA), Cesar Ramirez (Bravo Supermarkets) and Johnny Abreu.



■ John Pascarella, Bunzl (second right) pictured with Associated Grocers team: Mike Hook, Howard Elkin, Manny Chacon, and Doug Davis.



■ NSA FLORIDA REGION Executive Assistant Damaris Mateo (front row center) pictured with Golf Tournament winner and board members.



■ **TECNICA BUSINESS SYSTEMS** – Guillermo Arinez, Lourdes Viloria, Onniel Garcia, Henna Pardo, and Hector Martinez.



■ NSA FLORIDA REGION Vice President Carlos Hernandez (National #2) presents Associated Grocers' Doug Davis with one of the many raffle prizes awarded.



■ **FOUR-TIME SCHOLARSHIP RECIPIENT** Shania Fair relates her collegiate experiences to this year's winners.



■ NSA FLORIDA REGION Board Members: Vladimir Baez, Raifz Vargas, Carlos Hernandez, Tony Diaz, Francis Rodriguez, Frank Espinal, Richard Diaz, and Rafael Torres.



■ NSA FLORIDA REGION OFFICERS – Raifz Vargas, Vladimir Baez, Carlos Hernandez with NSA-NY Ex-President Mariano Diaz, NSA-NY Ex-President, David Corona, NY Board member, Ruben Luna Jr, Tony Diaz, Francis Rodriguez, Frank Espinal, Richard Diaz, and Rafael Torres.



■ **LUCKY WINNER** - Guests had the opportunity to partake in a raffle to benefit the scholarship program with many prizes awarded including this BMW bike, a men's spa retreat, 7UP domino table, Corona cooler, golf bag, and more!



■ Luis Lopez (Cocous), Mike Aguirre (Mega Cocina) and Ignacio Voigt (Corona Beer).



■ Jesus Noval (Anheuser-Busch), Rosabelt Echeverry (Frito-Lay) and Glen Mick (Stephens Distributing Company).



■ Rafael Castro (Board Member, NSA), Christopher Miller (President, AG), Pedro Espinel (Super Savers Super Market) and Richard Diaz (Board Member, NSA).



■ BRAVO SUPERMARKET/ PIERY SALES INC. TEAM



■ QUIRCH FOODS - Rafael Perez, Roberto Robles and Frank Grande.



■ Hector Martinez, Técnica Account Manager; Richard Diaz, NSA Board Member; Tony Diaz, NSA Treasurer; Rafael Castro, NSA Board Member; Raifz Vargas, NSA General Secretary; Guillermo Arinez, Técnica Sales Director and Rafael Torres, NSA Board Member.



■ Movin' North -

# Presidente Supermarkets Opens in Mangonia Park

## 41K Showplace Debuts Near West Palm Beach

A TODAY'S GROCER  
Exclusive Report

Presidente Supermarkets continues to broaden its footprint in the South Florida market following the May 14 opening of a new store in Mangonia Park near West Palm Beach.

Prominent South Florida owner/operators Omar Rodriguez and Joan Hernandez debuted the 41,000 sq. ft. superstore at 1225 45<sup>th</sup> Street, a location once occupied by a chain store. Presidente #37 is the anchor tenant at Poinciana Plaza an 80,000 sq. ft. center operated by Noble Properties of Palm Beach Gardens. Others stores in the center include Family Dollar, Simply Fashions, Little Caesars, McDonalds.

On hand for the grand opening festivities were Town of Mangonia Park Mayor William H. Albury III, Mangonia Park City Council Members; Dan Liftman, Assistant to Congressman Alcee Hastings; Paul Forberger, Senior VP Noble Prop-

erties; Christopher Miller, Associated Grocers of Florida President, along with a number of top AG executives, and representatives from numerous food manufacturers and distributors.

The all-new store has been completely remodeled and re-merchandised from its previous existence. Noticeably, more floor space has been devoted to perishable departments along with a creation of a separate in-store eating area.

The store remains technologically competitive with big chain stores thanks to front-end technology supplied by Doral-based Tecnica Business Systems at ten POS terminals (nine at front end and one in customer service). Checking out and paying for purchases with credit cards will be also state-of-the-art thanks to the installation by Tecnica of the VeriFone MX925 electronic card reader device.

Presidente is expected to open an additional three Palm Beach County locations this year.



■ PRESIDENTE SUPERMARKETS continues to broaden its footprint in the South Florida market following the May 14 opening of new Store #37 located at the intersection of 45<sup>th</sup> Street and Australian Avenue in Mangonia Park, near West Palm Beach.



■ RIBBON-CUTTING - Presidente Supermarkets Operations Manager Odalys Hernandez (center left) and Mangonia Park Mayor William H. Albury III (center) receive assistance cutting the official grand opening ribbon from Noble Properties' Paul Forberger, CRX (center right), Gregg Young and Christopher Miller, Associated Grocers of Florida, a number of Mangonia Park civic leaders and Ronald McDonald (far right).



■ FRONT-END action on opening day was busy all day long but orders were processed quickly and efficiently thanks to state-of-the-art hardware and software supplied and installed by Doral-based Tecnica Business Systems.



■ Completing payment is quick and efficient as the new Presidente features the VeriFone MX925 electronic card reader device at every POS terminal.



■ GRAND OPENING CONGRATULATIONS - On hand to congratulate Presidente Supermarkets Operations Manager Odalys Hernandez (far left) and Presidente #37 owner/manager Joan Hernandez (holding plaque) were Town of Mangonia Park Mayor William H. Albury III, Mangonia Park Vice Mayor Serita C. Johnson and Councilwoman Kelisha Buchanan-Webb.



■ PRESIDENTE Pricing Coordinator Angela Ortiz pictured with AG of Florida HBC Merchandiser Carlos Guerra.



■ FLOWERS BAKING representatives Hector Venegas and Juan Colome.



■ PRESIDENTE SUPERMARKETS' Joan Hernandez and Odalys Hernandez (front row, center) receive opening day congratulations from Amaury Portela (front left) and Christopher Miller (back right), Town of Mangonia Park council members and Mangonia Park Mayor William H. Albury III (front row right).



■ The store features a spacious, modern eat-in dining area with flat screen television.



■ Representing Quirch Foods were Julio Hernandez and Luis Puga.



■ PRESIDENTE SUPERMARKETS Operations Manager Odalys Hernandez pictured with Tecnica Business Systems Project Managers Carlos Sanchez and Onniel Garcia.



■ Presidente Operations Manager Odalys Hernandez (center left) receives well-wishes from the group from Colorado Boxed Beef Company - K. Valdes, Eva Don, Ben Strickland, Roger Delgado, Gisela Rodriguez, Christine Sullivan and Mikael Padron.

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## Badia Spices Names FIU Chaplin School's Food Production Lab

Continued from **PAGE 2**

ships annually. Two years ago, Badia Spices established a spice competition in which Chaplin students were challenged to create an original spice blend. While all finalists receive a Badia scholarship, Chaplin School benefits from a percentage of global sales of the winning blends in perpetuity.

"We are grateful to Joseph Badia for his continuous support of our students. This endowment will provide the impetus for the Chaplin School to realize its vision for the food and beverage science initia-

tive," said Mike Hampton, dean of FIU's Chaplin School of Hospitality & Tourism Management. "More importantly, we are honored to continue our partnership with Mr. Badia, an ever-inspiring community leader."

The donation also provides scholarship support in perpetuity for teaching and research assistants working in the lab, as well as continuous maintenance of the facility through equipment updates and technology upgrades. In addition, Badia Spices' full product line will be available for use in the lab.

## Panzer Named Albertson's SVP Pharmacy

Continued from **PAGE 2**

chandising Officer for Albertsons. "Early on in his career, he was part of the team that helped define what great customer service meant for pharmacy operations in a grocery company. Moreover, he has proven himself to be an extraordinary leader throughout

his career and is well respected throughout the industry. His extensive retail, sales, and marketing experience will be invaluable to our Pharmacy team as we move forward with our goal to be the Favorite Local Supermarket(TM) for our customers and employees."

Panzer will be based in the Boise office.



## 7-Eleven Acquiring Tedeschi Food Shops

Continued from **PAGE 1**

high-performing locations complement our existing real estate portfolio in the Boston, Massachusetts and New Hampshire area."

7-Eleven expects to extend job offers to most Tedeschi Food Shops employees who

are affected by this acquisition upon successful completion of their pre-employment screening process and continued satisfactory performance. Currently, 7-Eleven, Inc. operates and franchises 164 stores in the greater Boston area and New Hampshire.

## Five Consumer Trends Shape the Future of the Food and Foodservice Industries

Continued from **PAGE 9**

operators in terms of new product development, packaging and positioning, restaurant seating design, menu development, and more.

■ **FRESH-** From 2003 to 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 and Millennials driving the trend. In addition to eating more fresh foods, Generation Z and Millennial consumers are also interested in eating more organic foods. In terms of foodservice visits, Millennials prefer fresh ingredients and freshly prepared items — key differentiators among many fast casual vs. traditional quick service restaurant formats. An aspect of freshly prepared that suits Millennials are menu components that are made to order or that can be customized.

"Visits to U.S. restaurants are

forecast to grow less than one percent a year over the next decade, slower than the 1.1 percent a year growth in the country's population," says Bonnie Riggs, NPD restaurant industry analyst. "A greater share of visits will source to those 50 years and older in 2019, but as consumers age they become less frequent restaurant users. This means the restaurant industry will have heavier dependence on lighter buyers."

"Macro food and beverage consumption behaviors are slow to shift akin to the movement of the continental plates. If you sit and stare at the plates along a fault line you're not going to observe any discernible difference from one moment to the next," says Darren Seifer, NPD food and beverage industry analyst. "However, if you put a stake in the ground on both sides and return some time later you will see that a small but definite movement occurred. Food manufacturers, foodservice operators, and retailers need to be aware of these slow changes in behaviors or they will be caught off guard."

## Rhonda Mauldin 2014 Store Manager of the Year

Continued from **PAGE 2**

ers," said Meg Ham, president of Food Lion. "Rhonda personifies this every day by running a great store, teaching and training associates, mentoring future leaders and caring for our customers and her community through outstanding service. Her store is always one of the top stores in donating meals and time for her local food bank. She is an exceptional leader, has developed an outstanding team, and is so deserving of this honor. We're proud to have her as part of the Food Lion team."

Mauldin has worked in the grocery store industry for nearly 30 years. She joined Food Lion in February 2006 as a dry assistant manager in Anderson,

SC. Six months later, she was promoted to store manager and moved to Seneca, SC, to serve as the store manager at this location. Because of her sharp skills of transforming businesses into high-performing stores, she was later transferred to the Simpsonville, SC, store location in 2007.

To honor Mauldin and her exemplary community service, the company will donate \$2,000 in Mauldin's name to her store's local feeding agency, Harvest Hope Food Bank, in Greenville, SC. Mauldin and her team support this food bank with food donations and volunteerism throughout the year.

In addition to Mauldin being selected as Food Lion's Store Manager of the Year, three store

managers were recognized for exceptional leadership. The 2014 Division Store Manager Excellence Award recipients include: PAUL GOODNIGHT, Store Manager at 2458 SW Cary Parkway in Cary, NC, JAMES FELIX, Store Manager at 12100 Central Ave., in Mitchellville, MD, and KEVIN FOY, Store Manager at 1304 W. Vernon Ave., in Kinston NC.

Food Lion has donated \$1,000 to each of the feeding agencies served by these stores in honor of the division winners. Food Lion's Store Manager Excellence Awards recognize and honor exceptional store managers who enrich the lives of Food Lion's customers, associates and the communities we serve, successfully lead our business, and support and inspire others.

## Raley's Continues Legacy of Family Ownership

Continued from **PAGE 2**

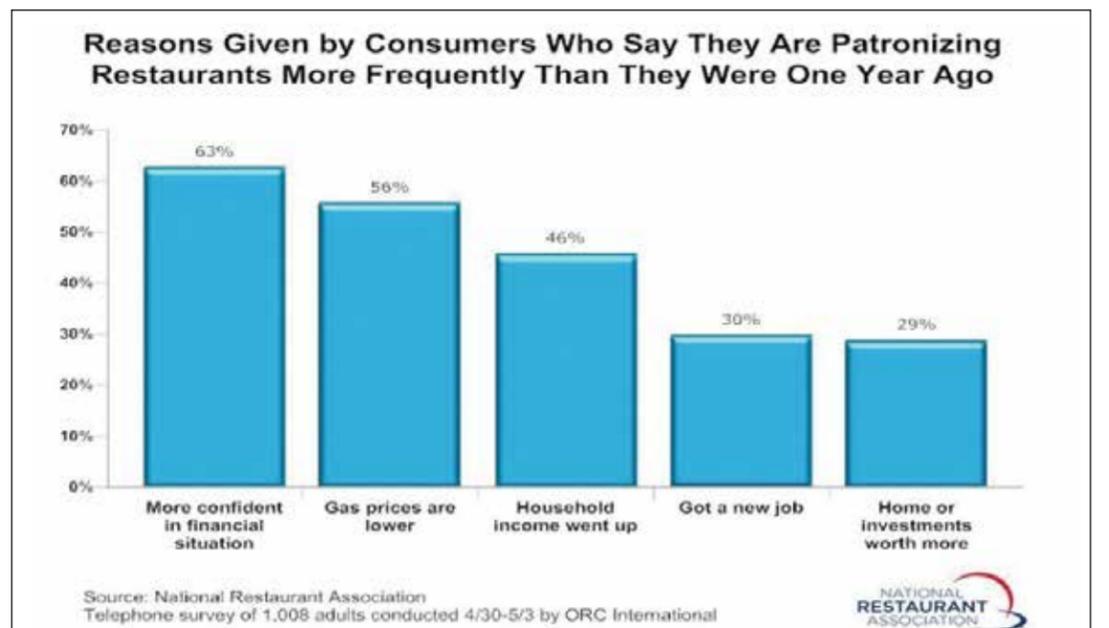
percent. Other details of the deal are a private family matter.

Over the last decade, Raley's has focused on expanding products that customers want more of, including organic and natural food offerings. Under Mike Teel's direction, Raley's will continue to expand delicious and healthy offerings for customers with a focus

on quality customer service.

"I am honored to take Raley's into the third generation of family leadership. This is an exciting time for the company, our team members and for me," said Mike Teel. "I'm very proud, as my parents were, when they took on the responsibility of leading this company. I look forward to working with my sisters and the entire Raley's team to honor our parents' and our grandfather's legacy."

## Restaurant Sales Surpass Grocery Store Sales



Continued from **PAGE 1**

by today's annual benchmark of Census data.

The gap between monthly grocery store sales and restaurant sales started gradually shrinking in 2010 — a trend that was partially due to the increase in consumers buying their groceries at big box stores.

There has been a dramatic shift toward restaurants that occurred in the last 10 months. In June 2014, grocery store sales exceeded restaurant sales by \$1.6 billion. By April 2015, the gap had essentially reversed, with restaurant sales moving out in front by \$1.5 billion.

In fact, the \$3.1 billion sales shift registered during the last 10 months is nearly as much as occurred during the previous 4.5 years.

The reallocation of consumers' food dollar toward restaurants coincided with the sharp decline in gas prices in recent months, which suggests that the savings at the pump may have helped accelerate this change in consumer behavior. To investigate the impact of lower gas prices, the NRA commissioned ORC International to conduct a national telephone survey of 1,008 adults between April 30 and May 3.

Not surprisingly, 80 percent of car owners say the recent decline in gas prices positively impacted their

household finances. This sentiment was generally consistent across all income levels, with individuals in lower-income households the most likely to say that lower gas prices had a "very significant" positive impact on their finances.

Among car owners who say the recent decline in gas prices positively impacted their household finances, 49 percent say the lower gas prices have increased their willingness and ability to do things like purchase meals, snacks or beverages from restaurants, fast food places or coffee shops.

Individuals in lower-income households are even more likely to feel that way, with a majority of car owners in households with income below \$50,000 saying the positive impact that lower gas prices are having on their finances has increased their willingness and ability to patronize restaurants, fast food places or coffee shops.

Overall, 33 percent of adults surveyed say they are patronizing restaurants more often now than they were one year ago. Within this group, the most common reason given is that they feel more confident in their financial situation — mentioned by 63 percent of consumers who are using restaurants more frequently.

Fifty-six percent of consumers say they increased frequency be-

cause gas prices are lower, while 46 percent say it's because their household income went up. Three in 10 consumers say they are using restaurants more often because they got a new job or because their home or investments are worth more.

With gas prices likely contributing to the dramatic shift in consumer spending during the last several months, the question is if these spending patterns will hold when gas prices increase again.

To be sure, there appears to be even more room for growth in the months ahead. When asked about their current restaurant usage, a significant proportion of the American public say they would like to be patronizing restaurants more often. Thirty-eight percent of all adults say they are not eating on the premises of restaurants as frequently as they would like, while 37 percent say they are not purchasing takeout or delivery as often as they would like.

Putting these results in a historical context, this measure of pent-up demand remains well above pre-recession levels. On a consistent basis during the stronger restaurant business environment of the mid-2000s, typically only one-quarter of adults said they were not patronizing restaurants as frequently as they would like.



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