

# TODAY'S GROCER

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## Ahold and Delhaize Joining Forces

Leading international food retailers Delhaize Group (Delhaize) and Royal Ahold N.V. (Ahold) have entered into an agreement to merge. The combined company, which will be named Ahold Delhaize, will have a portfolio of strong, trusted local brands with more than 375,000 associates serving more than 50 million customers every week in the United States and Europe. The company will have enhanced scale across regions, market-leading retail offerings to serve customers' changing needs, and a strong financial profile from which to fund innovation and investments in future growth.

Jan Hommen, Chairman of Ahold, and Mats Jansson, Chairman of Delhaize, said: "This is a true merger of equals, combining two highly complementary businesses to create a world-leading food retailer. The transaction delivers a compelling value proposition for our shareholders, a superior offering for our customers and attractive opportunities for our associates."

Frans Muller, CEO of Delhaize, said: "We believe that the proposed merger of Ahold and Delhaize will create significant value for all our stakeholders. Supported

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## ALDI to Open 45 California Stores



HEADING WEST!

ALDI announced it will launch its first stores in Southern California in March 2016, expecting to open approximately 25 stores before July 2016. Additionally, by the end of 2016, ALDI will employ more than 1,100 people to

work in its Southern California stores, as well as at the company's regional headquarters and warehouse in Moreno Valley, CA.

"At ALDI, we firmly believe that amazing quality can be affordable, and we are excited to bring our small-format, convenient grocery shopping experience to Southern California," said Jason Hart, CEO, ALDI. "We back up that belief by offering our shoppers great-tasting foods – from fresh produce, meats, dairy and breads to cereals, pastas and wines – at a significant savings compared to the national brands."

ALDI has a long track record of being an employer of choice, offering generous wages and benefits that are higher than the national average for the retail industry. In Southern

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# Goin' Shoppin'



## Meijer Opens Second Supercenter in Detroit

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■ **BARILLA** has announced the relocation of its Region Americas Headquarters from Bannock Burn, IL to Northbrook, IL by this August.

## Barilla Moving Headquarters to Northbrook

Barilla has announced the relocation of its Region Americas Headquarters from Bannock Burn, IL to Northbrook, IL by this August according to Barilla Americas President, Jean-Pierre Comte. Barilla selected the single-tenant facility to provide a better employee and customer experience, improve research & development innovation capabilities and develop stronger employer branding.

Comte states, "In August, roughly 150 employees will transfer to the 75,000 sq. ft. Northbrook office facility located at 885 Sunset Ridge. The new Headquarters location was chosen by Barilla leadership after an extensive market analysis against strategic growth objectives. The two-story, recently renovated facility features a full test kitchen and pilot plant capabilities. Barilla will be making renovations to the new facility over the next four months to align with its strong brand identity, growth strategies and consumer and customer innovation aspirations. The move to Northbrook signifies an exciting new chapter for Barilla's Region Americas operations, and we look forward to partnering with the Northbrook community in the coming months and the foreseeable future."

## The Fresh Market Signs Lease for New Store in Fort Lauderdale

The Fresh Market continues to grow its chain of specialty grocery stores and has signed a lease for a new location in Fort Lauderdale, FL. The store, expected to open in early 2016, will be located in a new retail development adjacent to the Coral Ridge Country club on Federal Highway. Once opened, it will be the company's 43<sup>rd</sup> store in the state.

## Lidl Establishes U.S. Corporate Headquarters in Virginia



Also Opening Reg. Hdqtrs. and Dist. Centers in the State & NC

Lidl, one of the leading European retailers, is establishing its U.S. corporate headquarters in Arlington County, Virginia and will open a regional headquarters and distribution center facility in Spotsylvania County, Virginia. The move

is part of Lidl's early preparations to launch its expansion into the United States market. Brendan Proctor, President and CEO for Lidl US, made the announcement alongside Virginia Governor Terry McAuliffe after meeting with leaders of the company at Lidl's international headquarters in Neckarsulm, Germany.

"We are excited to take this important step to launch Lidl's expansion into the United States and look forward to introducing American consumers to a different type of shopping experience," said Brendan Proctor, President and CEO of Lidl US. "Our philosophy is simple: we are focused on offering customers top quality products at the most competitive pricing in convenient locations. We plan to build on the foundation that has made Lidl so successful in Europe, while creating a unique experience for Ameri-

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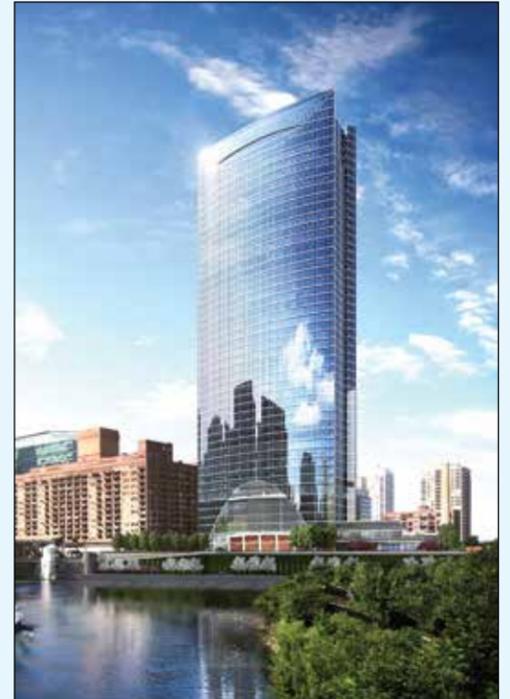
## Morton Salt Moving Headquarters to New Chicago Location

Morton Salt, Inc. has signed a lease agreement to relocate its Chicago headquarters office to the new River Point tower currently under construction in the West Loop.

Morton's planned move to this state-of-the-art office tower along the Chicago River is part of its business and cultural transformation strategy - and builds on a series of recent company milestones, including a brand refresh and the 100<sup>th</sup> birthday of its iconic Morton Salt Girl celebrated in 2014.

As part of its 16-year lease agreement with River Point, Morton Salt will lease two floors occupying 52,600 sq. ft. of space in the 52-story tower located at 444 W. Lake Street. This new office space will bring together Morton Salt's 300 employees from its current downtown headquarters office with its 50 customer service center employees currently based in Oak Brook, IL.

"This is an exciting time in our history because the new headquarters location will truly reflect the Morton Salt of the future," said Morton Salt CEO Christian Herrmann. "Our new headquarters space will be modern, open and high-tech, which we believe will ignite a more energized, innovative and collaborative workplace environment that our employees desire and deserve."



■ **MORTON SALT, INC.** is planning to move from its current location at 123 N. Wacker Drive to River Point (pictured) in December 2016.

Continued on **PAGE 38**

## Jennifer Carr-Smith Named President/General Manager of Peapod



■ **JENNIFER CARR-SMITH**

Ahold USA has named Jennifer Carr-Smith as president and general manager of Peapod. Carr-Smith replaces Andrew Parkinson who has been appointed to a newly established advisory role.

Carr-Smith brings more than 20 years of e-commerce experience to her position with Peapod. Most recently, Carr-Smith served as the chief operating officer of J. Crew's online business, where she led J. Crew's transformation to a digital retailer with strong e-commerce capabilities. Prior to her role at J. Crew, Carr-Smith served as chief operating

officer for Giggle, an omni-channel retailer focused on baby gear; chief operating officer for Gilt Groupe, an online shopping company with more than six million members; and in leadership roles in finance, strategy and operations with Polo Ralph Lauren Corporation and Drugstore.com. Carr-

Continued on **PAGE 38**

## Julie McMillin Named Retail Dietitian of the Year

Julie McMillin, RD, LD, the assistant vice president of retail dietetics for Hy-Vee was named the Retail Dietitian of the Year by the Retail Dietitians Business Alliance (RDBA) at FMI Connect in Chicago. This award recognizes a retail dietitian who shows leadership in utilizing business skills and industry knowledge to positively impact consumer behavior change through the retail sector.

"Julie has an enormous job where she's not only a skilled dietitian, but a business person who works with varying corporate departments to implement innovative and successful campaigns and services to every Hy-Vee store," says Phil Lempert, CEO and President of the RDBA. "We applaud Julie and recognize her as a role model for every retail dietitian in the country."



■ **JULIE McMILLIN**

Continued on **PAGE 38**

## Hornbacher's and Bruggeman's to Acquire Super One Locations

Stores in Grand Forks and Thief River Falls

Hornbacher's, a longtime neighborhood grocer in the Fargo-Moorhead area and part of Supervalu Inc., and Bruggeman's, an independent grocery retailer based in Mahanomen, MN., have announced plans to each purchase one Super One grocery store currently owned and operated by Miner's Incorporated. Hornbacher's will acquire the Grand Forks Super One store, while Bruggeman's will purchase the Thief River Falls Super One store. Both transactions are expected to close in early August.

"We're absolutely thrilled at the opportunity to bring Hornbacher's to the Grand Forks area," said Matt Leiseth, Hornbacher's President.

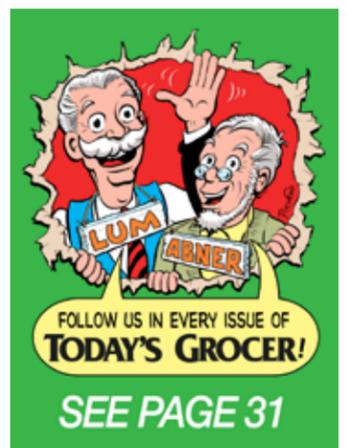
"For over 60 years, Hornbacher's has been an integral part of the Fargo-Moorhead community and for many years we've been asked when we would bring one of our stores north to Grand Forks. The time is now. We're truly looking forward to being a part of this great community, providing a terrific grocery store experience to our customers, and continuing to provide employment opportunities to store employees."

The acquisition of the Grand Forks Super One grocery store represents the first Horn-

bacher's location outside of the Fargo-Moorhead area, where today Hornbacher's operates seven stores. Founded in 1951, Hornbacher's focuses on quality and freshness throughout its produce, meat, deli and bakery departments, while also offering a broad assortment of national and private brand products across all store categories.

The Super One grocery store located in Thief River Falls will be purchased by independent grocery operator Rob Bruggeman and, upon completion of the transaction, is expected to be

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# 4 Grocery

## Skillet Grows Distribution of Famous "Bacon Jam"



Seattle-based Skillet, Seattle's adored airstream food truck-turned beloved restaurant brand, is pleased to announce a new partnership with Haggen grocery stores that will increase distribution of Skillet Bacon Spread, also known as "Bacon Jam." Just in time for barbeque season, customers can purchase Skillet's spreadable bacon condiment at approximately 46 Haggen grocery stores throughout the Northwest.

Haggen will stock the Skillet line of Bacon Spreads which includes two flavors: the Original Balsamic & Brown Sugar and Fennel & Black

Pepper. They are sold in 7 ounce containers with a suggested retail price of \$10.99.

"Haggen has built its business on sourcing locally grown and produced products," said Clement Stevens, vice president of merchandising and marketing of Haggen. "We are really proud to add Skillet Bacon Spread to our shelves and support this Pacific Northwest-based business."

Skillet Bacon Spread is made from hormone-free Hempler bacon, is gluten, soy, dairy and wheat free and has a two-year shelf life. The Original Balsamic & Brown Sugar Bacon Spread is a slow-cooked mixture of caramelized bacon, onions, aged balsamic vinegar and a secret mix of sugar and spice. It complements meat, seafood, vegetables, and French toast and also tops Skillet's famous burger. The Fennel & Black Pepper Bacon Spread is the savory sister to the Original, and pairs well with poultry, shellfish and stews.

"We are so excited that Skillet Bacon Spread -- or as our loyalists know it, "Bacon Jam" -- will be featured in Haggen grocery stores throughout the Northwest," said Skillet President Jon Severson. "In the early days, fans would grab 10-20 jars from the Airstream every week, so we knew we had a hit on our hands. With its depth of flavor and versatility, these products make any at-home chef look good."

Skillet Bacon Spread is also sold at Whole Foods, Metropolitan Market, Sur La Table and a growing number of other specialty stores throughout the country.

## Red Gold and Pop! Gourmet Foods Launch



## New Sriracha Hot Chili Sauce Ketchup with Huy Fong

The phenomenal growth of sriracha sauce at grocery and specialty food retailers, as well as on menus of American restaurants, takes another leap forward today. Red Gold has teamed-up with original Huy Fong Sriracha Hot Chili Sauce and Pop! Gourmet Foods, to introduce Sriracha Hot Chili Sauce Ketchup.

"The new, specially crafted combination of the original Huy Fong Sriracha Hot Chili Sauce and premium Red Gold Tomato Ketchup is amazingly delicious and spicy," says Brian Reichart, President and CEO of Red Gold. "Huy Fong's intensely flavorful blend of sun-ripened chili peppers and garlic adds the perfect spicy kick to our premium Red Gold Tomato Ketchup. This product is also made with real sugar, real red chilies, and real Huy Fong Sriracha Sauce, giving it the perfect sweetness with a touch of garlic that adds a flavor punch to any dish. This ketchup is the real deal!"

The new Sriracha Ketchup, initially offered in a 20 ounce inverted red plastic squeeze bottle, will be available to both supermarket retailers and restaurant operators. The bottle graphics feature a deep red Huy Fong label with the iconic white rooster and green flip top cap that will be instantly identifiable by customers. Later this year, Red Gold will introduce 9-gram portion control packets for use by quick service restaurants and for take-out.

## New York Style Debuts In-Demand Flavors and Updated Recipes



B&G Foods is hitting the road, bringing the big city taste of its iconic New York Style snacks to your store. The brand is expanding its pita chip offerings with the launch of two new delicious flavors, Ancient Grains & Flaxseed and Chia Seeds & Quinoa, along with brand-new recipes for its existing flavors, including Sea Salt, Parmesan Garlic and Herb, Red Hot Chili Pepper and Garden Fresh Ranch. All New York Style Pita

Chips serve up robust flavor and the crunch consumers crave for an even better, more delicious snacking experience.

The new pita chip flavors, made with hearty ingredients like whole wheat flour, amaranth, buckwheat and quinoa, have been thoughtfully crafted with the smart snacker in mind. "We wanted to create a pita chip that consumers could feel good about, without sacrificing the quality or bold taste New York Style fans love," said Michael Skalski, senior brand manager, New York Style. "With the new Ancient Grains & Flaxseed and Chia Seeds & Quinoa flavors, we're giving shoppers the trending ingredients they're looking for in a tasty snack they can enjoy any time of the day."

To complement the new flavors, the brand also made updates to its existing pita chip line, serving up "BIG Crunch, LESS Crumble". All flavors are now developed under a new baking technology that yields a stronger, more dippable chip—which is also less likely to break in the bag—it's "The Chip Made to Dip!". Qualitative research from B&G Foods shows that consumers enjoy a better crunch and superior texture with the new pita chip, which rivals top competitors. New York Style Pita Chips are twice baked, never fried and they're great on their own or paired with toppings, dips and spreads, providing a delectable appetizer in a New York minute.

The new and updated New York Style Pita Chips will be on shelves starting in July. The suggested retail price for New York Style Pita Chips is \$3.49 per 8 oz. bag.

## all Laundry Introduces all Radiant, Transforming Clothing Hand-Me-Downs Into Pass-Me-Ons



all, a recognized leader in laundry detergent with consumers for more than 50 years, introduces all Radiant, a new liquid detergent designed to restore whites and protect colors over time at 30% less cost than the leading brand. The result is clothing with a new lease on life, transforming dull hand-me-downs into beautiful and bright pass-me-ons.

Clothes take a beating and after excessive laundering,

whites can look dingy and colors begin to fade. According to the brand's consumer insights research, it's an issue that is at the top of the list of common consumer laundry problems and frustrations. New all Radiant addresses these concerns with its patented Fiber Shield Technology, which helps protect colors and makes dingy whites look whiter.

The brand continues to be an innovation leader in the laundry room for sensitive skin as well. Earlier this year, all free clear dryer sheets were named *Better Homes and Gardens'* Best New Product. Furthermore, the No. 1 detergent brand recommended by dermatologists for sensitive skin, is introducing two new sensitive skin products that are available nationwide:

- all free clear OXI mighty pacs is a convenient, hypoallergenic, advanced cleaning solution for those with sensitive skin. It is the only single dose OXI detergent on the market specially designed to be gentle on skin.
- all OXI laundry booster for sensitive skin provides an easy stain-fighting boost in the laundry without irritating skin because it is 100% free of dyes, perfumes and chlorine. The booster can also be used to safely remove stains around the house.

all Radiant is now available nationwide, in sizes ranging from 46.5oz-141oz for suggested retail prices from \$4.25 to \$8.50.

## Just Add Water System



## Canberra Corporation Launches JAWS

The Canberra Corporation – established over 50 years ago and now a leading manufacturer of cleaning chemicals for the commercial, institutional and industrial markets – has introduced JAWS (Just Add Water System). This pioneering brand of household cleaners features a ground-breaking pod system that delivers ultra-concentrated cleaning solutions for use with reusable bottles and sprayers. JAWS will allow retailers to generate almost two times the revenue per linear inch as compared to traditional household cleaning products.

Having sold over 10 million pod concentrates to commercial users across the planet, Canberra will begin rolling out the JAWS household line to retailers this summer. Effective, economical, convenient and eco-friendly, JAWS redefines how cleaning products are sold and how consumers clean.

A 27 ounce starter bottle with attached refill equals 52 ounces of cleaner. The refill pods are also easy to display anywhere in the store. Furthermore, the JAWS system reduces distribution center space allocation and consolidates up to 30 truckloads of pod refills into one.

The JAWS pod consists of a non-toxic, biodegradable formula that dissolves in water. To use the product, one fills the bottle with water, inserts the pod and then twists on the sprayer to release the formula.

The JAWS launch will be supported with a strong marketing and public relations campaign. Retailers will be offered in-store displays, free-standing inserts and customizable programs to best meet the needs of individual store locations.

Bruce Yacko, JAWS CEO, and his team started working on the JAWS concept in 2001 to find a way to make the commercial concentrate available to the consumer market. "It's a win-win situation for everyone, the bottles are reusable which means consumers are saving money and less plastic is being thrown into the landfills," says Yacko.

The initial JAWS product launch includes four types of cleaners: JAWS Glass Cleaner, JAWS Kitchen Cleaner/Degreaser, JAWS Hardwood Floor Cleaner, and JAWS Daily Shower Cleaner.

## Walkers Shortbread Debuts Oat Cracker Line

Walkers Shortbread, the Scottish purveyors of "The World's Finest Shortbread," have announced updates to its Oat Crackers line, including the debut of Three Seed Oat Crackers, plus new recipes and elegant revised packaging for the line's four original flavors. For a flavor-rich and wholesome taste, the new three-seed variety contains pumpkin, sunflower and flax seeds. Each of the five items in the line is perfectly crunchy and high in fiber, contains no artificial colors, flavors, preservatives, GMOs or hydrogenated fats, is suitable for vegetarians and certified Kosher OUD.

The full line includes:

- **HIGHLAND OAT CRACKERS:** This iconic Oat Cracker is crunchy, delicious and packed with wholesome oats.
- **MINI OAT CRACKERS:** A mini version of Highland Oat Crackers, perfect for snacks and canapés.
- **THREE SEED OAT CRACKERS:** A delicious new variety with flavorful and wholesome pumpkin, sunflower and flax seeds.
- **FINE OAT CRACKERS:** Thin and crispy crackers, perfect for snacking.
- **THICK & CRUNCHY OAT CRACKERS:** Extra thickness makes for an extra crunchy cracker, baked with high fiber oats and olive oil.
- **SCOTTISH BISCUITS FOR CHEESE:** These savory biscuits are the perfect accompaniment for cheese, and ideal for entertaining.

Walkers Oat Crackers will appear at retailers across the country in the coming months.





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## eat brighter! Movement Extending Through 2018

One year after the launch of the eat brighter! movement, an initiative created to change the game of marketing in the fresh produce industry and inspire children and their families to eat more fresh fruits and vegetables, Sesame Workshop, the Partnership for a Healthier America (PHA) and Produce Marketing Association (PMA) have agreed to extend the program through 2018. The extension is a result of the program's success in the U.S. and Canada, including positive metrics and increased participation across the industry.

PMA's Research Center has been tracking the movement's early adopters who have been in market for approximately six months. These participants are self-reporting positive sales lifts of 1-2 percent on eat brighter! branded items.

One supplier commented, "The ability to put a character and figure so well-known among shoppers for a minimal fee has allowed us to increase our sales volume and merchandising capabilities with several retail outlets. Customers participating in the program are anxious to continue building their collection of eat brighter! items and other customers are anxious to take eat brighter! labeled product and monitor its ability to increase engagement and sales."

Since the first impact survey in 2014, an additional 30 companies have since reported that they're supplying product in market. Nearly 60 companies, representing 130+ commodities, have signed onto the movement with more than 30,000 retail stores accepting eat brighter! branded product.

"We're all anticipating the impact on sales through the eat brighter! movement and early results - a 1 to 2 percent increase in sales thus far - sends a positive signal that we will continue to track over time," says Cathy Burns, PMA president.

The movement's success has also led to the expansion of the program in Mexico, allowing produce marketers, retailers, school foodservice and promotional organizations who sell product there to participate.

## Salad and Juicing Lovers Rejoice:

# Fresh Express Debuts Eight New Products

Fresh Express has announced eight new products including a line of Functional Health Salad Kits, as well as expanded offerings to existing lines. These products are now available nationwide.

### FUNCTIONAL HEALTH SALAD KITS:

Market research indicated that functional foods or foods that provide added health benefits are on trend and relevant to consumers. Research also indicates that 55% of adults prefer buying packaged foods for nutritional benefits rather than supplements. Fresh Express' newest line of salad kits, Functional Health Salad Kits are redefining salads by focusing on a specific health need and delivering benefits against those needs - in the most delicious and convenient way possible. Functional Health Salad Kits are available in Heart Health, Antioxidant, and Digestive Health.

■ **Heart Health Kit:** Not only is the Heart Health Kit good for your taste buds, it's good for your heart! While many factors affect heart disease, the No. 1 cause of death in the United States, diets low in saturated fat and cholesterol may reduce the risk of this disease. The Heart Health Kit includes ingredients specifically chosen for their health benefits, such as spinach, kale, beet tops, shredded broccoli, shredded carrots, dried cranberries, and sliced almonds with basil balsamic vinaigrette that combined qualify the kit as heart healthy.

■ **Antioxidant Kit:** Antioxidants such as vitamins C and E work hard in the body to maintain cell and tissue health. The Antioxidant Kit with a tantalizing blend of spinach, baby kale, red cabbage, shredded carrots, feta cheese, sunflower kernels, and



dried blueberries with pomegranate blueberry vinaigrette provides an excellent source of vitamins C and a good source of vitamin E.

■ **Digestive Health Kit:** Fiber helps maintain a healthy digestive system. Women need 25 grams of fiber per day, and men need 38 grams per day, according to the Institute of Medicine. The Digestive Health Kit contains 3 grams of fiber per serving, and features a flavorful mix of spinach, baby kale, pak choi, beet tops, shredded carrots, dates, sliced almonds, and flaxseed with a sesame ginger dressing.

### CAESAR KIT WITH GREEK YOGURT DRESSING:

Looking for an easy way to cut calories without sacrificing taste? Fresh Express' new Caesar Kit with Greek Yogurt Dressing features Greek Yogurt Caesar dressing, with all of the rich, creamy flavors consumers love - and half the calories and fat of traditional Caesar dressings. Savory, restaurant-style garlic croutons provide added flavor and crunch.

### JUICING GREENS LINE EXPANSION:

As more consumers continue to incorporate greens into their smoothies and juices, Fresh Express' Juicing Greens line will expand its offering with three new products: Vitality, Refresh, and Organic. The Juicing Greens line provides a nutrient-dense, convenient, and pre-washed way to include greens in juices and smoothies. Simply throw in a handful with your favorite ingredients, blend, and drink!

- **Vitality:** Revitalize drinks with the Vitality assortment, which includes spring mix, baby kale, and shredded carrots.
- **Refresh:** Refresh your day with an instant boost of spinach, chard, baby kale, and beet tops.
- **Organic:** An organic version of the existing Juicing Green classic, Replenish, Organic offers a mix of baby kale and spinach.

### ORGANIC PRODUCT EXPANSION:

Fresh Express has also added two new USDA-certified products to its Organic portfolio - SUPER GREENS AND JUICING GREENS' ORGANIC.

- **Super Greens:** A nutritious blend of spinach, arugula, and chard, this organic Super Greens mix boasts only the most flavorful greens.
- **Juicing Greens' Organic:** Organic baby kale and spinach are the perfect additions to any smoothie or juice.

"Consumers today want to be healthier, but they're busier than ever," said Bob Stallman, Chiquita's Vice President of Marketing for Salads and Healthy Snacking. "By continuously offering healthy, new, innovative salad kits, we hope to provide these consumers with more options to be healthy - without having to sacrifice time or taste."

## Setton Farms Completes Non-GMO Project's Product Verification



Setton Pistachio of Terra Bella, Inc. - the nation's second largest pistachio processor and maker of Setton Farms Pistachio Chewy Bites, based in California's Central Valley - has announced that their Roasted Salted Pistachios, Roasted Unsalted Pistachios, and Pistachio Chewy Bites have been officially Non-GMO Project Verified. GMOs, or "genetically modified organisms" are plants or animals that have been genetically engineered with DNA

from bacteria, viruses, and other animals and plants. These experimental combinations of genes cross the natural species barrier and have not been proven safe.

The Non-GMO Project is a non-profit organization committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices. As the only third party verification organization, Non-GMO Project vigorously tests each ingredient in a product and requires that every batch of major risk food, such as corn, rice, soy, and wheat is tested before use and is below the threshold of 0.9%.

"We are very excited that we can officially announce to our consumers that we are Non-GMO Project verified," said Setton Farms COO Mia Cohen. "Being Non-GMO is extremely important to us, and we are thrilled to offer our customers the assurance that our products are safe, ethical, and delicious."

## Wholly Guacamole Brand Introduces New 45-Calorie Mini Cups

The makers of Wholly Guacamole brand have added new Avocado Verde 45 cal Minis to their line of products. These easy-to-open dipping, spreading, and drizzling experiences to a new level.

The new minis pack all the flavor of tomatillos, hand-scooped avocados, jalapeno peppers, and cilantro of the brand's popular Avocado Verde dip in 2-ounce containers. The Avocado Verde 45 Cal Minis are the seventh flavor in Wholly Guacamole brand's lineup of fan-favorite mini cups.

"Consumers are continuing to explore the variety of Mexican flavors and recognize the health benefits of avocados, so we asked 'What's the next thing they need?'" said Terrill Bacon, senior brand manager of Wholly Guacamole brand. "Our fans love our Avocado Verde dip, so creating a mini cup was the perfect solution to help them continue exploring the culinary landscape at home and on the go."

The new minis can be purchased in 4- or 6-pack product sizes. The 4-count suggested retail price is \$3.99-\$4.99 and the 6-ct. is \$5.29-\$5.99, depending on the retailer. Like all Wholly Guacamole products, the Minis are all natural, gluten free, dairy free and kosher certified, making them the perfect substitute for mayonnaise and ranch dressing.



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## Easier Said Than Done

## Closing Sales Means Making Sense to Customers



By: **John Graham**

It takes smart, highly competent salespeople to meet the challenges presented by today's informed and savvy customers.

Even so, there are many in sales who believe that success depends on a friendly smile, a gift for small talk, and a large dose of enthusiasm and optimism. Others might toss in a passion for selling, listening, the ability to close, and coming across as sincere.

Yet, possessing a great attitude and excellent sales skills doesn't guarantee success. Many salespeople who "do everything right" underperform. With so much focus on personal qualities and skills, the sales process doesn't get the attention it deserves.

However, it's the process — the "sales experience" — that makes a huge difference to customers. More and more, it's the process that engages them in ways that lead to closing sales. Here are elements of a customer-oriented sales process:

**1. PLAY DETECTIVE.** Too many salespeople set themselves up for failure from the start. They try to go from "Good to see you" to "Thanks for the order" with as little interference or distractions as possible. "Keep it simple" is their motto. It sounds good, really good. If only it were so easy.

When a customer asks, "What can you do for us?" too many salespeople instantly launch into a presentation about their company and how it solves problems for its customers. And that's their mistake. "Right now, I don't know, but I intend to explore your situation and determine the best way we can help" are the words that make the

most sense to customers.

They know that answers come from digging and finding what the customer may have missed or failed to recognize because they're too close to the situation or are being pulled in other directions.

Today's customers are skeptics. They've learned from experience that many "solutions" are often overly simplistic, miss the mark, or are poorly conceived and fail to deliver on their promises.

Customers recognize that the right solutions result from proper investigation. And that takes detective work.

**2. FIGURE IT OUT.** Digging and gathering information is worthless unless it's analyzed so the problem — the "pain," if you will — emerges with clarity. Rarely, are "instant insights" accurate or complete, let alone correct. It takes struggling to figure how the pieces fit together, and takes time and thought so a proposed solution makes sense to the customer.

It's exciting when salespeople get their arms around a problem. It can be something like an "ah-ha" experience. There's a "rush" — an "I was born to sell" feeling.

The tendency is to assume that once the problem is figured out, it's the time to tell the story to the customer. Since salespeople rely on their verbal skills to carry them through the selling process, they're eager to share the good news with the customer. But, slow down. We're not there yet. Something important is missing

**3. WRITE IT DOWN.** What's missing is the answer to the crucial question, "What do I need to do to make the solution compelling to the customer?"

And this is where it's easy to drop the ball. In your mind, you see yourself going across the goal line. And, while enthusiasm is essential, it takes more to close sales.

And here's where the dreaded words "write it down" enter the process. Writing is tormenting, frustrating and agonizing. It's hard work, which is why it's easier and more fun to talk than write. Yet, as a professor at the University of Wyoming told his students, "If you can't write it, you don't know it." These are strong words and easy to ignore, but absolutely correct.

It's the writing that clarifies ideas, hones arguments, exposes weaknesses, spots inconsistencies, and, most of all, makes clear what's missing. It's only then that you know what you're talking about, and when you're sure you will make sense to customers.

**4. WIN 'EM OVER.** It's now do-or-die. You've done your homework and built a solid case for getting the order. While all this is necessary, you're still not ready to get in front of the customer to capture the order. To do so now would be like handing the sale to the competition.

In other words, it's time to "win 'em over." It's when a salesperson puts the power of the process into play. It's based on investing in the customer — on committing your knowledge, experience, and creativity (and that of a sales team) on uncovering the need and developing the right solution.

All of this focuses on one result: the customer saying, "This makes sense." The customer sees beyond the proposed solution. It's your "investment" that's persuasive, that makes the difference.

Winning is not simply providing all the right information and facts, or impressing a customer with the wonders of your product or service, the importance of your company, or even your impressive track record. It's a matter of making the right investment that gives salespeople the extra edge.

**5. STICK WITH IT.** Waiting to hear from a customer about your proposal can be so frustrating that it's easy to blow the sale. Making the wrong move can put your efforts in jeopardy. Being too aggressive by following up too soon, too often, or asking when a decision will be made will undermine all your good work. It sends the message that underneath your professional demeanor, you're just one of those salespeople no one wants around.

Being patient is tough and most salespeople have trouble with it. It creates horrible anxiety. Selling is about making something happen. But let the competitors make the wrong move. Let customers know you'll wait for their decision and you won't bug them. Patience shows you're confident and that you trust the customer.

In selling, cutting corners is best left to the amateurs and those who think they can talk or manipulate their way to success. It takes the entire sales process for consistent positive results.

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## 'Coming Up Next':

## Looking to the Future - Without Losing Sight of Your C-Store Brand



By: **Joseph Bona, CBX**

When envisioning the c-store of the future—something anywhere from five to 10 years down the line—it can pay to push past what might seem possible today.

That might mean designing sleek stores with multiple service bars, modern furniture and eco-friendly amenities like solar panels and rapid-charge e-vehicle bays, or it could go as far as imagining talking gas pumps that run artificial intelligence software to chat with customers.

The idea is not to be 100 percent accurate about which specific technologies and design elements will become standard. Rather, it is to make thinking hard about the future a strategic practice—a way to break out of a mindset that says "We've always done it this way; no need to change."

Maybe your loyalty club members will put RFID chips in their glove compartments, enabling them to simply drive up to the pump and fill their tanks without swiping their cards. And maybe your smart gas pumps will detect those RFID chips, analyze

the customer's c-store purchase preferences and say something like "Great to see you, Chuck! Show this receipt to the cashier and you'll get half-off your regular coffee and donuts."

Regardless of what actually happens with technology, certain universal principles will hold true. One is to make sure that your customers are never confused about who you are, brand-wise. All aspects of your customer journey—from the parking lot, to the bathroom, to your customer service and everything in between—

should be on brand.

The key is to see the customer experience through a single lens: "Is this consistent with our brand adjectives?" Each touch point should be on brand, regardless of whether robots or solar panels are involved. Create a harmonious customer experience from start to finish, and people will come back for more.

*JOSEPH BONA is President of Branded Environments for CBX, the brand agency and retail design consultancy. Contact him at: [joseph@cbx.com](mailto:joseph@cbx.com).*

## The Fifth P



By: **Scott Silverman, V.P.**

Customer Insights & Growth Solutions, KeHE Distributors

Everyday we work with our retail partners on winning strategies and tactics for merchandising and selling more Organic, Natural, Specialty and Gourmet foods. We facilitate getting the right Products, Placement, Price and Promotions in their stores. The most challenging quality to impart into the store of a merchant is Passion—The Fifth P. As intangible as passion is, you know it when it's in front of you—and you know when it's missing in a retail environment. I'm convinced passion gets products off shelves and increases sales!

*noun pas-sion \pa-shn\ a strong feeling of enthusiasm or excitement for*

*something or about doing something*

Passion for organic, natural, specialty and gourmet is what can turn an ordinary store into an extraordinary destination for shoppers. Below are five thought-starters for cultivating passion with your team:

**GO ORGANIC:** Make time to visit organic farms that supply your store, and invite organic farmers to tell their stories to your staff and customers. A glimpse into the heart and soul of an organic farmer can be life changing. I know this from first-hand experience.

**CELEBRATE LOCAL:** Create "meet the maker" tasting fairs for your staff and customers featuring local producers. Listen to their stories about their journey and what keeps them going every day. They're creating micro-economies in the communities

you serve and their personalities will contribute to the personality of your stores.

**BASIC TRAINING:** Establish product training for all of your staff that interfaces with shoppers. Make sure they know the difference between certified organic and natural. Ensure they understand dietary choices and restrictions for customers that live vegan, vegetarian, kosher or gluten free lifestyles. Teach about the differences between on-trend ingredients such as kale, quinoa and chia. Knowledge is empowering and creates an authentic experience for your shoppers when they ask your staff questions.

**STAFF PICKS:** Get your teams involved by asking them to think deeply about what brands and products they love in your store. And create a rotat-

ing program through signage and social media to call out their favorites.

**WALK YOUR TALK:** As a leader in your operation, demonstrate passion everyday as you walk the aisles and talk to your teams about your passion for sharing great food with the world!

*SCOTT SILVERMAN is Vice President, Customer Insights & Growth Solutions, KeHE Distributors. Scott's team provides KeHE retail customers with actionable merchandising solutions driven by consumer insights. KeHE Distributors provides Natural & Organic, Specialty & Gourmet, International & Multicultural and Fresh products to natural food stores, chain grocery stores, independent grocery stores and other specialty product retailers throughout North America.*

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# 10 On the Promotional front

## Sofía Vergara Spills Her Sassy Secrets

### With the Skinny Cow Brand

How does she do it? How is that even possible? Some women keep the answers to these questions locked away, but others know that secrets are meant to be shared. That's why the Skinny Cow brand is collecting and amplifying women's best tips, tricks and hacks for living the good life. Kicking off the movement with actress Sofia Vergara at the Skinny Cow Secret Speakeasy in Los Angeles yesterday, the brand collected secrets from countless gal pals in attendance — and a few from Sofia herself.

"It's important that women be able to share their secrets with their best friends in order to help each other out. I love learning from my friends and I love being able to share my tips and tricks too," said Sofia Vergara. "One thing people don't know about me is that my secret to living an impossibly good life is to eat dessert, every day. Dessert makes me happy and it's all about balancing it out. I would rather eat a plain chicken breast if it means I get to enjoy a great dessert — whether it's a Skinny Cow treat or something homemade."

The Skinny Cow brand is doubling down on its commitment to



■ **Secrets Sofia shared at the Skinny Cow event include:** "My favorite thing to do with my friends is go out to a nice dinner. It's the best way to catch up on good conversation and indulge. My schedule is very hectic, so it's important for my sanity to grab time for myself where I can. When I have an hour to wind down, I can't resist social media on my phone—I'm especially addicted to Instagram and Twitter. I love looking at everyone's photos and comments."

life without compromise by partnering with Sofia to encourage fans everywhere to share their words of advice for looking and feeling their best — while pulling off the seemingly impossible.

"Secrets are the true currency of female friendships. From life hacks to beauty tips, it's how women bond," said Temi Osilaja Lane, Skinny Cow Brand Manager. "For more than two decades, Skinny Cow has been a delicious secret shared between girlfriends — providing an ultimate moment of indulgence without giving up a healthy lifestyle.

Now, we're excited to share even more delicious secrets with our Skinny Cow girlfriends!"

Skinny Cow has been sharing secrets with fans through massive sampling events across the nation, and now Sofia and Skinny Cow are asking fans everywhere to fuel this secret-sharing movement by using the hashtag #SkinnyCowSecret to divulge what helps them live the impossibly good life! Fans who direct message @TheSkinnyCow on Twitter using this hashtag will receive a \$1 off coupon for select Skinny Cow products.

## Jif Partners with Kick It Soccer Tour and U.S. Women's Soccer Star Christie Rampone



■ **CHRISTIE RAMPONE, Captain of Team USA's Women's Soccer Team**

Program to Raise \$25,000 for Boys & Girls Clubs of America

Jif has announced the launch of the new Halftime Heroes Photo Promotion as part of its sponsorship of the 2015 Kick It Tour, the world's largest 3v3 soccer tournament. Christie Rampone, captain of Team USA's Women's Soccer Team and mother of two girls, is teaming up with Jif to help raise \$25,000 for Boys & Girls Clubs of America (BGCA). Jif To Go and Jif To Go Dippers are delicious grab-and-go peanut butter snacks to take along wherever you and your active family go.

From now through August 9, Jif is encouraging families attending select

Kick It tournaments to share a photo of how they're having fun at the Jif To Go tent as part of the #JifToGo Halftime Heroes Photo Promotion. To enter, families will be asked to take their photo at the Jif To Go tent and post their photo on Twitter or Instagram using the hashtags #JifToGo and #PromoEntry. Five winners will be randomly selected each week to receive a Jif soccer bag and an assortment of Jif To Go snacks. Jif has pledged to make a \$1 donation to BGCA for every eligible entry using the program hashtags, up to \$25,000.

"I am very excited to partner with Jif for the #JifToGo Halftime Heroes Photo Promotion and help raise money for Boys & Girls Clubs of America," said Christie Rampone, "With two very active daughters of my own, and a hectic training schedule, having great-tasting and convenient snacks on hand is a must - Jif To Go always scores with my family no matter where we're kicking around."

The "Kick It" tour will stop in the top 50 markets across the U.S., and will culminate in Vail, CO for the Kick It World 3v3 Soccer Championships. On July 31, Jif and Christie Rampone will host a soccer clinic for teams that advance to the World Championships and present a donation check to Boys & Girls Clubs of America. At each event throughout the summer, free samples of Jif To Go will be available for families to enjoy.

## Donut Lovers Donate Nearly \$1,500 to Salvation Army

Russ's Market Raises Funds Through National Donut Day Celebration

Donuts turned into donations that added up to more than \$1,000 for the Salvation Army during the Russ's Market National Donut Day celebration on June 6. Russ's Market gave \$.05 for each donut sold at the Lincoln and Hastings stores to their local Salvation Army organizations. That added up to \$919.15. The Salvation Army also broke out the red kettles and bell ringers at Russ's Market stores and those donations came to \$569.50, for a total of \$1,488.65.

National Donut Day originated as a celebration of the Salvation Army volunteers who served donuts to troops during World War I.



■ **DONUT DAY at the Hastings Russ's Bakery department.**

## Victoria Premium Pasta Sauce Gains Non-GMO Verification

Victoria Fine Foods has received Non-GMO Project verification on their Victoria flagship premium pasta sauces, to build upon their previously verified Victoria Vegan line.

"We are delighted to receive official Non-GMO Project Verification for our flagship line of Victoria Premium pasta sauces indicating that we have met the Non-GMO Project's stringent guidelines," indicated Don Davide, Chief Strategy Officer at Victoria Fine Foods. "Non-GMO foods are a growing consumer trend and verification provides the public assurance that products have been grown and handled according to strict procedures. This is perfectly in sync with both our Ingredients Come First approach and our continued efforts to lead the category as innovators in specialty foods."



## Kretschmar Deli Sends Sweepstakes Winners to Nashville

Kretschmar Deli delivered a legendary experience for the winners of its CMA Music Festival Sweepstakes. Three grand prize winners and their guests were treated to an exclusive four-day trip to Nashville to enjoy the best of country music.

The winners, Elizabeth M., Sara M., and Michele T., enjoyed a week filled with talented artists, stellar performances and lasting memories at the CMA Music Festival. Their prize package included air travel, spending cash, tickets to the all-star concerts at LP Field and access to a private show from The Kretschmar Future Legends of Country. Kretschmar provided tickets to the sold-out CMA Music Festival through its partnership with the Country Music Association.



■ **KRETSCHMAR'S FUTURE LEGENDS OF COUNTRY - Rising country music stars Cheryl LuQuire, Elizabeth Huett and Ruthie Collins pictured with happy winners.**

"It's been an incredible experience," said Sara M. "The events we attended have been sold out

for months, so it's really cool that we were able to be a part of them. We've been able to see amazing

performances from the biggest, most-talented acts in country music. It truly was a country music trip of a lifetime."

The sweepstakes was part of Kretschmar's Future Legends of Country promotion, which began earlier this year. Rising country music stars Ruthie Collins, Elizabeth Huett and Cheryl LuQuire partnered with Kretschmar as brand ambassadors and have been involved with Kretschmar public relations and marketing activity throughout 2015, including the private concert held this week. The ongoing promotion includes song downloads on the Kretschmar Facebook page, radio remote appearances and local concerts.

"Our Future Legends of Country

campaign has been a tremendous success," said Michael Sargent, Sr. Brand manager, Kretschmar Deli. "Through our partnerships with the Country Music Association and our Future Legends artists, we've been able to offer our fans and retail partners one-of-a-kind experiences. We're delighted to see our sweepstakes winners have such a wonderful time at the festival and cap off a terrific week of country music."

Additionally, five first-prize winners were awarded a Kretschmar branded acoustic guitar and two hundred fifty second-prize winners received a Kretschmar Country Music gift pack that included Kretschmar coupons, guitar picks, and Future Legends of Country hero cards.



**CHECK PRESENTATION** - Representatives from participating organizations, including Cub Foods President Mike Stigers, Torii Hunter from the Minnesota Twins and Mike Hajlo, Dir. of Retail for Pepsi, were on hand before a game between the Minnesota Twins and the Baltimore Orioles to present a check for \$210,360.10 to Erin Carlin, president and CEO, Boys & Girls Clubs of the Twin Cities, along with kids who are members of the local Boys & Girls Clubs.

# Cub Foods' Twin Cities Promo Big Success

## Joins with Minnesota Twins and Pepsi on Donation to the Boys & Girls Clubs

Cub Foods, a trusted hometown grocer since 1968, the Minnesota Twins and Pepsi recently teamed up to raise more than \$210,000 for the Boys & Girls Clubs of the Twin Cities as part of a two-week "Cub Cares" Round Up Campaign.

Representatives from the organizations, including Cub Foods President Mike Stigers, Torii Hunter from the Minnesota Twins and Mike Hajlo, Director of Retail for Pepsi, were on hand before today's game between the Minnesota Twins and the Baltimore Orioles to present a check for \$210,360.10 to Erin Carlin, president and CEO, Boys & Girls Clubs of the Twin Cities, along with kids who are members of the local Boys & Girls Clubs.

"We're proud to be able to support the

Twin Cities Boys & Girls Clubs and the important work they do to make a difference in the lives of local youth who need it most," Stigers said. "Cub Foods has always been passionate about helping make the communities we serve a better place to live, work and play, and investing in programs that create opportunities for future generations is just one way we can help do that. I want to personally thank our customers and employees who helped make this campaign a great success."

"The Twins have long supported the mission and work of the Twin Cities Boys & Girls Clubs, and we were excited to expand that support by working with Cub Foods this year to help raise these funds," said Bryan Donaldson, Senior Director of Community Relations, Minnesota Twins. "We've

seen firsthand the positive impact these efforts have on kids' lives and look forward to seeing more success as a result of this donation."

In accepting the donation, Carlin said, "This donation will be a tremendous benefit to kids right here in the Twin Cities, and we want to thank the Twins, Cub Foods and Pepsi for their support of the work we are doing. These funds will help us provide needed programs, mentorship and education to area youth, and help set them on the path to a brighter future."

During the "Cub Cares" Round Up Campaign, which ran from May 17 through May 30, customers at all 77 Minnesota Cub Foods locations were given the opportunity to round up their grocery bill to the nearest dollar, with Cub Foods then donating

the difference to the Boys & Girls Clubs of the Twin Cities. The campaign raised \$110,360.10, and Pepsi matched \$100,000 of the total funds raised. Torii Hunter and Cub teamed up on a television ad to help raise awareness, and the Twins provided in-game support and promotions throughout the campaign.

The Boys & Girls Clubs of the Twin Cities are dedicated to ensuring that every young person has a bright future. Eight locations in the metro area provide activities every year for 12,000 young people from kindergarten through high school. Club sites are placed in targeted neighborhoods where the need is greatest, providing programs that help kids to achieve academic success, healthy lifestyles, good character and citizenship.

## Caves of Faribault and Norseland Announce Strategic Alliance



Caves of Faribault, a subsidiary company of Swiss Valley Farms and the award-winning producer of Blue cheese, Gorgonzola and other specialty cheeses, together with Norseland, Inc., the exclusive importer of Jarlsberg cheese in the United States, announced the companies have entered a partnership to collaborate and expand sales outreach in the specialty food segment, with a stated goal of realizing accelerated growth and domain authority within this artisan category in the fast-paced food industry.

"By partnering with Norseland and their expansive network of sales professionals, we see tremendous opportunity to raise brand awareness and increase distribution of our Caves of Faribault brand," stated Don Boelens, CEO of Swiss Valley Farms. "We believe this strategic alliance will be beneficial for both companies' continued growth and success in the ever-changing specialty food category."

The alliance will allow both premium brands to collaborate and expand combined sales and marketing reach for the entire specialty foods industry, benefiting both existing and future customers. The purpose of this alliance is to further enhance the sales support, customer service, product distribution and marketing coverage for both

companies. Norseland's national sales force and powerful national distribution network will facilitate the expansion of Caves of Faribault products to grocers, retailers and foodservice channels.

Both the Caves of Faribault and Norseland's portfolio of brands bring to the table a rich history of cheese-making and cured meats, linked to very specialized techniques and processes.

"All of the brands Norseland manages exhibit the quality craftsmanship desired by consumers in this industry," said Boelens. "By unifying our experience and resources, we will be well-positioned to offer our product line to more consumers and achieve our long-term goal of brand equity in this market."

## The United Family Contributes Over \$45K to Project Graduation

The United Family has announced donations totaling more than \$45,000 to Project Graduation celebrations at 65 high schools in West Texas and Dallas-Fort Worth, which will provide students with safe and substance-free graduation parties. The 2015 contribution to Project Graduation exceeds last year's total by more than 18 percent.

Offered at high schools nationwide, Project Graduation aims to reduce the number of youth involved in alcohol- and other drug-related highway accidents through coordinating adult-supervised, alcohol-free celebrations for students. The United Family's contribution will support programs at schools located throughout the company's service area, including the areas of Abilene, Amarillo, Dallas-Fort Worth, Lubbock, Wichita Falls and Midland-Odessa.

"Graduation season is an important and memorable time for students, and we are proud to contribute to making those celebrations special, as well as safe for the young adults in the communities we serve," said Shelby Crews, senior community relations manager for The United Family.

A 2013 study by Liberty Mutual Insurance and Students Against Destructive Decisions (SADD) found that high school students are more likely to drink around the end of the school year and into summertime. The study also found that as many as three million under-the-influence teens get behind the wheel, and out of the 13 million driving-aged teens, 23 percent admit to driving under the influence of alcohol, marijuana or other drugs.

■ SHOPRITE opened a new store in Burlington, New Jersey on Friday, May 15. Located in the Wishing Well Plaza, 1817 Burlington-Mount Holly Road, Route 541, the new 90,000 sq. ft. ShopRite of Burlington is operated by Eickhoff's Supermarkets, a family business which also owns four additional ShopRite stores in Burlington County.



# New ShopRite Opens in Burlington New Jersey

A TODAY'S GROCER  
Special Report

ShopRite opened a new store in Burlington, New Jersey on Friday, May 15. Local politicians, dignitaries and community leaders were in attendance.

Located in the Wishing Well Plaza, 1817 Burlington-Mount Holly Road, Route 541, the new 90,000 sq. ft. ShopRite of Burlington is operated by Eickhoff's Supermarkets, a family business which also owns four additional ShopRite stores in Burlington County. The

opening brings an additional 175 jobs to the Burlington community. "My family and I are excited to bring our customers this state-of-the-art, service and perishables-oriented supermarket," said Karl Eickhoff, president of Eickhoff's Supermarkets. "The new ShopRite of Burlington will represent the traditional low prices and outstanding services that ShopRite has always been famous for, in a bigger, better, fresher location. We look forward to making a positive impact on the community and to continuing our long standing relationship with our Burlington



■ RIBBON-CUTTING - ShopRite opened a new store in Burlington, New Jersey at 9am on Friday, May 15. Local politicians, dignitaries and community leaders joined with Eickhoff Family members and Wakefern Food Corp/ShopRite executives for the event. Representing the Eickhoff Family (left to right) were: Daniel Eickhoff, Joseph Eickhoff, Burlington Twp. Mayor Brian Carlin, Aiden Eickhoff, Geoffrey Eickhoff, and Richard Eickhoff



■ CHECK PRESENTATION - To commemorate the opening of this new, state-of-the-art location, the Eickhoff family presented a special donation of \$10,000 to the Food Bank of South Jersey during the ribbon-cutting. Karl Eickhoff is pictured presenting the check to Sabine Maynert from The Food Bank of South Jersey.

County neighbors."

To commemorate the opening of this new, state-of-the-art location, the Eickhoff family presented special donations to the Burlington Township Recreation Dept. designated for the replacement of children's playground equipment and to NJ Autism Speaks for learning resource equipment

and family grants. The family also presented a special donation to the Food Bank of South Jersey during the ribbon-cutting.

In addition to a broad array of groceries and fresh produce, this store features several services that ShopRite customers have come to expect including: a fresh bake shop, fresh meat cut to

order, a floral department, fresh seafood delivered daily, a Wine & Spirits Shop, as well as a broad selection of natural, organic and gluten-free products in every department.

ShopRite of Burlington offers an extensive *Meals in Minutes* food service department featuring a wide variety of store-made, ready-



■ HOT AMERICAN BUFFET



■ ASIAN CUISINE



■ OPENING DAY FLYER



■ **BAKED GOODS** - In addition to a broad array of groceries and fresh produce, this store features several services that ShopRite customers have come to expect including a fresh bake shop.



■ The **BUTCHER SHOP** features both pre-packed and fresh meat cut to order.



■ **WISHING WELL DELI**



■ **MOBILE SCAN** - 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 come by at their convenience and pick up their packaged groceries or have the order delivered to their home.



■ **CUSTOMER SERVICE COUNTER**



■ **MILK & JUICES**



■ **THE BEER COOLER**



■ The **Floral Department** features a wide assortment of cut flowers and plants.



■ **OPENING DAY SHOPPER** discovers wide array of fresh fruits & vegetables available in the Produce Department.



■ **OPENING DAY SHOPPERS** had the opportunity to grab some great deals, and enter sweepstakes drawings for great prizes, such as, this Lite Beer Bike!



■ **A BOATLOAD OF FRESH SEAFOOD**



■ **OPENING DAY SHOPPERS** loading up with great deals found in their new ShopRite in The Wishing Well Plaza.

to-cook entrees and side dishes. Hot American and Asian buffets, pizza, made-to-order sandwiches, as well as fresh sushi made daily, will be available for lunch and dinner. The new store also features ShopRite Kitchens Authentic Fire Grilled Chicken to complement traditional rotisserie and fried chicken favorites. All items are prepared fresh daily on premises, available to take home or eat at the in-store Café.

In addition to the free services of an in-store registered dietitian to assist customers in choosing healthy foods for their families, ShopRite of Burlington offers ShopRite From Home to its customers. 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 come by at their convenience and pick up their packaged groceries or have the order delivered to their home. The store's full service Pharmacy department also provides the added convenience of a drive thru window and a home delivery service.

The ShopRite of Burlington was built 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.



■ **Salad Bar** sold by the pound.

# 14 Strictly Natural

## New Zealand Jerky Debuts First Non-GMO Project Verified Beef Jerky in the U.S.

New Zealand Jerky, Inc., pioneer of the first Non-GMO Project Verified beef jerky in the U.S., made with all natural ingredients, has introduced its maiden line of premium, grass-fed beef jerky. A nourishing source of lean protein, New Zealand Jerky is crafted from premium, pasture-raised beef from New Zealand, which produces some of the most flavorful, lean, and tender meat in the world. All NZJ jerky products are gluten free and are made without any additives, preservatives, MSG or nitrates.

NZJ adds subtle flavor to enhance, rather than disguise, the naturally exquisite taste of its premium grass-fed beef, and is available in three deliciously smoky and savory flavors:

■ **ORIGINAL:** For the purist, this robust meaty flavor is blended perfectly with a slight smoky back note achieved through a traditional, natural smoking process incorporating manuka wood.

■ **PEPPERED:** For the bold at heart, this flavor shouts “power to the pepper,” with a liberal sprinkling of cracked pepper to pack an extra punch and notes of manuka wood smoke in the background.

■ **TERIYAKI:** Subtle yet distinctive with just a touch of sweetness, this twist on the classic flavor features a rich, tickled by tamari taste, with a hint of lemon for extra zing.

“Growing up in New Zealand, where the use of GMOs is banned, we took for granted that our meats were free of GMOs,” said CEO

and co-founder, Steve McKee. “We know consumers in the U.S. are becoming increasingly concerned about what goes into their food, and wanted to offer a clean option for one of America’s favorite snacks. By sourcing premium, grass-fed cattle roaming the lush, green fields of New Zealand, we’ve gone back to the old ways and created a jerky as clean and nutritious as can be.”



## Pamela’s Products Sweetens Gluten-Free Snacking with New Grahams Line

For those who thought the only way to enjoy authentic, tasty graham crackers on a gluten-free diet was to bake them from scratch, think again. Veteran gluten-free and natural foods company Pamela’s Products’ new line of six gluten-free Grahams brings the beloved iconic snack to the gluten-free community.

Made with organic non-GMO butter and honey, and with premium ingredients like real honey, real cinnamon and real cocoa, the new line brings consumers the familiar sweetness of a cookie with the snap of a cracker. Available in three classic flavors, Grahams are baked in standard square form, perfect for sandwiching a gooey s’more or spreading with peanut butter, as well as mini coin-sized versions for easy snacking. The six varieties



include: Honey Grahams, Cinnamon Grahams, Chocolate Grahams, Mini Honey Grahams, Mini Cinnamon Grahams and Mini Chocolate Grahams.

“We hear a lot from people with gluten sensitivity that graham crackers are among their most missed foods,” says founder and CEO Pamela Giusto-Sorrells. “Our goal was to create a gluten-free graham cracker that everyone could enjoy, and taste just like they remember from their childhood.”

The launch of Grahams builds upon momentum generated from last year’s introduction of Figgies & Jammies, a line of gluten-free fig bars made with high-quality ingredients. Grahams will be available this spring at select natural and grocery stores for an SRP of \$4.99 for a 7 oz. – 7.5 oz. box.



## A Mom on a Mission

### Granola Made With Love

There is a healthy, gluten-free granola brand Viki’s Foods. Think nutritious & delicious granola made with clean ingredients, minimal added sugar, and baked with love!

The brand was born by popular demand, when owner and founder Viki Sater, baked up some of her golden treat for an event at her daughter’s school. The students couldn’t get enough of the tasty creation, and before long, the school Principal was calling Viki directly for a personal granola request! Today, Viki is a mom on a mission, and what was born in the kitchen just 4 years ago is now officially the fastest growing granola brand in the U.S.

Unlike other granolas on the market that have harder textures and clusters, Viki’s granola boasts a fresh, soft, chewy texture with ingredients you pronounce and no artificial aftertaste.

Available in both snack size servings and larger individual bags, Viki’s prides itself on its delicious taste, perfect texture, and stellar nutrition profile. They are: Sodium free, No added sugar, No preservatives, Gluten free and dairy free. “Snack Size Packs” – convenient, single serve packets of granola for the on-the-go health nut are also available.



## G.H. Cretors Organic Popcorn Now in Single-Serve

G.H. Cretors Organic Popped Corn is now available in single-serve portions at convenience stores nationwide. With the launch of this new 70-calorie product, G.H. Cretors once again proves itself as the perfect “better-for-you” snack option for adults and kids alike.

Available in two flavors – Simply Salted and Extra Virgin Olive Oil – these individual .46-ounce treats are ideal for school lunchboxes, summer barbecues, long car rides, and more. Like all G.H. Cretors popped corn, each and every bag is carefully engineered using simple, high-quality ingredients. This means no GMOs, no artificial colors or flavors, and no preservatives!

The organic line in particular uses organic non-GMO popcorn, 100% organic oils, and pure sea salt. The Extra Virgin Olive Oil flavor is the first ever popcorn to be wet-popped in EVOO, and the Simply Salted is seasoned with just the right amount of sea salt for a clean, classic treat.



## Back to Nature Expands Product Offerings

### Offers New Line of Soups and Cereals

Back to Nature, a leader in the natural foods industry for more than 50 years, has expanded into two new product categories – soup and cereal. The new lineup will feature a total of 10 soups and cereals that will be rolled out throughout the year in grocery stores nationwide. The launch of new soups and cereals builds on Back to Nature’s commitment to give people truly flavorful, wholesome foods that are affordable and made with simple ingredients.

“We’re really excited to introduce two new product categories this year – soup and cereal – which allows us to expand into different dayparts and give consumers more opportunity to enjoy our products anytime during their day – whether it be for breakfast, lunch, dinner or snack time,” said Vincent Fantegrossi, Chief Executive Officer, Back to Nature.

Back to Nature’s new artisanal soups are made with ancient grains and have non-GMO Project Verification. Each flavor contains 25 percent less sodium than leading soup brands, between two and six grams of fiber, and six to eight grams of protein per serving. In keeping with the popular ready-to-serve trend, the soups come in a Tetra-Recart carton, allowing consumers to reclose and refrigerate leftovers for future meals. The lineup of soups features familiar favorite flavors with a twist, including: Back to Nature Beef & Barley Soup, Back to Nature Minestrone with Farro Soup, Back to Nature Chicken Tortilla with Red Quinoa Soup\*, Back to Nature Chicken & Wild Rice with Kamut Soup and Back to Nature Tuscan 3-Bean with Kale and Millet Soup.\*

Back to Nature’s collection of cereal is made with whole ancient and sprouted grains and are high in fiber and protein, expanding the brand’s breakfast offerings. Back to Nature uses a batch cooking process to lock in more taste and nutrition, utilizing super-fruits like baobab and blueberries for natural sweetness. New cereal flavors include: Back to Nature Oat Medley Cereal, Back to Nature Berry Sprouted Blend Cereal, Back to Nature Sprout & Shine Cereal\*, Back to Nature Honey Grains Cereal and Back to Nature Risin’ Raisin Blend Cereal.

## Peace Cereal Debuts New Supergrains Line



Peace Cereal, the maker of non-GMO cereals, has announced the launch of its newest Supergrains line to hit store shelves. Made with trending ingredients, the

new Quinoa Chia Crunch and Maple Buckwheat Hemp deliver cereals with super grains and excellent nutritional value.

Like all Peace Cereal offerings, Quinoa Chia Crunch and Maple Buckwheat Hemp support the brands mission of providing nutritious and delicious options that deliver “Peace of Mind in Every Bite.” As more Americans look for new ingredients to align with the latest food trends, consumers will be pleased by the quinoa, chia and hemp seeds found in every flake. The two new varieties are USDA Organic, non-GMO verified, and loaded with flavor while being low in sugar. Cereal lovers can power up with these two nutritious breakfast items since Quinoa Chia Crunch has 7 grams of protein and 5 grams of fiber while Maple Buckwheat Hemp has 7 grams of protein and 4 grams of fiber.

“At Peace Cereal, we strive to provide on-trend options while still maintaining nutritionally dense and flavorful options,” said Attune Foods, LLC Director of Marketing, Rob Goluba. “Now that we are starting to see super grains as household staples in kitchens and diets across the country, we thought adding Quinoa Chia Crunch and Maple Buckwheat Hemp to cereal aisles nationwide would be a natural fit.”

Peace Cereal Quinoa Chia Crunch & Maple Buckwheat Hemp is available now nationwide for retail prices of \$3.99 - 4.99.



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■ The giant meat bag descended on Gansevoort Plaza, dangling from an enormous crane to deliver its mighty, meaty cargo. The neighborhood was reclaimed as the "Meatsnacking District," to the delight of jerky fans.

## "Meatzilla" Takes Manhattan, Destroying All Hunger In Its Path

Jack Link's Unveils the World's Largest Bag of Jerky in NYC's "Meatsnacking District"

Hunger doesn't stand a chance against "Meatzilla," a towering, three-story-high, monster-sized bag of Jack Link's Jerky that roared into New York City's Meatpacking District. Spurring the epic takeover was National Jerky Day, celebrated every June 12.

"National Jerky Day is our favorite day of the year because we get to honor America's love for jerky," said Kevin Papacek, director of marketing, Jack Link's. "This year, we wanted to showcase our passion for jerky bigger than ever before by unveiling Meatzilla. While Meatzilla may not be able to feed

jerky lovers across the nation, we invite everyone to grab a bag of Jack Link's and feed their wild side!"

Jack Link's donated a full ton of jerky to Food Bank For New York City, part of the Feeding America network, the nationwide group of 200 food banks that leads the fight against hunger in the United States. Protein snacks are important to food banks and this donation will provide 409,600 grams of protein or 51,200 servings of jerky. In addition to this donation, Jack Link's annually gives over \$1 million worth of product donations to charities across the country.

"We truly appreciate the support of Jack Link's, a new product donor to Feeding America member food banks," said Bill Thomas, chief supply chain officer, Feeding America.



### ■ Wine Preservation Carafe

## Savino Saving Leftover Vino for Later This Holiday Season

Party goers who are stumped about what to give their host/hostess this holiday season need look no further than the Savino wine preserving carafe. The product's patented technology keeps wine fresh for up to a week. By automatically sealing and unsealing the wine, Savino is the gift that keeps on giving. As easy to use as pouring wine, the Savino is must-have item this holiday entertaining and gifting season.

The Savino wine preserving carafe was born of a fifteen-year quest to effectively, elegantly and easily save a glass of wine for later. An innovative solution to this common problem, Savino is unlike other wine-saving systems. Rather than attempting to control the environment of an opened bottle of wine, Savino creates a new, beautiful environment designed to preserve and serve wine.

Savino's patented sealing technology automatically seals and reseals leftover wine and keeps wine fresh for a full week without using corks, pumps or gasses. This built-in float system provides a physical barrier between the wine and the surrounding air which keeps the wine from losing its aroma and flavor for up to a week.

### ■ Where is YOUR Food From?

## Transparency Comes to U.S. with The Real Co

The Real Co, Inc is undertaking its U.S. debut of the first certifiable 100% Single Origin products including Himalayan Pink Rock Salt, Organic Raw Cane Sugar, and organically grown White Basmati Rice. The Real Co is pioneering Single Origin in food products, which is an exciting and transparent new food category and method of sourcing products globally and delivering it at a local level. The Real Co enters partnerships with farmers and growers around the world that don't have an established route to distribute their products and creates a way to share their commodity with the world. The company brings full transparency and sustainability to the U.S. food industry. The Real Co products are carefully inspected and sourced by company representatives, and go straight from farm to shelf, eliminating the need for any middlemen. This unique 100% Single Origin method allows everyone in the world to enjoy what is usually impossible to experience: unique, tasty, freshly farmed/mined products at affordable prices.

The packaging offers its own "transparent" view of the food, with a clear window that shows off the natural salt, sugar, or rice inside. The workers at every farm are paid a fair wage, and the end result is the highest quality organic food. Every product is then packaged in the United States.

The Real Co Inc. foods include:

**HIMALAYAN PINK ROCK SALT;** handcrafted, at the Himalayan Mountains. This salt is 100% pure; 100% Single Origin; non-GMO; has 84 active minerals in every grain; is unrefined and mountain washed in Himalayan mountain water. The salt is available in a 20-ounce tub container for a suggested retail price of \$6.99 or in a saltshaker container for a suggested retail price of \$9.49.

**ORGANIC RAW CANE SUGAR IS 100% NATURAL AND ORGANIC;** 100% Single Origin; raw and alive with natural vitamins and minerals; instantly dissolves in hot or cold liquids and is non-GMO. The sugar is available in 2 sizes: 8-ounce at a suggested retail price of \$3.69 and 16-ounce at a suggested retail price of \$4.49.

**WHITE BASMATI RICE IS 100% NATURAL AND 100% SINGLE ORIGIN;** low-GI and pre biotic; non-GMO and is gluten free. The rice is available in 2 sizes: 16-ounce at a suggested retail price of \$3.99 and 32-ounce at a suggested retail price of \$6.49.

UNFI, one of the largest distributors of natural foods in the nation.



## Cub Foods Bringing Caroline's Carts To All Locations

Customized Carts Make the Shopping Experience Easier for Families of Children and Adults with Special Needs

Cub Foods, the first grocer in the Twin Cities to offer Caroline's Cart to customers with special needs children, has brought the one-of-a-kind customized shopping carts to all 76 Cub stores in Minnesota, as well as one store in Freeport, IL.

"Since our founding, it has been our goal to provide the best possible shopping experience to all of our customers," says Mike Stigers, president at Cub Foods.

"The positive response of shoppers who use Caroline's Cart led directly to our decision to expand to all Cub stores. We're proud to have the opportunity to make it easier for customers to include family members with special needs in their regular shopping trips."

Developed by Drew Ann Long and named after her daughter, Caroline, who was born with Rett Syndrome, a nervous system disorder, Caroline's Cart is the first custom shopping cart on the market to make the day-to-day task of grocery shopping — an errand that can often be difficult and time-consuming for caregivers — easier and less stressful.

Cub Foods first introduced Caroline's Cart to the Twin Cities metro area at its Maple Grove store, located at 8150 Wedgewood Lane, as part of a pilot program in 2014. A number of shoppers at the Maple Grove location, such as Lisa Jamieson and her 16-year-old daughter, Carly, who has a rare genetic disorder called Angelman Syndrome, say Caroline's Cart makes a huge difference in their lives.

"The flexibility that this cart gives me to be able to get into the store with her [Carly] is huge. It's a little thing, but it changes my life," says Jamieson. "When you walk in the store and see the cart waiting for you, it's like a little hug. It feels like the store really cares. They understand and they're making it a lot easier for us."

"We've had extremely valuable input from customers during our test of Caroline's Cart at the Maple Grove Cub. We're fully committed to continuing that dialogue in order to create a great shopping experience as we bring these carts to all stores," Stigers added.



■ Designed specifically for older children and adults with disabilities, Caroline's Cart combines the functionality of a wheelchair with a traditional shopping cart to make the in-store experience simpler, safer and more inclusive by eliminating the difficult task of maneuvering a wheelchair and grocery cart at the same time.



■ **TASTY** - The newest addition to the Can Bech product line are the **Preserved Figs in Syrup** which come from plantations reserved specifically for Can Bech's own production in Murcia, Spain. Packaged in a rich syrup, these culinary delights offer exceptional entertaining versatility. Perfect for pairing with foie gras and farm cheese, these figs add a new dimension of flavor to salads or even serving with mascarpone ice cream. 10 oz. MSRP: \$9.99.

■ **DELICIOUS** - Can Bech's **Tomato Fruit Preserves** are a Spanish specialty, made with vine-ripened tomatoes from the Murcia region that reach Can Bech at their optimum maturity. Made with no artificial coloring or preservatives and minimal added sugar, the Tomato Fruit Preserves allow everyone to enjoy fresh, authentic Spanish taste throughout the year. 10 oz. MSRP: \$9.59.

## belVita Launches New Flavor



New belVita Cranberry Orange contains 230 calories, 18g of whole grain, and 3g of fiber, helping you feel fuller longer. For a complete and balanced breakfast, enjoy belVita Cranberry Orange with a serving of your favorite springtime fruit and non-fat or low-fat dairy. belVita Cranberry Orange will be available for \$3.69 in retailers nationwide in the cookie/cracker aisle.

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## 18 Beverage



## Starbucks Debuts New Products

New Starbucks Sweetened Iced Coffee K-Cup Packs are available in Sweetened and Vanilla Sweetened, offering full flavor iced coffee options reminiscent of Starbucks iced drinks in stores.

New Tazo Sweetened Iced Tea K-Cup Packs provide blends of tea, spices and botanicals in two flavors – Sweetened Iced Passion and Sweetened Iced Blushberry Black.

New Starbucks VIA Instant Caramel Latte combines rich caramel flavor, Starbucks coffee and natural dairy, and is part of the Starbucks VIA Instant portfolio. Starbucks VIA Instant is the only instant coffee with the signature taste of Starbucks, now with new packaging.

In addition to the new Starbucks VIA Instant Caramel Latte, Starbucks is also launching the full Starbucks VIA Instant coffees in a brand new packaging.



## New Premium Tea Collection Offers First Fine Wine Grape Skin Tea

The Republic of Tea Introduces Sonoma Tea

An innovative collection of herbal teas, for the first time made from fine wine grape skins sourced from Sonoma County, is being launched by The Republic of Tea, leading purveyor of premium teas.

The Sonoma Teas collection represents a new concept in an herbal tea blend. The appreciation of Sonoma County's renowned vineyards has been previously relegated only to wine enthusiasts. With the introduction of this new tea collection, everyone can now enjoy a refreshing beverage that showcases the best qualities and flavors from fine wine grape skins.

The collection showcases three varietals for iced tea: Sonoma Chardonnay, Sonoma Rosé, and Sonoma Cabernet. Additionally, the MULLED ZIN HOT TEA is the perfect warm beverage for cold winter days. Similar to wine, the four offerings in the Sonoma Tea collection impart unique and identifying characteristics.

- **SONOMA CHARDONNAY** – Reminiscent of a vacation in a glass, Sonoma Chardonnay Iced Tea has a base of Sonoma Chardonnay fine wine grape skins infused with tropical pineapple and sweet peach notes.
- **SONOMA ROSÉ** – Sonoma Rosé Iced Tea is a sophisticated sipper made from Sonoma Pinot Noir and Sauvignon Blanc fine wine grape skins married with ripe strawberries and crisp red apples resulting in a light and floral finish.
- **SONOMA CABERNET** – Sonoma Cabernet Iced Tea brings a festive infusion of Sonoma Cabernet Sauvignon fine wine grape skins with sweet, juicy oranges and the deep berry note of black currants.
- **MULLED ZIN HOT TEA** – The only hot tea of the line, the Mulled Zin Hot Tea is made of Sonoma Zinfandel fine wine grape skins infused with the warm spices of cinnamon, ginger, cloves and orange zest.

The Sonoma Teas collection is packaged in steel tins that keep the teas fresh for two years. Each tin contains six pouches of tea that produce six quarts or 24 servings. Priced at just \$7.99, Sonoma Teas are an affordable luxury for entertaining friends and family.

## Juicy Juice Launches Juicy Juice Splashers



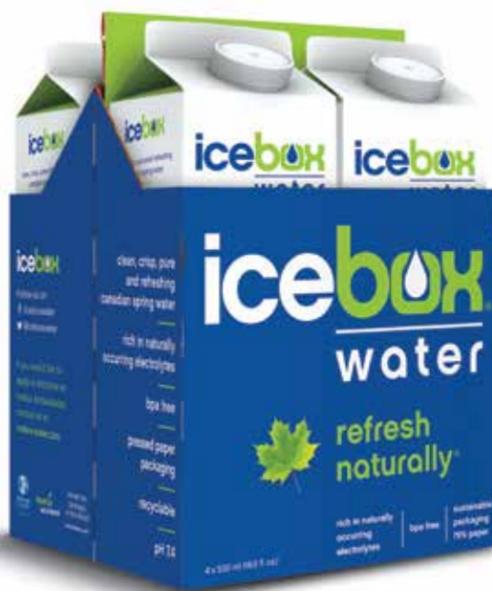
A Drink Pouch That Both Kids and Parents Love

Juicy Juice has launched Juicy Juice Splashers, a refreshing blend of fruit juice and filtered water. For moms and dads looking for options their kids will love, Juicy Juice Splashers features fruity flavors with 50% less sugar than the leading juice. Unlike

most other pouch juice drinks, Splashers contains no high fructose corn syrup or cane sugar, no artificial flavors, colors or preservatives and includes 100% Daily Value of Vitamin C. Juicy Juice Splashers is available in four kid favorite flavors -- Fruit Punch, Berry Lemonade, Peach Mango and Tropical Twist -- and carries an approximate retail price of only \$2.99 per 10-pack of 6 fl. oz. pouches.

"The idea for Juicy Juice Splashers came right from parents who felt caught between sugar-laden drink pouches on one side, and on the other, pouches that deliver better ingredients but don't register on their kids' sweet flavor meters," said Ilene Bergenfeld, Chief Marketing Officer for Harvest Hill Beverage Company, owner of the Juicy Juice brand. "Juicy Juice Splashers is sweetened only with fruit juice and hits the mark on better ingredients for mom and taste excitement for kids."

Juicy Juice Splashers is available in select Hy-Vee, Food Lion and Jewel locations in advance of a national roll-out later this year.



## IceBox Water Releases 4-Pack

When it comes to consumers' appreciation for on-the-go beverages, water is big. In fact, bottled water outsells soft drinks in 17 major U.S. cities including New York, Boston, Los Angeles, and Houston, according to recent beverage industry trends.<sup>1</sup> As smaller-sized multipacks continue to gain popularity through club stores and super markets<sup>2</sup>, Icebox Water, the leading brand of sustainably-sourced, eco-friendly water, launches its 4-pack of 500mL cartons. Refreshing, BPA-free Icebox Water now provides families and individuals with a convenient means of protecting the environment while remaining hydrated throughout the summer.

In a world influenced by grab-and-go convenience, Icebox Water's new 4-pack provides consumers with an earth-friendly option to support active lifestyles. Icebox Water's 100% recyclable, pressed paper carton uniquely keeps its Canadian spring water cool and crisp, fulfilling the demand for a body- and planet-friendly portable water option.

The new packaging is brightly colored to stand out on shelves and provides information about the brand's lasting commitment to sustainability. A water analysis is included on the pack, which guarantees the cleanest, highest quality water for consumer health and affirms environmental responsibility.

"The 4-pack is a natural progression for Icebox Water as we continue to expand nationwide, while meeting the need and demand of our consumers" says Andrew Reynolds, President of Icebox Water. "This is our third SKU, providing consumers with a variety of purchasing options."

## Capri Sun Announces -



## No HFCS, Five Ingredients, new Packaging & Ad Campaign

Capri Sun has introduced a number of recent changes to its drinks and fruit juice line including:

- **No High Fructose Corn Syrup** – Capri Sun has removed high fructose corn syrup from all products. It's a change that consumers – especially parents – have been asking for.
- **Fewer Ingredients** – The brand has gone even further by reformulating its product to use fewer ingredients: filtered water, sugar, juice, citric acid and natural flavor(s). In addition, all products are now made with real sugar and have 10 Fewer Calories and 3g Less Sugar per pouch in hopes to drive +25 BILLION calories out of the aisle.
- **Updated Pouch & Box Packaging Design** – All pouches now have a clear-bottom so consumers can see inside their drink and an easy-to-read ingredient label is now listed on the front of the box reinforcing Capri Sun's commitment to NO artificial sweeteners, artificial preservatives, colors or flavors.
- **New advertising campaign** – New broadcast TV ("Push Play" and "Rules") and print ads were released earlier this year encouraging consumers – especially parents – that a healthy childhood starts through active play.



## Tetley Debuts Natural Green Tea with Lemon

Tetley USA, a subsidiary of the Tata Group, introduces the latest addition to its line of premium teas, Natural Green Tea with Lemon. The green tea is a smooth blend of the finest tea leaves, made from an age-old Japanese technique that is used to lock in flavor. New Tetley Natural Green Tea with Lemon offers a refreshing sip, without the bitterness some other green teas leave behind.

"Tetley's Natural Green Tea with Lemon is the perfect combination of fresh and flavorful," said Marc Birnbaum, Marketing Executive at Tetley USA, "We often hear that consumers seek out green tea for the benefits associated with the drink, but shy away because of the bitter taste. Our Natural Green Tea with Lemon, made from the finest ingredients and a hint of lemon is both pleasing and refreshing without any bitter taste."

Tetley Natural Green Tea with Lemon is available in a 72 count value pack for a suggested retail price of \$3.99. The tea bags are staple and tag-free and the product is natural, containing no artificial additives or ingredients.



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■ Good to be Back -

# 1100<sup>th</sup> Publix Celebrates Opening in Miami



## 49K Showplace Debuts at Miller Road Shopping Center

■ GOOD TO BE BACK - When you've been away for a while, it's always good to get back home. Such is the case for the Publix at Miller Road Shopping Center which welcomed back its customers to an all new store on April 23. Publix #1429 is located at 9420 SW 56 Street in the newly redeveloped Miller Road Shopping Center in Miami, FL.

A TODAY'S GROCER  
Exclusive Report

When you've been away for a while, it's always good to get back home. Such is the case for the Publix at Miller Road Shopping Center which welcomed back its customers to an all new store on Thursday, April 23. Publix #1429 is located at 9420 SW 56 Street in the newly-redeveloped Miller Road Shopping Center. It replaces a store on the same site which originally opened in 1965. The original store was 22,000 sq. ft. and remodeled and expanded 1990 and again in 2001. Loyal customer, Ana Gerald, a 91 year old who has been shopping at the store since it originally opened had the honors of cutting the grand opening ribbon.

The new store offers customers 49,000 sq. ft. of shopping pleasure. In addition to the traditional grocery, produce, meat,

dairy and frozen food departments, the store features the following full-service departments: bakery, deli, floral, fresh seafood and sushi, custom cut meats, as well as a Publix Liquors. The grocery aisles have been expanded to allow for an extended product offering of natural and organic foods and ethnic foods. For rapid customer checkout, the store features nine checkouts and one express lane in addition to the customer service area in the front of the store. Motion sensitive lighting is featured inside and outside the store and throughout the refrigerated/freezer cases. The store also features a conveniently located parking garage with 107 parking spaces attached to the store. There is also plenty of ample parking space in front of the store and throughout the mall.

The deli serves traditional offerings such as Publix subs, fried chicken and rotisserie chicken and has been expanded to include freshly prepared foods,

handcrafted sandwiches, signature subs, and a hot soup bar featuring gourmet soups daily.

Approximately 170 Publix associates are employed at the new store.

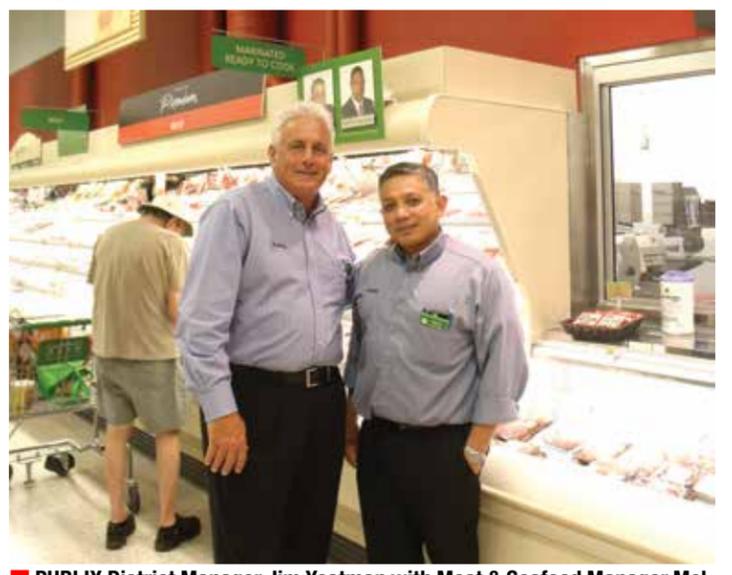
Store Manager Carlos Cruz looks forward to serving long time customers and welcoming new ones. During the rebuild, Cruz served as store manager at Publix at Kendall Mall and has 33 years of service with Publix. Assisting Cruz are members of his key management team which include: ASSISTANT STORE MANAGER, Alfred Aycart; GROCERY MANAGER, Junior Solorzano; ASSISTANT GROCERY MANAGER, Ozzie Guadron; BAKERY MANAGER, Alma Venegas; ASSISTANT BAKERY MANAGER, Tresha Crooks; DELI MANAGER, Ted Barath; ASSISTANT DELI MANAGER, Cynthia Hernandez; PRODUCE MANAGER, Rolando Rivas; ASSISTANT PRODUCE MANAGER, Mario Diez; MEAT & SEAFOOD MANAGER, Melvin Suarez; ASSISTANT MEAT & SEAFOOD MANAGER, Marvin



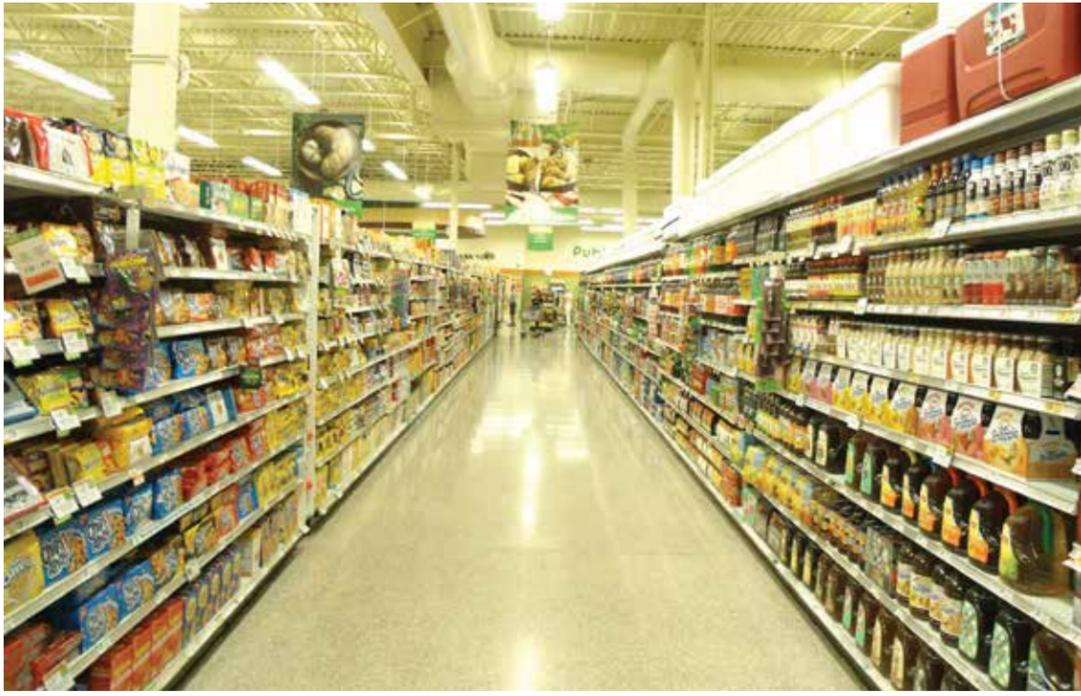
■ BAKERY RIS Christine Doyle with Assistant Bakery Manager Tresha Crooks.



■ PRODUCE MANAGER Rolando Rivas with Publix Store Manager Carlos Cruz.



■ PUBLIX District Manager Jim Yeatman with Meat & Seafood Manager Melvin Suarez.



Getting to Know

CARLOS CRUZ

Manager, Publix Store #1429

It takes a special person to head a special store. Publix Super Markets selected 33-year veteran to lead a staff of approximately 170 associates at its new Publix at Miller Road Shopping Center. The new store on Miller Road in Miami represents the 1100th for Publix companywide. Carlos was born in Havana, Cuba and spent much of its youth in Los Angeles, CA. Arriving in the Sunshine State he joined Publix in 1983 as a clean-up person in the Meat Department. He later became a Meat Department Manager and 12 years ago promoted to Store Manager. He has served as Store Manager at Store #86 (now #478) Allapattah Drive, Store #657 (West Kendall), Store #237 (The Crossings), and Store #550 (Kendall). In his spare time Carlos enjoys golf and soccer. He lives with his wife and daughter in the Kendall area of Miami-Dade County.



CUSTOMER SERVICE – Store Manager Carlos Cruz pictured with Customer Service Associate Ray Gutierrez, Customer Service Manager, Lauren Thorpe; and Assistant Customer Service Manager, Tania Esberg.



PUBLIX #1429 Store Manager Carlos Cruz pictured with Grocery Manager Junior Solorzano.



DELI MANAGER Ted Barath.



PUBLIX PHARMACY – Grettel Casales, Pharmacy Tech pictured with Juan Muñoz, PharmD.

Hallmon; CUSTOMER SERVICE MANAGER, Lavern Thorpe; ASSISTANT CUSTOMER SERVICE MANAGER, Tania Esberg; and LIQUOR SPECIALIST, Tammy Mendez. "We are so excited to open our doors and can't wait for our long time customers at this location to see all the enhancements their

new Publix has to offer," said Nicole Krauss, Publix's Miami media and community relations manager. "We anticipate that our customers will be very pleased with the state-of-the-art design, additional space, products and services offered." The first 1,500 customers on grand opening day each received

a customized free Publix reusable bag. A \$100 gift card give away took place in store every day for the first week. Celebrations continued for the first 21 days with special events and activities including a Kids Fest, Miami Dolphins Cheerleaders, Alumni and Fins Force Fan Experience.

# Hornbacher's Opens Doors to Eagerly Anticipated New Store in South Moorhead

## First Location to Feature a Hornbacher's Pharmacy

A TODAY'S GROCER Special Report

The new Hornbacher's store located at 950 40<sup>th</sup> Ave. South in the Azool Shopping Center in South Moorhead, MN officially opened its doors to customers, June 17. The store, which is the seventh Hornbacher's in the Fargo-Moorhead area, is the first to feature a Hornbacher's Pharmacy and includes an in-store bank and coffee shop, while delivering the freshness, quality and customer service that have been part of the brand since its founding in 1951.

The longtime grocer commemorated the grand opening with a ribbon-cutting ceremony in the morning that included Moorhead Mayor Del Rae Williams and Hornbacher's President Matt Leiseth. Hornbacher's also hosted a series of events and promotions over the following two weeks to celebrate its first new store in the Fargo-Moorhead area since 2006.

"As a longtime resident of the Fargo-Moorhead community, it



■ The new Hornbacher's store located at 950 40<sup>th</sup> Ave. South in the Azool Shopping Center in South Moorhead, MN officially opened its doors to customers on June 17. It is the first store for the company to feature an in-store pharmacy. The store is managed by long time associate Guy Goschen.

is an honor to be able to open this new store for our friends and neighbors," Leiseth said. "Hornbacher's is dedicated to the families of these cities and is committed to delivering the highest-quality products and service to our deserving customers."

"It's an exciting day for the City

of Moorhead," said Moorhead Mayor Del Rae Williams. "Not only does this new store meet the growing need for a grocery store in this neighborhood, Hornbacher's is a strong local company that consistently gives back to the community — making today a true win-win for the people of Moorhead."

Grand-opening festivities included food sampling, ticket giveaways, live radio broadcasts, children's activities, such as clown appearances and balloon animals, and performances by local performing arts groups. Additionally, 100 lucky customers at the store each day through Saturday received reusable bags that included gift cards ranging from \$5-\$100.

The Azool store includes employees from each of the company's six other store locations, and is led by store director and longtime employee Guy Goschen.

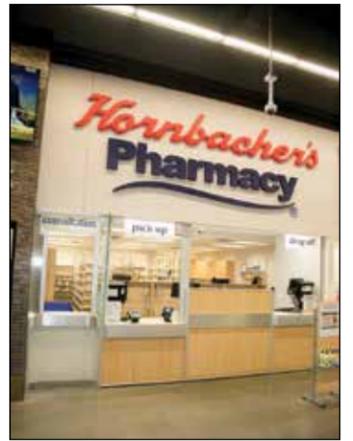
"It's truly a privilege to serve the

people of Fargo-Moorhead who have allowed us to grow over the years," Goschen said. "We can't wait for them to see this new store and enjoy all of the quality products and great service we're ready to deliver for them."

Highlights and details of the new store include:

**FIRST HORNBACHER'S PHARMACY:** The inaugural Hornbacher's Pharmacy will provide the community with the same genuine care that customers expect from the neighborhood grocery store, with personal and professional service from pharmacy manager Johanna Sprang and a team of dedicated pharmacists. Additionally, new customers in the pharmacy can earn up to \$150 in free groceries by transferring or opening a new subscription.

**ULTIMATE FRESHNESS AND QUALITY:** Hornbacher's prides itself on providing top-quality foods — from custom-cut fresh meats and delightful made-from-scratch



■ **FIRST HORNBACHER'S PHARMACY:** This first Hornbacher's Pharmacy provides the community with the same genuine care that customers expect from the neighborhood grocery store, with personal and professional service from pharmacy manager Johanna Sprang and her team of dedicated pharmacists.

baked goods, to the finest meats and cheeses in the deli, to beautiful hand-selected produce. Above all, Hornbacher's never sacrifices freshness and quality, delivering top-notch products and value to customers across the store.

**IN-STORE BANK AND COFFEE SHOP:** Delivering the ultimate in convenience is a hallmark of Hornbacher's offering to customers, and the new store will feature a full-service Gate City Bank branch. Additionally, coffee lovers will be able to enjoy the new in-store Caribou Coffee location while doing their grocery shopping at the Azool store.

Hornbacher's first opened in 1951 and has always strived to have the highest-quality and freshest perishable products. Hornbacher's success is a direct result of the loyalty, dedication and hard work of store associates and their lasting relationships formed with every customer. Hornbacher's is proud to belong to the Fargo-Moorhead community and takes pride in serving it through charitable, educational and nonprofit events.



■ **HORNBACHER'S** President Matt Leiseth pictured with his parents - David and Mary Leiseth.



■ **HORNBACHER'S** President, Matt Leiseth (holding certificate) pictured with Moorhead Mayor Del Rae Williams, Jenn Weisgram, Hornbacher's District Manager and Guy Goschen, Store Director. The company received a certificate from the local Chamber of Commerce welcoming Hornbacher's to the community.



■ **SOUTH MOORHEAD SHOPPERS** wait to get in their new Hornbacher's in the Azool Shopping Center.



■ **HORNBACHER'S** President, Matt Leiseth addresses those gathered for the opening day festivities.



■ The Bakery displays its opening day assortment of freshly-baked cakes and sweet goods.



■ **FRESHLY-MADE PREPARED FOODS** - Above all, Hornbacher's never sacrifices freshness and quality, delivering top-notch products and value to customers across the store.



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## 200K Sq. Ft. Store Located at the Site of Former Redford High School

A **TODAY'S GROCER** Special Report

**C**ontinuing its investment in Detroit, Meijer has opened a new supercenter, June 11, on the city's northwest side. The nearly 200,000 sq. ft. store is located near the Old Redford and Brightmoor neighborhoods and provides local residents the opportunity to walk – rather than drive – to get fresh groceries.

"We always work hard to find locations that will best serve communities, so we are proud that this neighborhood store will provide our new neighbors a fresh grocery option," Co-Chairman Doug Meijer said. "We're very excited to offer a one-stop shopping experience and do our part in helping this neighborhood continue to grow and thrive."

Built on the site of the former Redford High School, the new Meijer supercenter is the latest of 11 new stores the retailer is opening throughout the Midwest this year. The new store provides customers with quality merchandise, more than 600 types of fresh produce and a full-service, drive-thru pharmacy that puts family health care first, including walk-in health screenings, comprehensive immunizations and specially trained diabetes-care pharmacists.

"The opening of a second Meijer store in Detroit is the latest example of our ability



■ **WELCOME TO THE NEIGHBORHOOD** – A long-time Detroit resident welcomes Meijer to the neighborhood located at 21431 Grand River Ave. in Detroit.

to attract new investment in our neighborhoods," said Detroit Mayor Mike Duggan. "Having two Meijer stores to serve as retail anchors is filling an important need in our city and creating significant job opportunities for Detroit residents as well."

The store features a true marketplace environment, with fresh dairy and produce delivered daily, bakery items – such as bread and custom decorated cakes – made



■ **MOTOR CITY OPENING** - Continuing its investment in Detroit, Meijer opened a new supercenter today on the city's northwest side. The nearly 200,000 sq. ft. store is located near the Old Redford and Brightmoor neighborhoods and provides local residents the opportunity to walk – rather than drive – to get fresh groceries.



■ **CITY OF DETROIT Mayor Mike Duggan** addresses opening day shoppers. He talks about what a second Meijer store in Detroit means to the City.



■ **EAGER ANTICIPATION** – Opening Day shoppers wait eagerly to get a first look at their new Meijer Superstore near the Old Redford and Brightmoor neighborhoods.



■ **District 8 State Rep. Sherry Gay-Dagnogo**, recognizes Meijer leadership for opening a second store in Detroit. Also pictured (left to right): Meijer President J.K. Symancyk, Store Director Jay Mahabir, and Meijer Co-Chairman Doug Meijer.

throughout the day, and a full-service deli. It also features a more traditional butcher shop environment, complete with a full-service meat counter, providing custom-cuts of Certified Angus Beef.

The company also partners with local farmers and businesses, when available, to provide locally-grown produce and other

local products (*Editor's note: See related story*). For example, the new Detroit Meijer features Detroit Bold Traditions Coffee, Better Made Potato Chips, Sanders Ice Cream and distinctive craft beers from Detroit-based Motor City Brewing Works.

Additionally, the Detroit Meijer store becomes the latest to highlight Michigan



■ **IT'S ABOUT TIME!** The countdown begins as opening day shopper await the official opening of their new superstore. More than five hundred local residents and dignitaries welcomed the second Meijer supercenter to Detroit.



■ **MICHIGAN** State Representative Sherry Gay-Dagnogo with Meijer President J.K. Symancyk.



■ **LOCALLY GROWN** - Meijer has purchased from local growers big and small since the company's inception, but its effort to buy local has expanded significantly over the past decade as the retailer has grown into new markets and the focus on local became more important to customers.



■ **RIBBON CUTTING** - Doug Meijer, J.K. Symancyk and State Rep Sherry Gay-Danogo cut ribbon to commemorate official opening on new Detroit store



■ **MEIJER** Store Director Jay Mahabir, pictured with Mayor Mike Duggan, Co-Chairman Doug Meijer, and President J.K. Symancyk.



■ **MAYOR MIKE DUGGAN** greets an opening day shopper.



■ **MEIJER PRESIDENT J.K. Symancyk** thanks Detroit residents for a welcoming Meijer to the neighborhood



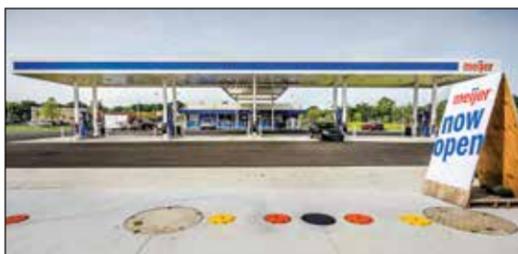
■ **DETROIT'S FELLOWSHIP CHAPEL** singers welcome guests with a performance of Motown classics.



■ Prepared salads at the deli counter.



■ Children can not live on food alone. Toys help!



■ Detroiters can keep their wheels rollin' at the Meijer Fuel Station conveniently located in the parking lot.



■ A big smile and a doughnut greet opening day shoppers!



■ **MEIJER** shoppers have a wide assortment of fresh-baked goods to choose from at their new store.

small businesses through the retailer's Made in Michigan initiative with the Michigan State University Product Center for Food-Ag-Bio. Last year, Meijer expanded its program that supports small Michigan businesses to feature 16 new Michigan-made grocery items in all stores statewide. This year's lineup will include strawberry syrup by Jessica's Natural Foods in Birmingham, walnut and almond granola from Pure Blend Granola in Clawson, hot salsa from Mrs. Pruitt's Cha-Cha Salsa in Detroit, ginger teas from Foods (Food for Thought) in Honor, ginger teas

from Sweetwaters in Ann Arbor, and multigrain flatbread and pizza crust by Easy Artisan Bread in Tecumseh.

"There's so much history and pride here, so many people who've lived their entire lives in the city of Detroit, that the opportunity to provide healthy living options in these communities is something our company is grateful to be a part of," Store Director Jay Mahabir said. "We already feel like a part of the neighborhood and are looking forward to providing a store that's welcoming to everyone."

## Meijer Announces Major Commitment to Locally-Grown Produce

As Meijer continues to expand across the Midwest, its commitment to purchasing local produce has also grown to represent an annual economic impact of nearly \$100 million.

"Meijer has a longstanding commitment to buying locally-grown produce when available as long as the quality meets our high standards," said Jerry Suter, Vice President of Fresh Merchandising for the Grand Rapids, Michigan-based retailer. "Not only is buying local produce the right thing to do, it's what our customers want and deserve. We are currently one of the largest purchasers of local produce in the markets we serve."

Meijer works with more than 125 local growers - up 25 percent during the past two years alone - within its six-state footprint. By purchasing local, Meijer is able to cut fuel consumption, which is not only good for the environment, but also helps reduce transportation costs and keeps fresh produce prices down for customers.

"Buying local makes sense," said Loren Buurma, who operates Buurma Farms in Willard, Ohio that sells green onions, radishes and greens to Meijer. "It supports the local economy through jobs and capital expenditures ... and it diminishes the carbon footprint because of its proximity to market so highway miles and fuel consumption are kept to a minimum. I am very happy with the support that Meijer gives to the local farmers."

Meijer began purchasing potatoes from Alsum Farms & Produce in Wisconsin before the retailer even opened stores in that state.

"With today's shoppers seeking more information about how their food is grown and produced, Meijer is vital in bringing consumers and farmers together to share knowledge and build trust and confidence in our food supply while putting a face to the farmer," President and CEO Larry Alsum said. "As shoppers look to provide healthy choices for their families, locally grown and produced products provide that value."

The retailer's relationship with E. Miedema & Sons, Inc., a fourth generation family farm in Byron Center, MI, began nearly 80 years ago when Ralph Miedema delivered cabbage and squash to Hendrik Meijer at the Greenville store.

"Buying local is important to us because many of our friends and neighbors see our produce in our fields and wish to purchase it. They like to support us," said Ralph's grandson, Dave Miedema, who now operates the 1,500-acre farm with several family members. "Meijer is a great partner."

In 2013, Meijer introduced its customers to fresh, vine-ripened Michigan-grown tomatoes year-round, thanks to Mastronardi Produce's state-of-the-art hydroponic greenhouse in Coldwater, Mich. Earlier this year, that partnership expanded to now offer locally-grown sweet peppers in colder months.

As Meijer continues to grow across the Midwest with 11 new stores this year, it will continue to seek partnerships with local growers who meet its high standards.



■ The new Detroit Meijer, at the intersection of Grand River and McNichols Ave., creates more than 300 jobs and demonstrates a commitment to community that has guided the family-owned retailer through the years. Meijer donates more than 6 percent of its net profit each year to charitable organizations and also offers its *Simply Give* program to support local food pantries.



■ A view of one of the meat cases.

# 26 Meat

## Beef Market Worth \$2151 Billion By 2020

The global beef market is expected to reach USD 2,151 billion by 2020, according to a new study by Grand View Research, Inc. Beef is the third largest consumed meat globally, with growing consumer preference towards meat as source of protein expected to drive demand for beef over the forecast period. In addition, growing disposable income in emerging markets has resulted in increased consumption of beef in comparison to pork and poultry. In addition, the market is expected to witness significant growth owing to food safety issues such as chemical residue and pathogen detection in other meat products.

Ground beef were the largest consumed product, with demand exceeding 29,500 kilo tons in 2013. Popularity of ground beef comes from its use in hamburgers and meat balls. Beef steaks

are expected to be the fastest growing segment due to increased preference for high quality beef, particularly in North America. The segment is expected to witness growth at an estimated CAGR of 1.24% from 2014 to 2020.

Further key findings from the study suggest:

- The global beef demand was 67,421 kilo tons in 2012 and is expected to reach 72,931 kilo tons by 202, growing at a CAGR of 1.15% from 2014 to 2020
- Asia Pacific is expected to be the largest regional market for beef with revenue exceeding USD 580 billion in 2013. Growing disposable income of China coupled with high preference towards red meat is expected to be a key driver for the market over the forecast period.
- North America was a significant contributor to beef demand

with consumption in excess of 12,000 kilo tons in 2013. The RoW market is predominantly driven by growing demand in countries such as Brazil, Mexico and Chile.

- Increasing demand for halal beef in predominantly Islamic nations in Middle East and Africa is expected to be a key factor having a positive impact on the market over the forecast period. The demand for Kosher beef is expected to increase in North America owing to consumer preference towards safe quality and healthier beef.
- The global market was moderately consolidated with the top four companies accounting for over 70% of the market in 2013. The key companies in the market include Tyson Foods, JBS, National Beef Company and Cargill Meat Solutions.

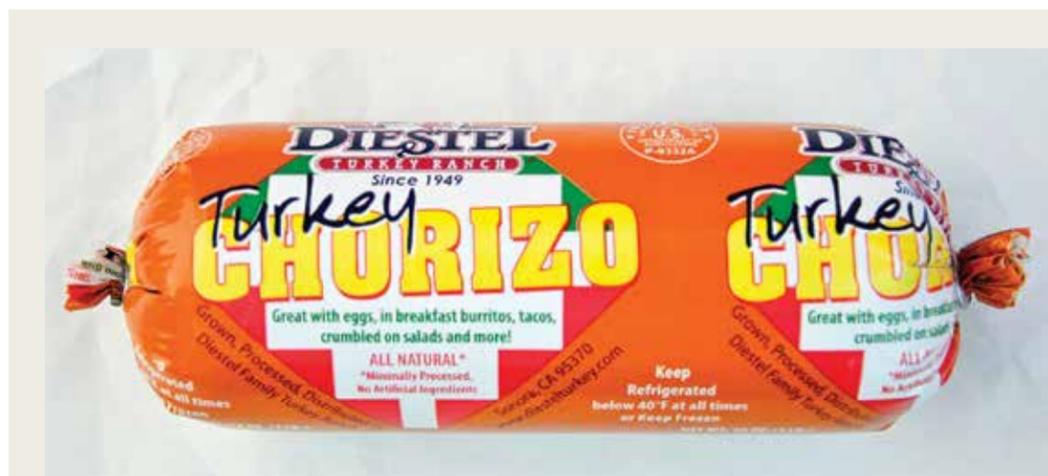
## Johnsonville Debuts New Smoke-Cooked Sausage Flavors

### New Butcher Shop Line in Six Flavors Offered Year Round

Johnsonville introduces its Butcher Shop premium line of smoked-cooked sausages, available in six different flavors: Cheddar Beer, Jalapeno Cheddar, Polish Sausage, Smoked Bratwurst, Cheddar Cheese and Andouille.

These premium sausage links feature a natural casing, a 50 percent larger link size compared to the brand's traditional smoked-cooked sausages and come four links per pack (14 oz). Butcher Shop premium links are also made with all-natural pork, are fully cooked and can be prepared as a quick meal on-the-go or grilled for cookouts with friends and family. Johnsonville's six Butcher Shop varieties are available nationwide in grocery stores and retail for \$3.99 to \$4.49.

"This premium line of smoked-cooked sausage is made with a natural casing that gives the links an Old World style snap when you bite into it and delivers a burst of bold flavors," said Chris O'Toole, Johnsonville Senior Brand Manager.



## Diestel Family Turkey Ranch Introduces Low-Fat Chorizo

Cooking with chorizo adds so much flavor to recipes and makes it simple to bring a taste of Mexico and Spain to the breakfast, lunch or dinner table. However, while chorizo is always tasty, it's typically not healthy... until now!

Introducing Diestel's Turkey Chorizo. Made from whole muscle meat, this 100% pure ground turkey chorizo is low in fat (only 2g per serving!), all natural, minimally processed, and gluten free. It is also lower in calories, cholesterol and sodium compared to traditional chorizo and completely free of saturated fats. In addition, Diestel's Turkey Chorizo has the yum-factor covered too! A special, family-created seasoning blend

gives it wonderful flavor and a nice kick in the sombrero without being too spicy.

The Diestel Family Turkey Ranch has been sustainably raising turkeys for over four generations. Their ranching style, family farming secrets, and strict sustainable standards consistently produce a better, tender and juicier turkey with real, old-fashioned flavor and great texture. All Diestel turkeys are thoughtfully and humanely raised on GAP rated farms. No hormones, antibiotics or growth stimulants are ever used.

Diestel's Turkey Chorizo is extremely versatile and simple to prepare.

### In or Away From Home

## Protein-Packed Meat Snacks Are Having a Day

Dehydrated, salted meat snacks, like jerky, have been around for over 400 years but consumers are now looking anew at these savory snacks as a convenient source of protein and more healthful snack option, finds The NPD Group, a leading global information company. Consumption of meat snacks among adults increased by 18 percent over the last five years, according to NPD's ongoing snacking research.

Beef is still the leading meat snack type consumed, but turkey

jerky is the fastest growing. Cases of turkey jerky shipped from food-service distributors to restaurants and other foodservice outlets increased by triple-digits in the year ending April 2015 compared to year ago, reports NPD's SupplyTrack, a monthly tracking service that tracks every product shipped from major headline distributors to their foodservice operators. Other meat snack types include bison, buffalo, elk, and salmon.

The most popular times to eat meat snacks, according to NPD's food market research, is between lunch and dinner and as a late night snack. Young adults, ages 18-24, are more likely than any other age group to graze on meat snacks throughout the day; and although men eat far more meat snacks than women, women are increasing their consumption of these protein-packed treats.

Protein is the primary reason consumers are eating more meat snacks. Twenty-four percent of adults say they look for protein on nutrition labels and 50 percent of adults say the best source of protein is animal protein. One ounce of beef or turkey jerky can have as much as 13 grams of protein. Another healthful plus is that meat snacks are typically low in fat.

"Meat snacks are an example of not all snacks being equal in terms of meeting different consumer needs," says Annie Roberts, vice president, SupplyTrack. "Knowing the needs products address is important in making sure you're getting the right products in the right places for the right people."

## Bar-S Foods Partners with McCormick Grill Mates

### To Create New Smoked Sausages

Leading packaged foods manufacturer, Bar-S Foods, has partnered with McCormick Grill Mates to launch new smoked sausages with the much-loved flavors of Grill Mates Seasonings. Each sausage is seasoned with the bold, robust flavor of McCormick Grill Mates Seasoning, is ready to grill, and will win you rave reviews with your family and friends. Enhance your grilling experience with every bite of juicy, savory sausage.

The smoked sausages are currently available in four of McCormick Grill Mates' best-selling flavors, including:

- **MONTREAL STEAK** - a robust blend of pepper, garlic and spices for a bold, unique flavor
- **BROWN SUGAR BOURBON** - an enticing blend of sweet brown sugar, bourbon, red bell pepper and spices
- **MESQUITE** - a smoky blend of bold spices
- **CHIPOTLE & ROASTED GARLIC (WITH CHEDDAR CHEESE)** - smoky heat with creamy cheddar cheese and a blend of chipotle with roasted garlic "McCormick



Grill Mates is a fantastic brand with a loyal fan base and is a great fit with our new high-quality sausages," said Jeff Gaunt, Marketing Director at Bar-S. "The feedback from both consumers and retailers has been overwhelmingly positive." "We are excited to offer America's favorite



Grill Mates flavors in a line of great tasting smoked sausages perfect for backyard cookouts and tailgating," said Ed Hernandez, Grill Mates Brand Manager. "It's a fantastic way to take your grilling to the next level!" McCormick Grill Mates Sausages retail for \$2.99-\$3.99 for a 14-oz package of six links.

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# 28 Wines & Beers

## Motto Wines Launches Debut Vintages



### Offering a New Take on California Wines

People can now enjoy Motto wines, a collection of distinct, dark, rich wines from California that deliver a definitively bold wine experience and flavors unlike any others. Motto wines offer a new take on California winemaking from the perspective of the renowned winemaking team at Ste. Michelle Wine Estates, known for producing some of the best-selling wines from Washington State. Motto wines are available in three varietals: Cabernet Sauvignon, Zinfandel and Red Blend.

"We wanted to put a Washington spin on California wines, so we implemented the same approach we use for our Washington wines, but with California grapes," said Motto winemaker Reid Klei, who has worked in the Washington winemaking industry for Ste. Michelle Wines Estates for 10 years.

Each of the three varietals boasts a distinct character - BACKBONE, UNABASHED and GUNG HO - creating a bold experience with every sip.

■ The 2013 Backbone Cabernet Sauvignon has a strong, determined flavor with dark, concentrated notes of red plum, caramel and bright raspberry that explode out of the glass for a lasting finish.

■ The 2013 Unabashed Zinfandel boasts proud and striking scents of soft leather, revealing flavors of chocolate covered raspberries and a touch of spice.

■ The 2013 Gung Ho Red Blend excites the palate quickly, full of zealous and enthusiastic fruitful flavors of blueberry, pomegranate and spice.

In addition to crafting unique blends, the Motto winemaking team has thought of different ways to defy ordinary by taking a new approach to making California wine, including keeping wine lots separate throughout fermentation and aging.

"I have been making wine in Washington for my entire career so I came into the Motto wines with no preconceived notions or ideas of how California wines should be made," continued Klei. "I entered it with a blank slate and was able to sit down, taste the wines and really focus on the wines and all their characteristics and put together blends and combinations of things I thought tasted well together. I think this makes the Motto wines a little different and gives them a unique spin."

## Red Diamond Wine Debuts New Modern Packaging

Red Diamond, known for its bold wines sourced from premier vineyard sites from around the world, has introduced new packaging for its entire portfolio of wines.

The goal of the new package was to improve shelf presence and connect with new consumers. The packaging redesign was based on consumer feedback, and the eye-catching new label that resulted was designed to be modern and edgy, while delivering an updated twist to the brand's signature red and black color scheme and iconic diamond logo.

"The goal of the new package is to appeal to new consumers, while maintaining our current fan base," said Cary Kloster, Marketing Director for Red Diamond. "The new look incorporates attention-grabbing design elements to support our presence on-shelf, which will lead to greater consumer awareness and ultimately, trial."

"The new label design takes signature elements that consumers have grown to know from Red Diamond, such as its red and black motif and signature diamond emblem, and modernizes them to help recapture the brand's disruptive spirit," continued Kloster. "Through our new identity, we hope to provide a fun way for consumers to explore new corners of the world through wine."

"While the look of the Red Diamond package has changed, the luscious and fruit-forward characteristics of Red Diamond wines that make them approachable, easy to drink, and the ultimate food companion will remain the same," added Kloster.

From the novice wine explorer to the most discriminating of tastes, Red Diamond wines offer an adventurous yet affordable wine experience every time. The Red Diamond portfolio includes: Merlot (Washington), Cabernet Sauvignon (California), Shiraz (Washington), Chardonnay (Washington), Pinot Noir (California), Malbec (Argentina) and Temperamental Red Blend (Spain). All wines are available nationally for a suggested retail price of \$10 per bottle.



## VitaFrute Organic Cocktails Campaign Features Brooke Burke

VitaFrute Organic Cocktails by VEEV has partnered with Brooke Burke, actress, model, host, and health enthusiast, to launch an integrated digital campaign promoting VitaFrute, the first line of organic ready-to-drink cocktails. The campaign will begin with the launch of a digital short in which Brooke takes on a fancy mixologist to demonstrate the simplicity and superior taste of VitaFrute Organic Cocktails.

In two 30-second and one 60-second promotional videos, Brooke is depicted going head-to-head with a "fancy mixologist" to prove that great cocktails don't have to be complicated or high in sugar. In a comical battle of the bartenders, the "mixologist" takes time to furiously concoct a classic Margarita and Piña Colada, only to be defeated

by Brooke as she effortlessly pours a ready-to-drink VitaFrute cocktail over ice and garnishes, to create a delicious, low-calorie cocktail within seconds.

VitaFrute Organic Cocktails by VEEV are the first line of organic and all-natural ready-to-drink cocktails. Available in four varieties: Margarita, Lemonade, Cosmopolitan, and now Coconut Colada. VitaFrute combines VEEV, an all-natural acai-infused spirit, with fresh ingredients to create a restaurant-quality cocktail that can be enjoyed at home by simply pouring over ice. All VitaFrute Cocktails are made with premium and all-natural ingredients for superior taste at under 125 calories per serving, and at 15% ALC/VOL (30 proof), it doesn't skimp on alcohol or quality.

## Vino Noceto Adopts Boxxle 3L Refillable Wine Dispenser

Vino Noceto, a small, family-owned Amador County winery producing world-class wines from Sangiovese and other Italian varieties, has announced the release of their 2013 Noceto Sangiovese in a 3-liter box format using a Boxxle refillable wine dispenser. The release of this package allows access to their flagship Sangiovese one glass at a time without fear of oxidation in an attractive and elegant format for both bar service and at home consumers.

"I am excited that our 2013 Noceto Sangiovese will reach a wider audience and have a smaller environmental impact," remarked Gregg Lamer, Vino Noceto Sales and Marketing Director. "While bag-in-box wines are making strides in terms of quality and presentation, this is a significant step towards aligning wine quality and presentation. Great wine deserves great packaging, and this 3-liter wine dispenser makes sharing Vino Noceto Sangiovese with friends, family, and customers very easy and very attractive."

Thanks to the 3-liter dispenser, 2013 Noceto Sangiovese wines stay fresh for up to six weeks, require less packaging overall, and cost less to produce and transport. Vino Noceto is utilizing Boxxle, a stylish dispenser for 3-liter premium bag-in-box wines, to present a high quality and attractive by-the-glass service both in the home and behind the bar.



## Sonoma Cider Debuts Two New Flavors



Sonoma Cider, the award-winning producer of such innovative hard ciders as the The Hatchet, The Pitchfork, and The Anvil, is adding two new limited run flavors to its highly acclaimed line-up: The Crowbar, a habanero lime cider and is the company's first cider to be available in a can, and Zider, an apple cider aged in zinfandel wine barrels and the company's first in the Reserve Series.

"Habanero peppers and limes aren't the first things you think of pairing with hard apple cider, but somehow the flavors just work and epitomize summer," says Robert Cordtz, co-founder of Sonoma Cider with his father,

David Cordtz. Cordtz continues, "We decided to offer The Crowbar in cans instead of bottles, making it the perfect complement to summer activities - camping, barbecues and all things outdoors." Says father David of Dry Zider, "Dry Zider has been a long time coming - my time working in wine was a big part of my career and has influenced how I think about making cider. I knew I wanted to create a Reserve line that showcased cider in its most sophisticated form and Dry Zider brings together the two disciplines that have really been my life's work."

The Crowbar combines dry cider with the heat of organic habanero peppers and the tartness of fresh lime, creating a refreshing trio of flavors that pairs perfectly with summer staples like Mexican food and BBQ. The Crowbar is available in 12-ounce cans 5.2 gallon kegs. Alcohol by volume is 6%. Ingredients: organic apples, organic habanero peppers, organic limes.

Sonoma Cider Dry Zider balances dry, organic cider with rich, robust Sonoma County zinfandel, creating notes of wild berry and bramble with bright tart apple. The cider is aged for several months in American oak barrels that have previously aged Sonoma County zinfandel wine, imparting a bright rose color, soft zinfandel aroma, and round, fruity notes on the palate.

## E. & J. Gallo Launching Viniq Ruby Nationally

Viniq Ruby, E. & J. Gallo's newest addition to its collection of shimmery liqueurs, is now available nationwide. The refreshing, ruby red liqueur is a delicious fusion of premium vodka, Moscato, natural fruit flavors of strawberry, red berry, and orange citrus with the one-of-a-kind Viniq shimmer. The result is a mouth-watering blend of ingredients that creates the quintessential drink for any occasion needing a touch of glamour.

The launch of Viniq, America's first shimmery liqueur, exceeded initial goals and generated consumer excitement far surpassing expectations. In response to mass consumer excitement and demand, the brand has expanded its flavor portfolio to include the new Ruby flavor; offering on-trend millennial consumers a stylish twist to their new favorite liqueur.

The shimmer in Viniq Ruby is the same ingredient that gives frosting its shine or rock candy its sparkle, making it the ultimate style accessory for any cocktail or special occasion. Viniq Ruby can be enjoyed straight on the rocks, poured as a delicious mixer, or with a splash of your favorite sparkling wine. Viniq Ruby is highly mixable, and offerings like the Ruby Drop and Viniq Cosmo are sure to be on the A-list of summer cocktails that taste great, and look glamorous!

"Due to the unprecedented growth of Viniq Premium Shimmery Liqueur, E. & J. Gallo will expand Viniq offerings to meet the on-trend consumer's desire for fun and innovative flavors. Viniq is a truly unique offering, with superior taste, an alluring package, and our one-of-a-kind shimmer as point of difference," says Gerard Thoukis, Viniq Senior Director of Marketing.

"Fusing the sweet, fruity flavor of red berries with premium vodka makes this is one of our most exciting flavor launches."

Viniq Ruby is available in 750mL bottles (SRP \$19.99) and 375mL bottles (SRP \$12.99).





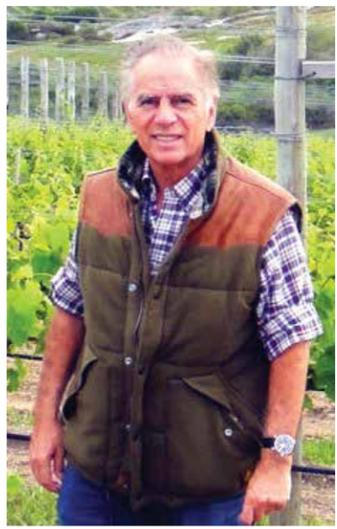
# Bodega Garzon Unveils Its New World-Class Winery in Uruguay

## Sustainably-Farmed Premium Wines to Be Produced in State-of-the-Art Facility

**B**odega Garzon, a boutique winery of international vintner Alejandro P. Bulgheroni, and located in the idyllic countryside of Garzon, Uruguay, has announced that its new, state-of-the-art winery is now operational to vinify the recently completed 2015 harvest. The opening marks the latest accomplishment in Bulgheroni's quest to elevate Bodega Garzon to world-class status and establish the winery as one of the leading South American producers of premium wines.

Under Bulgheroni's direction, there has been great investment not only in the winery pursuing LEED certification (Bodega Garzon is the first winery in the world seeking certification for the entire facility, including winemaking and hospitality), but also in the vineyards, along with a commitment to sustainable agriculture and green farming practices. Bodega Garzon features estate-grown, limited-production premium wines crafted by influential winemaker and viticulturist Alberto Antonini. With decades of experience in areas as diverse as Italy, Argentina, Chile, California, South Africa, Australia and Portugal, Antonini oversaw the initial vineyard plantings and has been actively involved in the winery's development.

Although focused primarily on Tannat, Uruguay's national grape and the signature varietal, Bodega Garzon works with many other varietals and clones and is one of the few producers of Albariño in the region. Antonini and his team began harvest in the beginning of February and concluded the first week of April. Advanced technology practices were implemented throughout the entire process, including the use of an optical berry sorter, making Bodega Garzon a state-of-the-art winery.



■ *"Our main contribution is to take the risk of investing in new vineyards in places never explored so far, as well as creating premium wines with strong identity, intense personality and a deep sense of belonging to the Earth"*  
— Alejandro Bulgheroni, Founder of Bodega Garzón.

"At Bodega Garzon we are pioneering a new wine region, a new winery, and a new concept in agriculture," said Bulgheroni, with wineries and vineyards in Uruguay, Argentina, Australia, Bordeaux, Tuscany, and California. "When we first saw this magnificently beautiful place we immediately set the goal of using sustainable farming practices and the most current technology to produce world-class wines that represent Garzon's unique vineyard biodiversity, soil structure, sun exposure, and proximity to the ocean. This is our sixth harvest, and the first in the new winery. We are extremely joyful to celebrate this milestone."

Located near the southeastern coast of Uruguay, approximately 110 miles from the capital city of Montevideo, only 11 miles from the Atlantic Ocean, Bodega Garzon benefits from the maritime winds that provide an ideal balance of cool and warm temperatures. The property comprises 524 acres of vineyards, divided into 1,150 individual blocks that follow the vineyard's topography with its distinct terroir and varying altitudes and exposures.

Aiming to set new benchmarks for elegant design combined with modern technology, the stunning new winery was conceived by acclaimed Argentina-based architects Bormida & Yanzon, whose work includes O. Fournier, Salentein, Bodega Vistalba, and The Vines Resort & Spa, among others. All sustainable design within the architects program has been developed by Samconsult and its LEED accredited professionals. The interiors have been designed by Bay Area-based Backen Gillam Kroeger, whose other projects include The Napa Valley Reserve, Harlan Estate, Ovid, Dana Estates, and Bond Estate Winery.

Plans call for Bodega Garzon to open to the public this December.



■ **BODEGA GARZON**, a boutique winery of international vintner Alejandro P. Bulgheroni, and located in the idyllic countryside of Garzon, Uruguay, has announced that its new, state-of-the-art winery is now operational to vinify the recently completed 2015 harvest. It will open to the general public this December.



■ The Vineyard has plantings from 12 different varieties of grapes on over 150 hectares (Note: a hectare is a unit of land measure equal to 10,000 square meters).



■ When Alejandro Bulgheroni and his wife, Bettina, discovered Garzón in 1999, they saw in it their "little Uruguayan Tuscany", and they had a dream, a family dream that has come true today!



■ Located near the southeastern coast of Uruguay, approximately 110 miles from the capital city of Montevideo, only 11 miles from the Atlantic Ocean, Bodega Garzon benefits from the maritime winds that provide an ideal balance of cool and warm temperatures.



■ **TANNAT GRAPE:** The symbol of the Uruguayan wine.

# 30 Dairy&Deli

## Promised Land Offers

### A Refreshing New Twist on Mint Chocolate Chip



With Latest Limited Time Flavor

Promised Land, a premium line of all natural dairy products, has announced the debut of its latest limited time offering, Mint Chocolate Chip milk. The flavor arrives at select retailers just in time for summer, and will be available now thru August.

Mint Chocolate Chip is the second of three new limited time flavors to launch in 2015, following the launch of Salted Caramel Latte flavor earlier this year. The new flavor features Promised Land's famously rich and creamy Jersey milk, blended with cool mint and decadent milk chocolate. The new flavor will retail for \$2.99 per quart.

"We are thrilled to launch our second limited time flavor of 2015, Mint Chocolate Chip,"

said Allen Spence, director of marketing at Promised Land Dairy. "Mint Chocolate Chip is a favorite among American ice cream lovers, and when combined with Promised Land's naturally creamier and more nutrient rich milk, the result is a decadent and delicious summer treat."

Promised Land is currently available in 5,424 retail stores across 32 states. Mint Chocolate Chip is available in select Walmart, Kroger and Brookshire Brothers retailers.

Promised Land's third limited time flavor of 2015 will launch in September.

## Limited Edition



### Sartori Cheese Releasing Extra-Aged Goat Cheese

Sartori Cheese is releasing their Limited Edition Extra-Aged Goat Cheese to specialty cheese shops throughout the United States now through July. Hand-crafted in small batches using 100% goat's milk, this specialty cheese is only released twice during the year.

Sartori's Extra-Aged Goat Cheese is made within Sartori's Italian hard-style tradition. Unlike a typical soft, fresh goat cheese, Sartori's is extra-aged for a minimum of 10 months. "This goat cheese is surprisingly different than what most expect. When we age this in our curing room, the flavors begin to balance out and in the end the cheese delivers a savory, smooth, and creamy finish with hints of caramel," shares Sartori Master Cheesemaker, Pam Hodgson.

As with many award-winning cheese, Sartori's Extra-Aged Goat has a wonderful story of origin. A few years back this cheese was developed by Hodgson and her team. "The idea has always been there to experiment with goat's milk. Growing up, I was very familiar with goats. My dad purchased a couple goats to help trim his lawn on the farm and later in life my children showed the animals during county fairs. When starting with the creation of this cheese, our hurdle was to understand how to craft a hard goat's milk cheese and stay true to our Italian roots. We decided to partner with LaClare Farms to source the freshest, highest quality goat's milk. From there, we created a hard goat's milk cheese and aged it. It's the steps within the cheese make process that allowed us to continue within our tradition of hard-style award-winning cheese," adds Pam.

Sartori's Limited Edition Extra-Aged Goat Cheese will be available at specialty cheese shops through the end of July. This cheese will return again October – December.



### Reser's Debuts New Salads and Side Dishes

To Drive Deli and Behind-The-Glass/Bulk Sales

Reser's Fine Foods is debuting its newest refrigerated products. This year's new product line-up includes a diverse array of salads, sides and desserts to give deli managers new options for increasing both bulk (behind-the-glass) and branded pre-pack sales.

According to IDDBA's *What's in Store 2015 Deli Trends Forecast*, "Millennials are likely the most frequent customers in the deli, as it appeals to several values the generation tends to share, such as convenience, variety, the ability to experiment with food without needing culinary experience, and quality and freshness of products."

"The younger generations have been exposed to a wide variety of different ethnic cuisines and flavors boosted by the popularity of cooking and food TV shows," states Brenda Killingsworth, retail trade manager for Reser's. "Our team of chefs stay on top of the flavor trends and develop a wide range of salads and side dishes to help deli managers appeal to a wide range of deli shoppers - from Millennials to Boomers."

Prominent among the new Pre-Pack Items for On-Shelf or Grab-N-Go is Reser's Gourmet Macaroni Salad - A classic macaroni pasta salad with cheddar cheese, crunchy celery, and crispy red bell pepper. There are over two dozen new Reser's deli products available for your store, now. To order or for more information contact Reser's Customer Service at 1-800-333-6431.



### New Tribe Swirl Reinvents The Hummus Experience

By Weaving Ribbons of Toppings Throughout the Bowl

Putting a deliciously unique spin on the look and taste of hummus, Tribe is launching a ground-breaking lineup of products this summer called Tribe Swirl. Tribe Swirl reinvents the hummus eating experience by taking toppings that are traditionally placed atop hummus, and instead layers them throughout the product, ensuring the last bite is as flavorful as the first.

Tribe Swirl solves the common consumer dilemma of running out of topping before one's hummus is finished, which takes away from the full-flavor hummus experience. It also eliminates the need to mix the hummus before eating. By featuring ribbons of topping throughout the entire bowl, Tribe Swirl delivers the featured flavors in every mouthful.

The four new flavorful and colorful products that comprise the Tribe Swirl product lineup include: Sweet Red Pepper, Garlic & Herb, Fiery Sriracha and Salsa Hummus. The products will be available nationwide this month. The Northeast will launch with a 16-ounce (\$5.99) container and the rest of the country will see a 10-ounce (\$4.29) package on store shelves. Stores nationwide will carry the 16-ounce container by October.

"Tribe Swirl is going to create quite a stir within the humus category," said Adam Carr, CEO of Tribe. "It is the only hummus on the market that offers toppings from top to bottom. This innovatively delicious spin gives consumers even more reason to dig in."



### The Best Snacks You Haven't Indulged In...Until Now

Just in time for healthy summer snacking, picnics in the park and back-to-school lunch packing, the cheesemakers at Alouette are expanding on their promise of wholesome ingredients and accessible variety with two new product launches that represent the brand's American-raised, French inspired heritage.

Alouette's latest culinary innovations, Le Bon Dip and Le Petite Fromage are now reaching grocery stores nationwide.

#### LE BON DIP

- An innovative NEW category in snacking; this first-to-market, cheese and chunky vegetable dip is perfect for at-home entertaining or everyday snacking
- A delicious blend of premium soft cheese, chunky vegetables and a touch of Greek yogurt
- No artificial flavors or colors and 50 calories or less per serving
- Four flavors: Basil, Zucchini and Parmesan, Fire Roasted Vegetables, Zesty Garden Salsa, and Roasted Red Pepper and Chickpea
- Suggested retail: \$4.29

#### LE PETITE FROMAGE

- A perfectly-portioned spread that makes packing snacks for work, travel, lunch boxes, and even at-home entertaining into an indulgent experience
- A blend of cheese and a touch of yogurt with vegetables picked at peak season and bold spices
- 100% free of additives and preservatives and only 40 calories/serving (that taste like 400!)
- Four flavors: Garlic and Herb, Garden Salsa, Basil Parmesan, and Cucumber and Dill
- Suggested retail: \$4.29

## Ranch Is Fresher Than Ever:



### Sabra Introduces FARMER'S RANCH Flavor to Line of Greek Yogurt Dips

Sabra Dipping Company has announced a new addition to its Greek Yogurt Dip product portfolio, introducing Sabra Farmer's Ranch Greek Yogurt Dip. Made with farm market-fresh vegetables and Greek yogurt, Sabra's new Ranch dip gives everyone a tasty new choice for dipping chips or veggies, adding to salads, and utilizing in recipes.

"Our Greek Yogurt Dips blend the delicious taste of small batch Greek yogurt with healthier ingredients, like our farm market-fresh chopped vegetables," said Joe Franzino, Senior Brand Manager for Sabra Greek Yogurt Dips. "Besides sour cream and yogurt dip, Ranch dips account for 30% of the white dips segment, and it's the #2 salad dressing flavor with \$820M in retail sales annually\*. Sabra is excited to offer this American favorite flavor in a healthier for you Greek Yogurt dip from a brand consumers have grown to trust for delicious, fresh flavored dips and spreads."

In a blind taste test, consumers love the brand's new dip, citing both Sabra's taste and chopped veggies as superior to other ranch dips. Sabra is the only ranch dip made with chopped farm market-fresh vegetables like carrots, celery and cucumbers, not dehydrated or powdered vegetables like other brands, and no artificial colors or flavors.

Consumers can look forward to adding Sabra's Farmer's Ranch Greek Yogurt Dip to their dipping repertoire by visiting the deli section of national retailers this August. A 10-ounce tub has an MSRP of \$3.99.

\* Based on IRI Worldwide research data for 52 weeks ending August 24, 2014.

# Culinary Therapy is What's Cooking at Here's Help

By: **Rixys Alfonso**

While many substance abuse treatment facilities are still using traditional methods to treat their clients, Here's Help, one of South Florida's premiere providers of residential and outpatient substance abuse treatment, is offering their students an innovative approach coupled

with traditional therapy, they call it #RecoveryThroughEducation.

The Badia Spices Culinary Arts Program being offered at Here's Help alongside traditional therapy is helping young adults learn life changing culinary skills that will help them feed their bodies and nurture their minds. Badia Spices believes that being a member of a community means giving back through charitable



**■ IN THE KITCHEN** – Chef Michelle Jones is surrounded by her students participating in The Badia Spices Culinary Arts Program. The unique program being offered at Here's Help alongside traditional therapy is helping young adults learn life changing culinary skills that will help them feed their bodies and nurture their minds.



**■ CHEF MICHELLE JONES** with the Here's Help Students who are currently enrolled in the Badia Spices Culinary Arts Program.

and community investment. As such, the company's President, Joseph "Pepe" Badia is a Board Director of Here's Help and supports the educational organization's over all operation. Although Badia Spices contributions are all embracing, the company has primarily focused on organizations that are based in South Florida, where Badia Spices is headquartered.

These innovative approaches help students not only become

functioning members of society, but valuable contributors as well. Taught by Chef Michelle Jones, the Badia Spices sponsored Culinary Arts Program at Here's Help is a 10-week hands-on training, combining classroom curriculum with cooking experience in an industrial kitchen. Students progress through achievement steps, with tests assessing progress before moving to the program's next level. The goal is for the student to be designated Chef of the Week

and given the responsibilities experienced in a restaurant environment (i.e. inventory and kitchen management, menu planning, and event coordination). Curriculum includes preparation of healthy gourmet meals for clients in residential treatment.

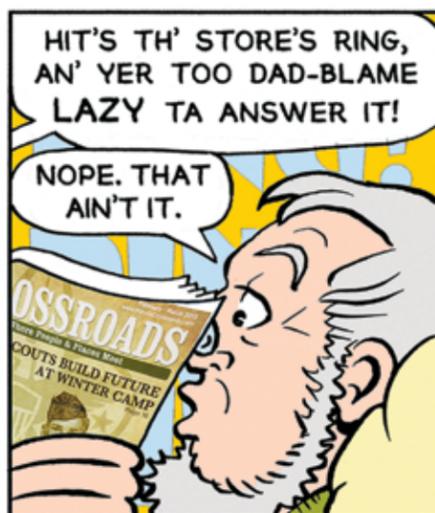
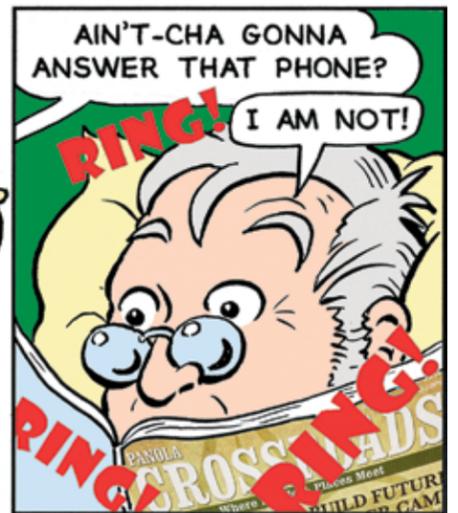
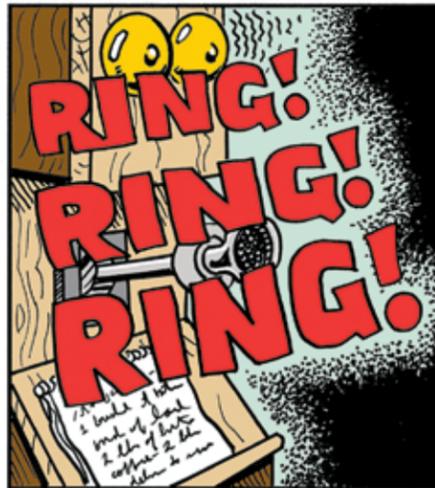
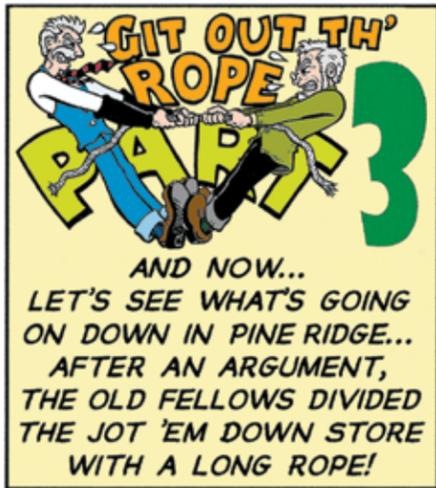
The diverse components of the Badia Spices Culinary Arts Program come together much like ingredients to produce the perfect recipe of life with *The Soul of Cooking!*

TODAY'S GROCER presents:

## LUM and ABNER

BASED ON CHARACTERS CREATED BY CHESTER LAUCK & NORRIS GOFF  
STORY AND ART BY DONNIE PITCHFORD - 1XNCS-2015

THE CLASSIC COMEDIANS AND OLD-TIME GROCERS OF THE 1930s-50s ARE BACK TO ENTERTAIN IN THE 21st CENTURY!



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**Profit with LUM AND ABNER, a weekly comic strip and audio feature!**  
**Contact: donniepitchford@sbcglobal.net**

# 32 Bakery

## Bridor USA Completes \$32 Million Expansion to Vineland, NJ Facility

Bridor Inc., a leader in producing authentic European croissants, pastries and breads for the American retail and foodservice industry, has completed a \$32 million expansion of its U.S. facility in Vineland, NJ. The newly-inaugurated line doubles Bridor's production of its signature croissants and pastries – including brioches, chocolaines and lattice pastries – and enables production of savory Bistro items.

The expansion increases the original facility by 47,000 sq. ft. and created 45 new jobs, raising the number of employees to over 175. The new production line incorporates technology and equipment modeled after the company's French operations, which have long set the standard for quality and efficiency.

Among other benefits, it will facilitate the incorporation of natural, homemade fillings that use distinctive, locally-sourced ingredients.

"This expansion represents our commitment to the U.S. market. The demand for our products continues to increase as retail and foodservice operators discover how Bridor meets their needs for premium products that consistently deliver 100 percent quality," said Jean-François Duquesne, CEO, Bridor Inc. and Bridor USA Inc. "Our pastries, croissants and breads offer superior baking performance, and taste as delicious as they look, every time. This not only makes them appealing to consumers, but keeps them coming back for more," he added.



■ BRIDOR'S line of more than 100 croissants, sweet and savory pastries, and breads are made by Master Bakers who have earned this distinguished title by completing extensive apprenticeships and training in Europe.



■ Olivier Morel, Senior Vice President, Sales, Bridor USA, pictured with Jean-François Duquesne, CEO, Bridor Inc. and Bridor USA Inc.



■ Crossiant Production Line.

Bridor's line of more than 100 croissants, sweet and savory pastries, and breads are made by Master Bakers who have earned this distinguished title by completing extensive apprenticeships and training in Europe. They travel the world to stay ahead of consumer trends and baking innovations, while catering to the preferences of the American palate. Bridor's artisan baked goods



■ BRIDOR, which has specialized in bringing the highest quality European croissants, pastries and breads to the U.S. foodservice and retail industries for 30 years, has just completed a significant expansion to its Vineland, NJ production facility, where the company is headquartered. The expansion includes the longest continuous production line of croissants and pastries in North America and doubles Bridor's production.

are endorsed by chefs worldwide and favored by leading foodservice and retail bakery operators. Bridor's pre-proofing techniques bring another distinctive advantage to customers.

"Pre-proofing brings significant benefits to operators. In addition to saving time, it enables them to

"cycle bake" in batches and offer pastries fresh from the oven, all day long. Pre-proofing can significantly reduce shrink, and also delivers consistent quality and appearance throughout the day," said Jean-Pierre Hyacinthe, VP of R&D and Innovations in North America.

## Canyon Bakehouse Launches Three New Gluten-Free Products

Plain and Everything Bagels and Brownie Bites

Loving bread again is easy for celiacs and those with gluten sensitivities thanks to Canyon Bakehouse, a Colorado-based gluten-free artisan bakery. The family-owned bakery announced the launch of its newest gluten-free products: Plain Bagels, Everything Bagels and Brownie Bites. Made with 100 percent whole grains and without artificial fillers, the new products provide tasty and healthy gluten-free alternatives ideal for the robust gluten-free industry.

"By using high-quality ingredients our goal is to become best in market and raise the industry standard for taste, texture and nutrition," said Canyon Bakehouse co-founder Christi Skow, who inspired the company's creation when she was diagnosed with celiac disease in 2007. "The taste and texture of our new products is so similar to 'real' bagels and brownies no one will even know they're gluten free."

Like all Canyon Bakehouse products, the Bagels and Brownie Bites are missing the gluten, but not nutrition: They are 100 percent whole grains with real food ingredients such as extra virgin olive oil, organic agave and eggs. Do not contain artificial additives and fillers. Are Certified Gluten-Free and do not contain dairy, soy, or nuts providing a safe choice for those with multiple allergies, and are made without GMOs.

The suggested retail price of the Bagels is \$5.49-\$6.49 per pre-sliced four-pack and the Brownie Bites are available in a 6.35 ounce package for \$5.49-\$6.49.



## Ozery Introduces Soft Ciabatta Thins

Ciabatta Bread Gets a Makeover in Pre-Sliced Non-GMO Sandwich Buns

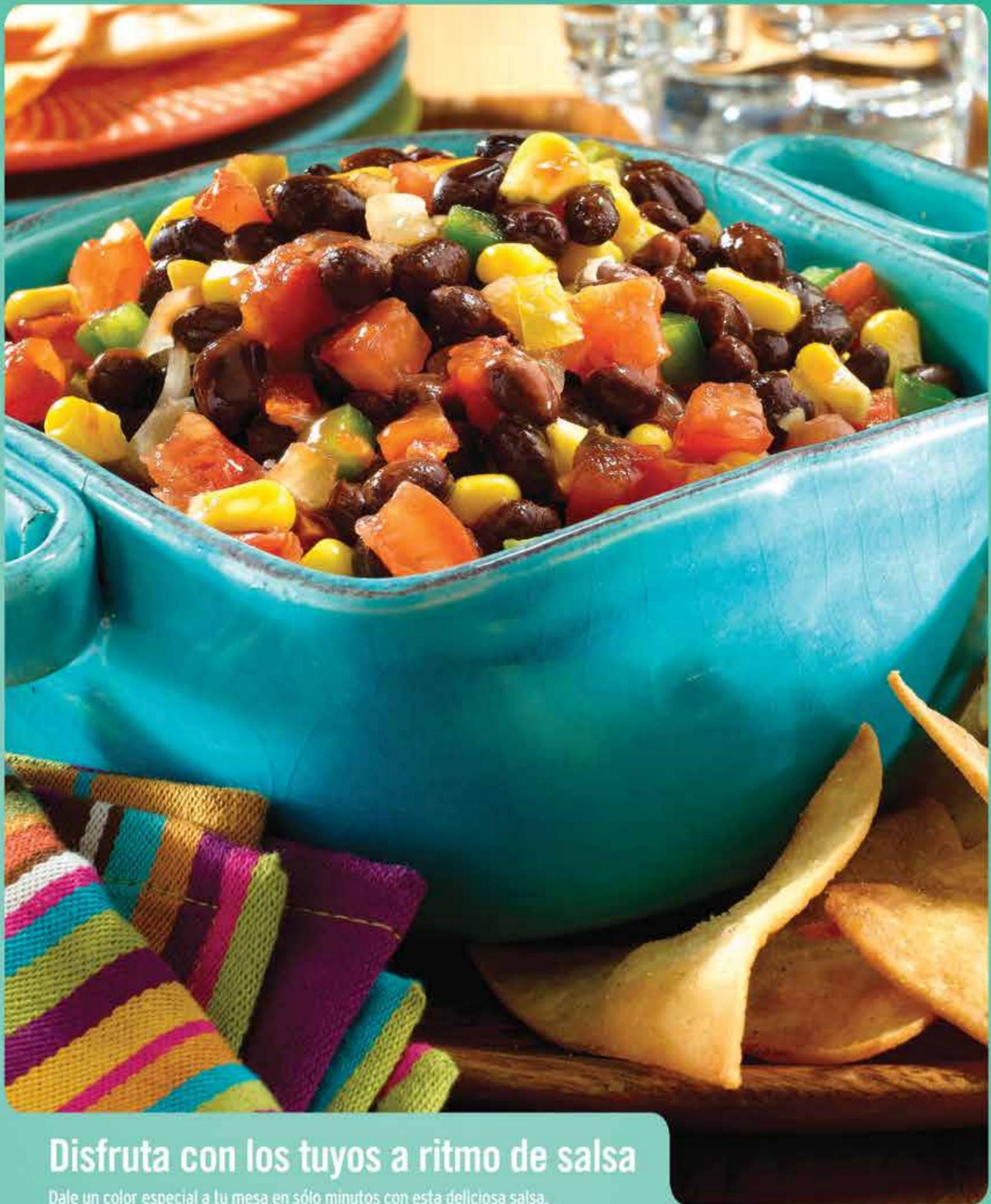
Ozery Bakery, the artisanal baker best known for their Morning Rounds Breakfast breads, has launched yet another bakery first: pre-sliced Soft Ciabatta Thins. Available in Multi Grain and Chia and authentic Sour Dough varieties, Ozery's newest sandwich breads are Non-GMO certified, vegan, low fat, cholesterol and preservative free. They are also the first true Italian Ciabatta bread crafted to make the ultimate sandwich: perfectly square, soft, thin, pre-sliced and less bready than conventional Ciabatta bread.

Putting the Chia in Chiabatta bread, Ozery's Multi Grain variety brings chia seeds to the party along with cracked wheat, rye, barley, oats, crushed flax and sunflower seeds to elevate the Omega-3 content while providing a whopping 8g of Fiber per serving. Similarly, the Sour Dough has the authentic tang you would expect and toasts up to a satisfying crackly crunch.

"We've had our eye on Ciabatta bread for some time now. We tinkered with our recipe over the past two years until we got it right," says Alon Ozery, who, along with his brother, Guy, is driving innovation in the baked goods industry. "Ours is the first Soft Ciabatta thin sandwich bread in the market. We hope you like it as much as we do!"

Ozery Soft Ciabatta thins are available for an SRP of \$4.69 for each 16.9oz package containing six buns. Food service packaging and pricing is also available.





## Disfruta con los tuyos a ritmo de salsa

Dale un color especial a tu mesa en sólo minutos con esta deliciosa salsa. Ideal como dip, servido con tortilla chips o como aderezo para tacos o nachos.

### Salsa con Frijoles Negros

Rinde 8 porciones. Tiempo de preparación: 5 min. Tiempo total: 5 min.

#### Ingredientes

2 latas (15.5 oz.) de Frijoles Negros GOYA®, escurridos y enjuagados  
 1 frasco (17.6 oz.) de Salsa Pico de Gallo GOYA®  
 1 lata (15.25 oz.) Maíz Tierno Entero GOYA®, escurridos  
 3 cdas. de Aceite de Oliva Extra Virgen GOYA®  
 3 cdas. de Chiles Jalapeños en Escabeche GOYA® en rodajas (opcional)  
 1 cda. de Chili en Polvo GOYA®  
 2 cdta. de Comino GOYA®  
 2 cdta. de Ajo Picado GOYA® o 4 dientes de ajo, finamente picados

#### Instrucciones

1. En un tazón grande, combina todos los ingredientes. Con una cuchara grande, mezcla suavemente. Sirve con tortilla chips, o si prefieres no servir inmediatamente, cubre el tazón con papel plástico y refrigera.

Descubre más recetas en [goya.com](http://goya.com)

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



# 34 Candy

## BarkTHINS Snacking Chocolate



There's no denying that consumers have a love affair with snacking. According to a 2014 snacking survey poll conducted by consumer research giant Nielsen, 91% of consumers snack at least once a day and 64% of consumers choose chocolate as their go-to snack food, making it the number one snack option among consumers worldwide. So, why not offer consumers a chocolate snacking product that is big on taste and simple on ingredients?

Enter barkTHINS - innovators of the snacking chocolate category which blends indulgent slivers of irresistible Fair Trade Certified, non-GMO dark chocolate featuring some of America's favorite natural snacking ingredients such as nuts, seeds, pretzels and more. bark-

THINS delivers an unbelievably tasty snack in a breakable format found in re-sealable packaging, perfect for anytime indulgences.

The brand is also introducing a package refresh for the entire product line.

## Chocolate Covered Hershey's Caramels Make Every Day Gourmet

The hunt for the perfect chocolate covered caramel is over. The Hershey Company has debuted new Hershey's Caramels, the perfect marriage of delicious Hershey's chocolate with smooth, creamy caramel that makes every day feel a little fancy.

Hershey's Caramels are made with a unique process that delivers a luscious experience in each and every bite. Made with sea salt, molasses and fresh dairy butter, each bite of caramel provides a silky, smooth texture and flavor. The caramel pieces are enrobed with just the right amount of rich milk or dark chocolate to ensure the perfect balance of chocolate and caramel in each piece. Cocoa is added to the milk chocolate variety to provide a rich, deep chocolate flavor that complements the sweetness of the caramel. Each piece of Hershey's Caramels is then touch decorated for a gourmet, hand-crafted appearance.



"Each bite of Hershey's Caramels provides an elevated experience through the blend of luscious, creamy caramel and delicious Hershey's chocolate that consumers know and love," said Michael Rabinovitz, brand manager, Hershey's Caramels. "Our fans will enjoy a decadent chocolate experience at an everyday affordable price."

Individually wrapped in milk chocolate or dark chocolate varieties, Hershey's Caramels are now available in a 7.2 ounce stand up pouch at mass, grocery, drug and specialty retailers nationwide (suggested retail price of \$4.19). Hershey's Caramels in milk chocolate are also available in a 1.1 ounce bar (of \$1.29).

### ■ Pascha Chocolate -

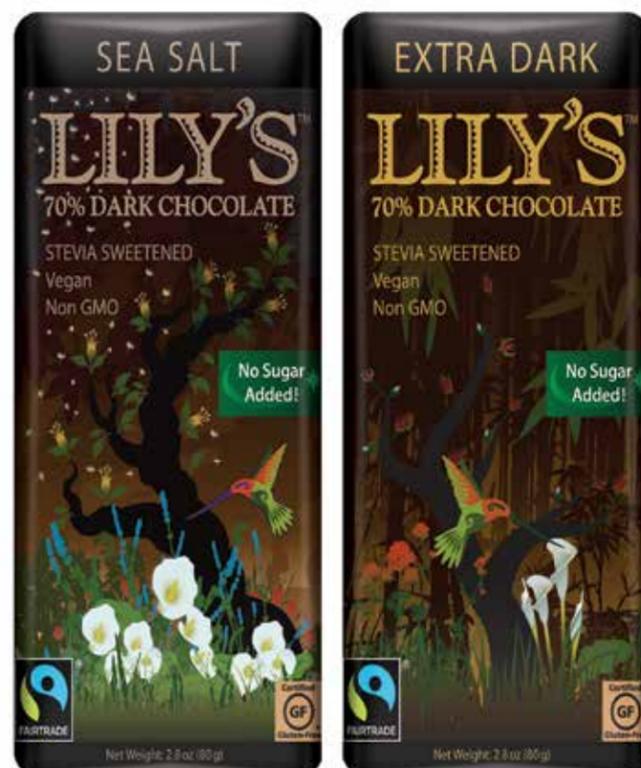


## Sinfully Rich, Robustly Flavored, and Allergen-Free

At Pascha Chocolate, their mission is to introduce the world to the power of the cacao bean in as pure and wholesome a form as possible. They're showcasing its innate decadence in all its simplicity and ensuring that even those with food allergies or intolerances can indulge worry free. From coworkers and family members to best friends and hostesses, PASCHA's chocolate bars are a guilt-free gift that will indulge their sweet tooth with a wink toward their health.

While some say chocolate is a necessity and others claim it's a luxury, everyone can agree it's an experience that should be savored. Both intense and yet heavenly, their 85% Cacao bar will send anyone's taste buds on a rollicking ride to Nirvana. For a gift set that is as delicious as it is useful, pair this dark and moody bar with a small bag of their favorite coffee blend and an artfully textured mug.

Simon Lester founded Pascha Chocolate wanted to share allergen free chocolate with his family, and by launching the brand was a way for him to share the world of chocolate with his children, as well as those near and far. In addition to using pure, minimalist recipes, the company facility is clear of major allergy triggers including peanuts, nuts, dairy, soy, eggs, wheat, sesame, and rice. Each irresistible offering is certified organic, fair trade, kosher, vegan, non-GMO verified, and part of the 1% For the Planet movement.



## Lily's Sweets Unveils Extra Dark Bars

Lily's Sweets, a leading provider of no sugar added, fair trade chocolate bars, pops and baking chips, recently introduced a new line of dark chocolate bars with 70% cocoa content and sweetened with all natural, plant-based stevia. This new Extra Dark line, featuring an original 70% Extra Dark bar and a 70% Extra Dark with Sea Salt bar, is now available.

"Lily's existing milk and dark chocolates have proved to be tremendously popular with consumers, but we also have heard from those who really favor a darker chocolate," said Cynthia Tice, Lily's Sweets' co-founder and president. "We're responding to that demand with our 70% Extra Dark chocolate bars, which provide such an amazing experience, there's no need for those looking to cut sugar to settle for traditional chocolates ever again."

Lily's Sweets 70% Extra Dark and Extra Dark with Sea Salt bars both are made with Fair Trade cocoa and are sweetened with all-natural, plant-based stevia. With no added sugar, Lily's Extra Dark bars offer all the flavor chocolate lovers are used to, but with 25 percent fewer calories. The 2.8 oz. Extra Dark bars have an MSRP of \$4.99.

## Salazon Chocolate Launches Trail Series

New Line Dedicated to Supporting National Scenic Trails

Salazon Chocolate Co., a premium chocolate maker known as the first company to craft salted chocolate, is launching a line of premium salted chocolate bars to demonstrate its dedication to outdoor adventure. The Trail Series features three dark salted chocolate bars, including:

- **57% ORGANIC DARK CHOCOLATE WITH SEA SALT & CARAMEL** – Certified Organic and made with Rainforest Alliance Certified cocoa beans
- **57% ORGANIC DARK CHOCOLATE WITH SEA SALT & COFFEE** – Certified Organic and made with Rainforest Alliance Certified cocoa beans
- **72% DARK CHOCOLATE WITH SEA SALT & ALMOND** – made with Certified Organic chocolate and Fair Trade Certified cocoa beans

Salazon has garnered a reputation for crafting delicious, premium salted chocolate in unique flavor combinations. Founded by Pete Truby, an avid outdoorsman and trail enthusiast, the company's commitment to the U.S. national scenic trails can be traced back to the origin of the company. According to Truby, inspiration for an energy-rich salted chocolate bar came to him in 2009 during a backpacking trip in Utah.

Salazon is partnering with the Appalachian Trail Conservancy for its Caramel bar, the Pacific Crest Trail Association for its Coffee bar, and the Continental Divide Trail Coalition for its Almond bar. The packaging for each bar depicts actual scenery captured on the trails.

A portion of the gross proceeds from the Trail Series funds the efforts of these nonprofits to protect, preserve, and promote the country's national scenic trails, one being the Pacific Crest Trail Association.

"The Pacific Crest Trail Association is very appreciative of Salazon Chocolate Company's support in our work to promote the Pacific Crest Trail," says Angie Williamson, Development Director for the association. "Their support helps us coordinate hundreds of volunteers to keep the trail clear, and ensure that the trail will remain pristine and undeveloped for future generations."

The Trail Series will be available at natural food stores and outdoor retailers nationwide, available at a suggested retail price of \$3.99.



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## 36 Hospitality

Sliderz Restaurants  
Coming to MiamiAnnounces Consulting  
Chef Josh Marcus and  
Brand Team

**S**liderz Restaurants, a brand new Miami-based restaurant group, has announced the opening of four locations in Miami-Dade and Broward County. Opening date of the first location, on 123rd Street and Biscayne Boulevard is scheduled before Labor Day. Sliderz Restaurants' founder Buzzy Sklar hand-picked an accomplished team to bring [his] unique concept into fruition. The new bite-sized concept that's equal parts food, and cool, will offer a wide array of choices between the buns.

What does a successful restaurateur do when launching a hip new restaurant

concept? They hire an all-star team of collaborators to carry out the vision. After his [notably] successful prior projects, Sklar came up with yet another stand-out brand. Knowing what formula worked well for his most recent, Burger & Beer Joint, he sought after a new group. He went after a tactfully assembled "brand team", that wanted to collaborate in an aggressive launch and very dynamic project. For someone known for turning "burgers into multi-million dollar businesses," there was no room for error when lining up his crew.

For the culinary talent, Sklar selected local kitchen hero, Chef Josh Marcus of Chow Down Grill, and Josh's Deli. Marcus was brought on board as the Consulting Chef, and has already carved out a menu, which will entice a wide array of palates. Chef Josh Marcus understood the task at hand. Buzzy Sklar said, "Chef Josh Marcus is the perfect



**SLIDERZ RESTAURANTS**, a brand new Miami-based restaurant group, has announced the opening of four locations in Miami-Dade and Broward County. Opening date of the first location, on 123rd Street and Biscayne Boulevard is scheduled before Labor Day.

fit for the Sliderz Restaurants concept. With national franchises losing market share in the burger/sandwich category, Sliderz is proving that concept and food must both fit the modern age. From millennials to the soccer Mom, people want to consume better quality food. We are looking to make Sliderz Restaurants the go-to spot in the fast-casual restaurant segment. I am also excited to bring on board a team of experts that will carry out the hip/modern vibe that will encompass the Sliderz experience."

Buzzy also brought on board Emmy-Award-winning creative agency Deep Sleep into his new project. He also enlisted communications team Creativas Group to join. Both companies respectively have consulted on other projects with Mr. Sklar. Together, they will execute visual, digital and all other forms of communications, based on the specific personality of this Sklar's new "baby". As far as the actual design component of the brand, and all interiors and exteriors, the firm chosen had actually worked with Mr. Sklar as well. Saladino & Associates known for successfully designing interiors and exteriors for other eateries, such as Pride and

Armed with a  
strategically  
assembled  
team, Sliderz  
preps to take  
South Florida  
by storm.

Joy, La Moon, Automatic Slims, and many others, will bring the Sliderz brand to life. Collectively, this group will be responsible for consumers "seeing orange" everywhere!

Sliderz is a concept by Sliderz MG Inc. which was created to please burger lovers and those looking for a convenient yet cool eatery. The new bite-sized concept that's equal parts food, and

cool will also offer a wide array of choices between the bun for those not into beef. With several South Florida locations opening by 2016, the Sliderz menu was created to please the entire family's palates. Whether lunch, dinner, or grab and go, Sliderz will pack a huge punch of flavor into items that can be enjoyed in just a few bites.



**SLIDERZ** is a concept by Sliderz MG Inc. which was created to please burger lovers and those looking for a convenient yet cool eatery. The new bite-sized concept that's equal parts food, and cool will also offer a wide array of choices between the bun for those not into beef.



## Tony's Market Announces New Chef, Burger Menu

Several Changes  
at Tony's Burgers  
Located Inside the  
Tony's Market in  
Denver

Denver's oldest family run specialty food store, Tony's Market, has announced that Chef Bucky Jaquess is now part of the Tony's Market management team. Additionally, Tony's officially launched new Tony's Burgers menu created by Jaquess to reflect his tastes and the company's commitment to top-quality, fresh ingredients.

Jaquess, the Director of Food



**CHEF BUCKY JAQUESS**



**TONY'S MARKET**, Denver's oldest family run specialty food store, has added Chef Bucky Jaquess to the Tony's Market management team. Tony's Market, founded in 1978 by Tony Rosacci, is a locally owned specialty foods market in the metro area of Denver, Colorado.

Production at Tony's Market at 950 Broadway in Denver, oversees prepared foods production as well as operations of Tony's Burgers, the eat-in burger and pizza bistro located inside the Broadway market. There are three other Tony's Market locations in the Denver metro area including the original location on Dry Creek Road in Centennial, CO.

"Tony's continues to grow and evolve while keeping our eye on the great quality meats and foods our customers expect," said Daniel Rosacci, Tony's Market CEO and President. "We are excited about all that is happening at our markets, especially the Broadway market with the powerhouse management team we've recruited." Jaquess is a graduate of Le

Cordon Bleu in Dallas and has worked as a chef for a variety of restaurants, most recently Park Burger in Denver. Other newer members of the Broadway market management team include Grocery Manager Noel Zimmer who previously worked at Marczyk's Fine Foods and Seafood Manager Ian Bartholomew and Assistant Meat Manager Greg Buttitta who

both previously worked at beast + bottle.

"Any chef would be thrilled to work in a restaurant that has this level of talent not to mention an in-house butcher and grocery," Jaquess said. "Together with this team and Tony's resources, we've set out to make the perfect burger and pizza. We use classic, imported flour. We make our own compound butter, stock, dressings, pickles, mozzarella and bacon among other things. We do everything we can to control the process and to produce simple yet fun flavors."

The new Tony's Burgers menu includes traditional burger and pizza flavor combinations as well as unique combinations such as The Parisian burger, which comes with rosemary ham, brie cheese, pickled red onion and dijonnaise.

Tony's Market, founded in 1978 by Tony Rosacci, is a locally owned specialty foods market in the metro area of Denver, Colorado. Tony's Market has four retail locations, a catering division (Tony Rosacci's Fine Catering), a barbecue division (TR's BBQ) and a burger and pizza bistro (Tony's Burgers). Tony Rosacci is still actively involved in the day-to-day operations. His youngest son, Daniel J. Rosacci, is the CEO and President.

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## Morton Salt Moving Headquarters to New Chicago Location

Continued from **PAGE 2**

"I am pleased that Morton Salt will continue to call the City of Chicago home and as importantly, continue to grow its workforce here," said Mayor Rahm Emanuel. "Morton Salt has a long history in Chicago which it showcases by its commitment to bringing more jobs to the city and moving its headquarters to the new River Point which will open in 2016."

Designed by Pickard Chilton Architects, River Point will offer dramatic world-class architecture and extraordinary views of the city. The 1.05 million square-foot property will provide first-class amenities including a 1.5-acre public park and landscaped riverwalk, fitness center, amenity retail, fine dining restaurant, and building conference center. River Point is also pre-certified LEED Gold for sustainable design.

"On behalf of the River Point development team, including our partners Ivanhoe Cambridge and Levy Family Partners, Hines welcomes Morton Salt to River Point. Morton Salt has been an iconic brand in Chicago for over 165 years. We think it is fitting that River Point's permanent skyline presence on the Chicago River will be their new home," said Hines Senior Managing Director Greg Van Schaack.

Herrmann added: "Morton Salt is a company born and raised in Chicago with roots that date back to 1848. Becoming part of this new riverfront landmark is symbolic of our commitment to Chicago and to the continued evolution of our company within this great American city and skyline."

## Jennifer Carr-Smith Named President/General Manager of Peapod

Continued from **PAGE 2**

Smith holds an M.B.A. from Harvard and a B.S. in Economics from Brown University.

In his new role, Parkinson will serve as an advisor to Carr-Smith while pursuing new business development opportunities for Peapod. Parkinson is co-founder of Peapod and has led the company to significantly increased sales each year for 26 years. Most recently, Parkinson led the expansion of Peapod's online grocery delivery service to meet growing customer needs through the creation of "Pick-Up Points." He also championed the opening of Peapod Propulsion Labs, a digital innovation center in Chicago.

"This is a real success story, and we look forward to welcoming Jennifer as she leverages her deep e-commerce experience to inspire our associates and delight our customers," said Jan van Dam, executive vice president, marketing, format, supply chain, and own brands. "We thank Andrew for his pioneering vision to cultivate technology in order to make grocery shopping easier and more convenient for our customers."

## Julie McMillin Named Retail Dietitian of the Year

Continued from **PAGE 2**

"I'm honored to be named the RDBA Retail Dietitian of the Year," says McMillin. "The award highlights the importance of retail dietitians and how we impact the lives of our customers, communities and employees by providing an accelerated customer service that cannot be matched. This award recognizes the profession as a whole, which is really exciting."

As an assistant vice president for Hy-Vee, McMillin supports 228 in-store dietitians, three retail dietetic supervisors and one corporate dietitian by helping them define services and accomplish their goals. McMillin also serves as an integral component to the retail experience, working with store merchandising, buying and marketing. She also is a liaison for the Hy-Vee health and wellness program to both the community and corporations, and also internally with employees. McMillin serves on Hy-Vee's Innovation Committee where she helps bring new ideas, products and trends to the company and stores.

After college she took the traditional clinical route and worked in a hospital setting for almost five years. She then rejoined the retail industry, becoming an in-store dietitian and working her way up the Hy-Vee corporate ladder.

She is a member of the Iowa and American Dietetic Associations and a board member of the American Diabetes Association. She's also a board member of ChildServe, an Iowa nonprofit that partners with families to help children with special health care needs.

## Lidl Establishes U.S. Corporate Headquarters in Virginia

Continued from **PAGE 2**

can consumers that will be unlike anything else in the market."

One of the largest retailers in the world, Lidl operates nearly 10,000 stores in 26 countries throughout Europe. Lidl markets offer customers fresh meat, produce and bakery items, as well as a wide selection of household goods, at the lowest possible prices.

"We want to thank Governor Terry McAuliffe, as well as the teams in Arlington and Spotsylvania, who recognized Lidl's potential and worked with us to bring Lidl to the area. We are honored to work with this incredible team of professionals who have laid the groundwork for Lidl's success in the United States," said Proctor.

The company also announced that it will open a regional headquarters and distribution facility in Alamance County, North Carolina. This is another move in the company's early preparations to expand into the United States.

"We are thrilled to open these new facilities in Virginia and North Carolina and look forward to introducing American consumers to a different type of shopping experience," Proctor said.

# Ahold and Delhaize Joining Forces

Continued from **PAGE 1**

by our talented and committed associates, Ahold Delhaize aims to increase relevance in its local communities by improving the value proposition for its customers through assortment innovation and merchandising, a better shopping experience both in stores and online, investments in value, and new store growth. We look forward to working closely with the Ahold team to implement a smooth integration process and realize the targeted synergies."

Dick Boer, CEO of Ahold, said: "The proposed merger with Delhaize is an exciting opportunity to create an even stronger and more innovative retail leader for our customers, associates and shareholders worldwide. With extraordinary reach, diverse products and formats, and great people, we are bringing together two world-class organizations to deliver even more for the communities we serve. Our companies share common values, proud histories rooted in family entrepreneurship, and businesses that complement each other well. We look forward to working together to reach new levels of service and success."

### KEY TERMS OF THE MERGER

- The merger will take place through a cross-border legal merger of Delhaize into Ahold.
- Delhaize shareholders will receive 4.75 Ahold ordinary shares for each Delhaize ordinary share.
- Ahold will terminate its ongoing share buyback program; 1 billion will be returned to Ahold shareholders via a capital return and a reverse stock split prior to completion of the transaction.
- Ahold Delhaize will be listed on the Amsterdam Stock Exchange and the Brussels Stock Exchange.
- Delhaize's ADS program will be terminated at completion and Delhaize ADS holders will have the choice to receive either Ahold ADRs under the current Ahold OTC ADRs program or Ahold Delhaize ordinary shares.
- Pending shareholder approvals and regulatory clearance, as well as other customary conditions, the deal is expected to complete mid-2016.

### BENEFITS

The merger of Ahold and Delhaize will bring significant benefits and long-term value to customers, associates and shareholders:

- A complementary base of more than 6,500 stores characterized by trusted brands with strong local identities, and a shared focus on customers and communities. Strong, trusted local brands in



■ **JOINING FORCES** - Frans Muller (left), chief executive of Belgian supermarket chain Delhaize, and, Dick Boer (right), chief executive of Dutch-based supermarkets operator Ahold, shake their hands after a joint news conference in Brussels, Belgium, June 24, announcing a merger agreement between their two companies.

complementary regions will enable Ahold Delhaize to better compete in its key regions and strengthen its overall market position. The combination enhances scale, allowing for more investment in innovation and meeting evolving customer needs.

- Superior customer offering with enhanced choices in products, services and shopping anytime, anywhere.

Ahold Delhaize's brands will be able to offer an expanded range of high-quality goods and services at competitive prices to better meet customers' changing needs. From providing a broader selection in own brand products to having a wider range of store formats, customers will have more and easier ways to shop, whether they are visiting stores, or shopping online with pick-up points and home delivery, both in food and non-food.

- Offering an even better place to work, built on similar values and heritage.

Both companies share similar values and heritage of family entrepreneurship. With an employee base of talented, committed associates, Ahold Delhaize will bring together the best of the cultures and business practices of its banners across a larger and more diverse company. Ahold Delhaize will make its banners even more attractive places to work, offering even more diverse and compelling career development opportunities.

- Increases the impact of social responsibility and sustainability programs. The combined company will be able to further strengthen the focus on social responsibility and sustainability programs, and provide customers with healthy choices by using their combined scale, skills, experience and values to drive innovation, increasing their positive impact on local communities.
- Bringing together two financially strong businesses. Strong cash flow generation will provide the combined company with an enhanced capability to invest in future growth and deliver attractive returns to shareholders.

### GOVERNANCE AND ORGANIZATION

Subject to applicable shareholder or other approvals, the governance of the combined company will be as follows:

- The combined company will be named Ahold Delhaize and will be headquartered in the Netherlands.
- The combined company will be governed by a two-tier board comprising a Supervisory Board and a Management Board. The day-to-day management will be delegated to the Executive Committee.
- The Supervisory Board will consist of 14 members, comprising seven members from each of Ahold and Delhaize. Mats Jansson will be the Chairman of the Supervisory Board. Jan Hommen and Jacques de Vaucleroy will serve as Vice Chairmen. Mats Jansson and Jan Hommen will form the Presidium of the Supervisory Board.
- Dick Boer, currently CEO of Ahold, will be the CEO of the combined company. Frans Muller, currently CEO of Delhaize, will be Deputy CEO and Chief Integration Officer.
- Jeff Carr, currently CFO of Ahold, will be CFO. Pierre Bouchut, currently CFO of Delhaize, will become Chief Operating Officer for Europe. The current Chief Operating Officers of Ahold and Delhaize in the United States, James McCann and Kevin Holt, will stay on as COOs of their respective businesses.
- The Management Board of the combined company will consist of the CEO, the Deputy CEO, the CFO and the three COOs for the U.S. and Europe. They will be supported by the functional leaders of HR, Legal and Commercial and together they will form the Executive Committee.
- The combined company's European Head Office will be based in Brussels, Belgium. For the combined company, Delhaize will remain the leading brand in Belgium and the banner will continue to be run from the Brussels office.

## ALDI to Open 45 California Stores

Continued from **PAGE 1**

California, ALDI will offer starting wages of \$13 per hour for store associates, with an opportunity for long-standing associates to earn up to \$21 per hour. For Moreno Valley warehouse associates, ALDI will offer a starting wage of \$19 per hour, with an opportunity for long-standing warehouse associates to earn up to \$26 per hour.

Store and warehouse employees will average 33-40 hours each week and will be eligible for full benefits, including health insurance, dental coverage and the opportunity to participate in the company's 401(k) program with matching contributions.

Since opening its first store in 1976, ALDI has

achieved measured, but steady, growth and today, ALDI operates nearly 1,400 stores across 32 states and employs more than 19,000 people.

The ALDI expansion to California is an integral part of a five-year strategic plan to open 650 new stores across the nation. By the end of 2018, ALDI expects to operate nearly 2,000 stores, enabling ALDI to offer its fresh, high quality groceries at everyday low prices to more than 45 million customers each month. To support its expansion plan, ALDI will invest more than \$3 billion to pay for land, facilities and equipment.

To reach its aggressive expansion goals, ALDI will create more than 10,000 new jobs at its stores, warehouses and division offices from coast to coast.

## A&P to Complete Multi-Year Technology Innovation this Fall

The Great Atlantic & Pacific Tea Company, Inc. (A&P) has announced it will complete the implementation of its computer-generated ordering (CGO) system in all of its family of supermarkets.

The CGO system, a part of SAP's suite of technologies, automates store orders by taking data based on customer buying experience to improve inventory levels and optimize the assortment of products. This enables each store to have an assortment of products tailored to that market's needs resulting in consistently stocking the right product on the shelf at the right time.

"This strategic technology investment benefits our customers by making it possible for our stores to cater to their market and stock the shelves with the items the customer wants," said Richard Angelillo, A&P's chief information officer.

The multi-year implementation of the CGO system that began in late 2012 is now in place in A&P, Food Basics, Pathmark, Super-Fresh and Waldbaum's and is expected to be completed in The Food Emporium by the fall.

"We are excited to roll out the CGO system in The Food Emporium to ensure availability of the unique assortment of products that the city customer wants particularly specialty, natural and gluten free items," continued Angelillo.

## Hornbacher's and Bruggeman's to Acquire Super One Locations

Continued from **PAGE 2**

converted to a Bruggeman's Supervalu. Bruggeman's Supervalu currently owns and operates one store in Mahanomen, MN.

"This is an exciting opportunity for our business and our family," said Rob Bruggeman, owner and president of Bruggeman's Supervalu. "As a single store owner for the past 29 years, we know the importance of a hands-on approach to running a grocery store. Our customer service and community focus helped make us successful in Mahanomen and we plan to bring the same level of service and commitment to this store and the Thief River Falls community."

Commenting on the announcement, Miner's President and CEO James Miner, Jr. said, "We're happy that Hornbacher's and Bruggeman's are the two retailers acquiring these grocery stores. Both retailers have a strong focus on customer service and are known for making their stores a key part of the local communities. This is really a good outcome for our loyal customers, dedicated employees, and the local communities."

Miner's will continue to own and operate the Super One stores until the transactions, which are expected to be finalized in early August, are completed. Miner's, a family owned business based in Duluth, MN., currently operates a chain of 35 stores across Minnesota, Michigan, North Dakota and Wisconsin.



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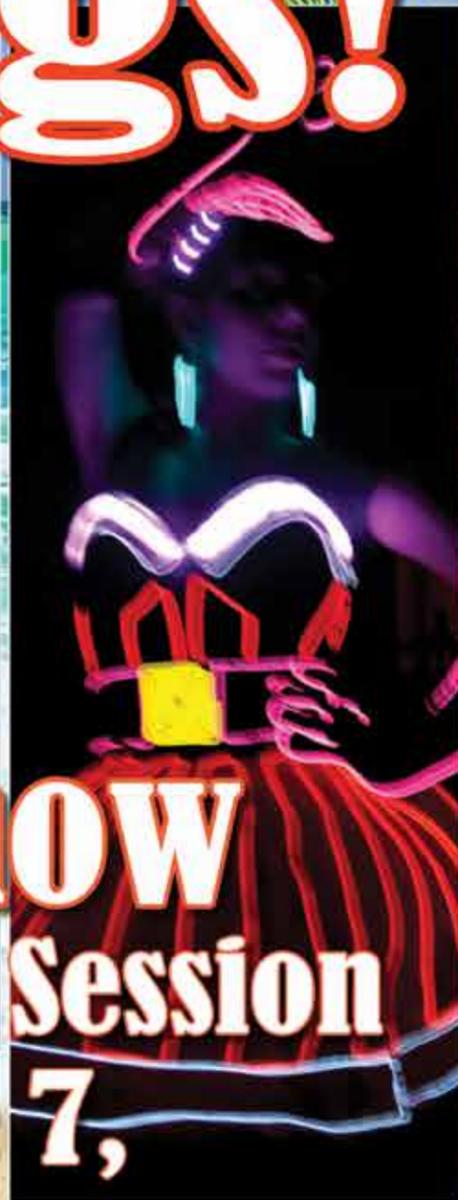
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