

TODAY'S GROCER

© TGLLP / Volume 57 / No. 8

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BJ's Wholesale Club Names Christopher Baldwin as President/COO



CHRISTOPHER J. BALDWIN

BJ's Wholesale Club, Inc. has named Christopher J. Baldwin to the position of President and Chief Operating Officer. Baldwin will have responsibility for business operations including Merchandising, Logistics, Membership, Marketing, and Club Operations and will also join

BJ's Board of Directors.

"I am very excited to welcome Chris to the BJ's team," said Laura Sen, BJ's CEO. "Chris' record of excellence in leading large and successful organizations in the retail and consumer sectors will help us to build upon BJ's strong heritage of offering a distinctive shopping experience and deep value proposition to BJ's millions of loyal members."

Baldwin brings more than 30 years of experience as an executive in the retail and consumer products industries. Before joining BJ's, he was most recently CEO of Hess Retail Corporation, an operator of over 1,300 fuel and convenience stores on the East Coast

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Wayne Pesce to Become CFA Head



WAYNE PESCE

Replaces Retiring Stan Sorkin

The Connecticut Food Association has selected Wayne Pesce as its new president. He will assume the duties of Stan Sorkin who is retiring at year's end.

Prior to joining the association, Pesce most recently served as vice president of national retail sales at Coca-Cola where he was responsible for supermarket customers in the Northeast with annual retail sales over \$100 million. He previously worked as a route driver, district sales manager, key account manager and director of sales during his 20 plus year career at Coca-Cola.

Pesce has been recognized for his leadership in the food industry having been inducted into the Connecticut Food Association Hall

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■ GOYA FOODS recently welcomed His Holiness Pope Francis to the United States with a donation of 150,000 pounds of food in honor of the Pope's visit.

Goya Foods Donates 150,000 Pounds of Food

In Honor of Pope Francis' Visit to the United States

Goya Foods, the largest Hispanic-owned food company in the United States, welcomed His Holiness Pope Francis to the United States with a donation of 150,000 pounds of food in honor of the Pope's visit.

"We are all so blessed to have His Holiness Pope Francis visit the United States and for the opportunity to donate food in his name to each of the cities that he will visit during his stay," says Bob Unanue, President of Goya Foods. "We are grateful for our partnership with Catholic Charities and will continue to support their efforts in helping those in need."

The food donation will support a vast network

of food pantries and emergency food programs through the Catholic Charities of the Archdiocese in New York, Washington D.C. and Philadelphia. "Pope Francis' visit calls all of us to help those less fortunate," says Monsignor Kevin Sullivan, Executive Director, Catholic Charities, Archdiocese of New York. "Catholic Charities is deeply grateful that Goya has taken that message to heart. Goya's generous food donation will enable thousands of hungry individuals and families to receive nutritious meals. We hope their generosity inspires others to also reach out to their neighbors in need."

The donation is part of the Goya Gives campaign, a series of annual donations initiated in 2011 in celebration of Goya's 75th anniversary that serves to encourage others to participate in the message of helping those in need.

Nelson Tarke, Jr. to Head CAMACOL

Nelson Tarke, Jr. has been elected President of the Latin Chamber of Commerce of USA (better known as CAMACOL), replacing long-time President Mario Gutierrez who is stepping down.

Tarke is the son of well-known food industry leader Nelson Tarke, Sr. The younger Tarke brings a strong resume of over 25 years in the telecommunications industry to his new role as CAMACOL leader. This includes management positions with AT&T, XO Communications, and Earthlink.

Tarke has been elected to serve a two year term. Commenting to TODAY'S GROCER, he said, "CAMACOL is growing from a local organization to one of global significance, interconnecting the world. I look forward to leading the organization as all of us at CAMACOL work to fill our responsibilities to facilitate change and benefit our communities."

Nelson and his wife Christina reside in South Miami along with their three daughters: Erika age 14, Ava age 10 and Emma age 5. The native Miamian studied at Belen Jesuit Preparatory School followed by St. Thomas University.

He may be reached at nelson@camacol.org.



■ NELSON TARKE, Jr.

Diamond Foods Unveils State-of-the-Art Innovation Center

Strengthening its commitment to product innovation and market leadership, Diamond Foods, Inc. has officially opened the doors to its new 7,000+ sq. ft. innovation center in Salem, Oregon. Adjacent to the Kettle Brand potato chip facility, the innovation center will drive new product offerings for Diamond's entire family of brands, including Kettle Brand, Pop Secret, Emerald Nuts and century-old Diamond of California.

The new center features an R&D kitchen and lab that allows for production of product samples and simulates preparation processes, as well as a concept room designed for ideation and customer meetings and a sensory evaluation

center for real-time product testing with consumers. Already the team is finalizing products that will soon be in the marketplace, on the heels of recent launches that include Kettle Brand Pepperoncini and Dill Pickle flavored potato chips, and Emerald Raspberry Glazed almonds.

Diamond's team of innovation specialists were carefully selected with the goal of creating a true product design house, including not only food scientists and sensory specialists, but also marketing, packaging and regulatory experts who develop product ideas through the lens of all the

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Ready Pac Foods to Provide Job Opportunities for Refugees

Ready Pac Foods, Inc. opens its employment doors for refugees relocating to the United States from the current crisis in Syria, Iraq and Afghanistan. The fresh foods company has committed to train and hire refugees from among the 10,000 Syrian refugees expected from the recent White House announcement.

As part of the training, Ready Pac Foods will provide practical resources and expertise to a number of positions within its manufacturing business. Additionally, Ready Pac Foods will work to create long-term jobs for those in need.

"We feel the responsibility to help others in need. With the

influx of refugees coming to the United States, we want to help them build a future in their new home," said Tony Sarsam, CEO of Ready Pac Foods. "Ready Pac Foods is committed to opening its doors and providing a place to grow and prosper."

With four processing facilities located across the nation – Irwindale, CA, (headquarters), Florence, NJ, Swedesboro, NJ, (Innovation Center) and Jackson, GA, – the company has a number of avenues to provide opportunities for growth and expansion for new recruits and employees. Ready Pac's growth and expansion across the country is governed by its mission to give people the freedom to eat healthier.



■ DIAMOND FOODS worked with the Portland, Oregon office of ZGF Architects, which designed the building not only to provide a state-of-the-art research and development facility, but to reflect the surrounding natural habitat.



■ Alan Meyers (left) and Julie Stuckey (center) from The Village of Baytowne Wharf present Sara Becnel, Executive Director of Sandestin Foundation for Kids with a check for \$10,000 for a portion of the proceeds raised at the 29th Annual Sandestin Wine Festival. The annual event is held at Sandestin Golf and Beach Resort in Miramar Beach, FL.

Sandestin Wine Festival Raises \$20,000 Charity

The Sandestin Wine Festival, the most established and continuously running wine festival on the Florida Panhandle, announced that the organization has recently donated \$20,000 to local charities and philanthropic causes from the proceeds of the four day event, held this past spring at The Village of Baytowne Wharf at Sandestin Golf and Beach Resort.

Both the Fisher House of the Emerald Coast and Sandestin Foundation for Kids were presented with checks totaling \$10,000 each.

Kim Henderson, executive director of Fisher House of the Emerald Coast, commented, "Continued support from the Sandestin Wine Festival supports military families

staying with us during a medical crisis by providing families with the comforts of home. Thanks to these donations, we were recently able to fly in a family member who could not afford the cost, so they could be with their Ranger son during a major surgery."

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TODAY'S GROCER

The Readers' Choice
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TODAY'S GROCER LLC.
PUBLICATIONS

ISSN 1529-4420

Serving the Food Industry Since 1956

PEDRO PENTON
Publisher

DENNIS KANE
Editor

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Graphic Designer

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offices located at:
P.O. Box 430760, South Miami,
FL 33243-0760
Tel: 305-994-8100
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Fax: 305-590-5360

Each month over 20,000 copies of TODAY'S GROCER are distributed to chain and independent retailers (of all sizes) at both headquarter and store levels, as well as manufacturers, brokers, wholesalers, distributors, and other allied members of the trade.

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4 Guest Editorials

Every Day is First Impression Day

So You Want To Make The Right First Impression

By: John Graham



First impressions make a difference when the goal is winning a new customer, moving up the career ladder, gaining acceptance to a group or, of course, attracting a new special friend.

That's a lot to ask when some

experts say first impressions lock-in in the first three to seven seconds. A Princeton University researcher drops it to less than one second.

To make first impressions even more daunting, some claim first impressions are indelible, with no second chances. To put it bluntly, first impressions are a life sentence without the possibility of parole.

That's one view, a frightening one at that, but it's not the only one (thank goodness). Here are some thoughts on how to avoid falling into the fatal first impressions trap.

1. DON'T BELIEVE NONSENSE. Yes, first impressions are important, whether it's a prospective customer, a job interview, networking, or making a presentation.

The desire to make the right first impression creates even more pressure. And that's why there's a flood of books, blogs, seminars, and webinars offering endless advice on how to get it right the first time.

We are told to be ourselves, wear a big smile, dish up small talk, have a firm handshake, exude confidence, be positive, show sincerity, watch our body language, wear

the right clothes, listen carefully, turn off the phone, be interested and interesting, and, of course, be on time. And that's just for starters.

But running through every first impression success list is a clear, message: *If you want to make the right impression, don't be yourself.* Put on an act, wear a mask and become someone you aren't. It's a disturbing message, one that should make anyone feel uncomfortable. That's not all; it's nonsense. And it's why so many first impressions crash and burn—people trying to present themselves as something they're not.

2. FIRST IMPRESSIONS AREN'T ABOUT US. "Whoa! How in the world can a first impression be about anyone but me?" Even though it may sound a bit crazy, it's the huge mistake people make. It's all about how they look, dress, shake hands, talk, hold a fork, and smile. While these deserve some attention, they're minor issues.

The fatal first impression trap is in trying to be something we're not, saying what we don't believe, acting as if we're someone else, exaggerating our experience, enhancing our skills, and talking too much. It's a formula for failure, not success.

Believe it or not, first impressions aren't about us and they aren't about trying to impress others. The task is not getting others to think you're someone you're not. Such deception never works. It sends confusing and conflicting messages that can come back to bite us, when others discover that we're whom we said we were.

3. GET THEM TALKING. If you let someone put you on the spot, then you feel a need to

come up with answers you think (or hope) they're looking for. The chances are you'll lose that guessing game.

Instead, the task—which is utterly simple—is engaging those we want to influence by asking questions. *The goal is to get them talking.* When this happens, the results can be positive. The more they talk, the more positive is the impression they have of you. Nothing makes people feel better than having an opportunity to express themselves. When you let them, it influences how they feel about you.

It's all about asking the right questions. "I liked her. She really asked good questions." You've probably heard a similar comment after interviewing someone. It's usually said with enthusiasm and sends the message that the person made a good impression. To make the right first impression, *engaging others makes it happen.*

4. MOST FIRST IMPRESSIONS ARE ELECTRONIC. They're the flip side of face-to-face first impressions. And they're just as important, right at the top when it comes to how you're perceived, whether by email, social media, blogs, a website, or on the phone. And talk about indelible; they're etched in the Internet.

Just because you might not be looking someone in the eye, your electronic first impressions are just as lasting, and may even reveal more about you. Here are thoughts about making a good first impression electronically:

■ QUICK RESPONSE. Even though you may expect to hear from others quickly, do you always do it yourself, other than texts? How often do you "follow up" when you haven't heard from someone?

As timely a response as possible; immediately is best, but certainly within 24 hours. It sends the message that you respect those who communicate with you.

■ SEND COMPLETE MESSAGES. "Tuesday will be fine." What's missing is the time and place. It's all-too-common. You'll make a good impression if you think your message through so it's complete and doesn't leave someone guessing what you meant.

■ SLOW DOWN. Since so many messages are sent on the run to catch a plane, grab an Uber, get to a meeting, fix dinner, or take a shower, many such messages are sloppy—misspellings, missing words, lousy grammar, cryptic, confusing, and even unintelligible. Is this a person you want on your team? This has all the makings of a disorganized individual, who doesn't seem to care how they come across.

■ THINK ATTITUDE. With the Internet, there's no place to hide. Bad attitudes come through, whether sarcasm, sniping, being disrespectful, flip, or expressing anger.

The best way to make the right impression—to show who you really are—is by focusing on those you want to influence. In other words, every day is first impression day.

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

Work Comp Costs Get Healed Through Onsite Treatment

By: Janice Berthold



It all starts with a workplace injury. Somebody leaves oil on a floor, forgets to wear their safety goggles, fails to remember to replace a safety guard on a saw, touches something that should

absolutely, positively, never ever be touched. And once that happens a chain of events takes place, most of them bad.

We're all familiar with the process; the injured worker is taken to an overcrowded Occupational Clinic (often accompanied by one or more co-workers—who are no longer doing their jobs) where they can pretty much figure to spend a good portion of their working day. Then the OC doctor (if you ever get that high on the medical food chain), who just assisted a 10-year old with crayon stuck up their nostril will now try to diagnose an industrial accident. From there it becomes a labyrinth of missteps and wrong turns as everything gets sorted out by the supervisor, the claims people, insurance company and your HR department... and all the time the injury clock is ticking and your premiums are getting ready to escalate.

As a business owner you feel the frustration at this turn of events. The increased costs, the ascending experience mod, the loss of productivity with anywhere from one to three employees not on the plant floor doing their job. Now think how frustrated you would be if you found out that 90% of all non-life-threatening workplace injuries could have been quickly resolved with on-site first aid?

It's no secret that medical costs continue to rise at double-digit rates, and as a result, now comprise approximately 60 percent of the average claim. Indemnity costs are also problematic. Even though organizations have spent considerable time and resources to facilitate return-to-work (RTW) programs, these initiatives have failed to yield optimal outcomes. Within this current state of flux, many organizations are looking to implement innovative strategies to overcome traditional hurdles, but what is new in workers' compensation?

Some companies have come forth offering telephonic nurse triage services. But this type of service has only a 20%-40% success rate, plus the injured employee gets the feeling that the employer doesn't care about their situation, to the point they aren't even taking them to a medical provider.

However, recently a more positive trend has emerged. To put it quite simply, instead of taking the injured worker to a medical professional, the medical professional visits the scene of the injury and treats the worker. Known as "injury triage," a medical professional is able to assess an injury where the injury takes place. Why describe how an employee was injured to a doctor 10 or 20 miles away when you can actually show how it happened, perhaps even reenacting the injury to some degree? Such triage-treated injuries can include abrasions, lacerations, burns, eye irritation, neck or back pain, extremity injury and heat illness, to name a few. The triage worker will call in the troops should the injured party lose consciousness, have a possible spinal injury, serious burns, bone fractures or loss of limbs or extremities.

The workers' compensation industry is just beginning to catch on to this concept,

leveraging injury triage to harvest benefits and savings as a result of prompt medical action onsite (the longer an employee has to wait for treatment the more likely the injury will get worse). Benefits include the rapid processing of claims and a drastic reduction in the loss of production due to employees being away from their jobs. No longer does processing a claim happen at a glacial pace, where some injuries can take five to 10 days to be reported, for a myriad of reasons. A recent study by the Hartford Financial Group pointed out that prompt reporting of injuries leads to improved claims costs and outcomes. Triage nurses are trained to handle all of the facets of paperwork. This reduces the burden on supervisors and injured employees to fill out and submit claim forms. In most cases the nurse sends an injury report to all concerned parties, including the employer contacts, treating physician, and the claims adjuster.

Feedback thus far from employers who have utilized injury triage has been promising. "We already treated a few employees with hand laceration, ankle sprain and knee sprains," said Isaac Valle, Safety Coordinator for Jensen Corporate Holdings in San Jose, CA. "The service has been prompt and effective thus far and has helped us keep these three incidents as First Aid incidents with our employees feeling comfortable with the service."

Another key is that this process assures that every injured employee will receive the appropriate level of medical care. You can train your supervisor your VP, even your cafeteria worker on first aid tips and how to respond in a medical emergency, but do you really want to put that burden on those folks to make a medical decision?

One that has potential liabilities should improper treatment be administered? No, you don't... and neither do they. Which is all the reason the easiest course of action was either to call an EMT or transport the injured worker via car to the nearest hospital. And it has been reported that as a result of that decision, companies ended up using Occupational Clinic services in 20 to 30% percent of their incidents, resulting in an unnecessary level of care and expense. Another positive factor is that additional services are also available through this type of operation, including onsite drug-testing, tetanus shots, first aid training, forklift training, CPR training, and more.

Also important is the mindset of the injured workers. When they see that their employer has taken the action to have a medical professional onsite as quickly as possible to personally treat them, as opposed to a grueling wait in the OC, it establishes a culture of caring between employer and employee, that their safety and well-being are a top priority within the company, resulting in a reported 40-67% reduction in claims litigation.

All these benefits have enabled workers' compensation programs to decrease overall costs. These reductions have significantly helped employers, particularly in light of today's difficult economy and ever-increasing workers' compensation costs.

JANICE BERTHOLD is a Senior Vice President with Heffernan Insurance in San Francisco, California. She has over 25 years of commercial insurance experience and holds the insurance designations of Chartered Property Casualty Underwriter and Professional Workers Comp Advisor. She can be reached at: 650.842.5205 and at janiceb@heffernan.com.

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6 Produce



■ Since 2002, Publix has raised more than \$2.4 million through the Produce for Kids campaign for children's organizations within the Publix footprint.

Produce For Kids and Publix Supporting Local Feeding America Programs

Last spring, Publix was able to support Feeding America's local children's programs through the Produce for Kids campaign by supplying 1.2 million meals to local families and children in need. On Sept. 24, Produce for Kids and Publix will launch a second 2015 in-store and digital campaign to educate local families on the benefits of healthy eating while raising funds for local Feeding America member food banks.

Since 2002, Publix has raised more than \$2.4 million through the Produce for Kids campaign for children's organizations within the Publix footprint. Eleven participating fresh fruit and vegetable suppliers, representing every major category of fresh produce, support the Produce for Kids campaign, which will run through Oct. 28. Publix grocery shoppers are encouraged to support these brands by eating more nutritious fruits and vegetables.

"We're thrilled to team up with Publix again this year to advocate the importance of healthy eating in the Publix market," said John Shuman, president of Produce for Kids. "Through the Produce for Kids campaign, we can help families choose healthier food options in their local grocery store while supporting local Feeding America food banks to help end hunger."

Shoppers should be on the lookout for Produce for Kids signage, featuring The Very Hungry Caterpillar, in the produce section of all Publix stores to find out more information on the campaign. The display will direct shoppers to www.produceforkids.com, featuring more than 150 RD-approved recipes, meal planning tools, campaign information and healthy tips from real parents.

"Our Produce for Kids partnership allows us to educate our customers about the importance of beginning healthy eating habits early," said Maria Brous, media and community relations director for Publix. "The month-long campaign provides resources that introduce fresh fruits and vegetables to families and also allows us to give back to our local communities through a donation to Feeding America's programs that support children."

■ What's On Your Grill

Alsum Farms and the Green Bay Packers Launch Promotion

Alsum Farms & Produce, Inc., is partnering with the Green Bay Packers to invite fans to share a photo of their best tailgating dish for a chance to win an Alsum Grillmaster prize pack. From now thru October 31, 2015, Packer fans can submit their tailgating photos at <http://www.packerseverywhere.com/page/s/whats-on-your-grill-2015>.

Fans can simply submit a photo gathered around their grill -- at Lambeau Field or anywhere else -- featuring some of their favorite gameday eats. Whether it be delicious sides of grilled Wisconsin potatoes, flavorful veggies paired with mouthwatering specialty meats, fans will have a chance to win tailgating essentials from Alsum Farms & Produce. Complete sweepstakes rules can be found at the contest site.

"Alsum Farms & Produce is excited to partner with the Green Bay Packers for the second year in a row," says Heidi Alsum-Pandall, National Sales and Marketing Manager of Alsum Farms & Produce. "The interactive 'What's on your Grill?' promotion encourages football fans to elevate their grills with nutritious, homegrown Wisconsin potatoes and create awareness of Alsum brand potatoes."

For this promotion, Alsum is featuring the 4-pack of gold foil wrapped Russet Grillers that can be found at Midwest grocery stores and national retailers.

One lucky fan will win the Ultimate Alsum Grillmaster Tailgate prize pack that includes a new gas grill, a \$100 gift card to a retailer grocery partner to purchase meat, potatoes and other vegetables for their next tailgate party along with an Alsum apron, BBQ tongs and signed autograph picture of farmer, Larry Alsum. New this year, fans can win bimonthly prizes including Alsum potatoes along with grilling accessories.



■ GRILLED POTATO KABOBS with Lemon Herb Drizzle.

New York Apple Growers Unveil New Name



After their recent launch of the SnapDragon and RubyFrost apple varieties, New York Apple Growers has changed its name to Crunch Time Apple Growers. The organization is comprised of 145 grower members who are united with the mission of introducing exclusive, flavorful apple varieties to the marketplace.

"The success and interest of these new apples has gotten a lot of attention and retailers were confusing us with other

similarly named organizations such as New York Apple Sales and New York Apple Association, so we felt it was time to make a change," stated Mark Russell, Crunch Time's Marketing Committee Chair.

SnapDragon and RubyFrost have been a decade in the making, and their path to go to market is a first for the Cornell apple breeding program. In 2010, NYAG aligned with Cornell to develop a managed release to establish an exclusive licensing agreement in North America for the two varieties. Growers pay royalties on trees purchased, acreage planted and fruit produced, and the income is being used to help support Cornell's apple breeding program.

"We wanted the name to reflect our forward-thinking organization that will continue to bring premium apple varieties to market," stated Russell. "In addition, we are now in the process of developing a trade brand presence for the new organizational name as well."

The SnapDragon apple variety is launching now in the Northeast, Mid-Atlantic and Southeast Regions. RubyFrost will be in-stores again this January 2016.

Litehouse Organics Unveils New Look

Popular Line Gets Makeover, Introduces Two Flavors

Litehouse Foods has refreshed its bottle design and launching two new taste sensations in its Refrigerated Organic Dressings & Vinaigrettes line. The new look reflects the fresh goodness of the product and features the certifications that consumers are seeking: USDA Certified Organic, Non-GMO Project Verified and Gluten-Free Certified. The new flavors, Rosemary Balsamic and Ginger with Honey, join the Litehouse Organics family of award-winning dressings made with care by its employee-owners.

"Our Organics have grown nearly 40% over the past year as more consumers have been looking for organic options. We have recently taken the additional steps necessary to obtain the third-party verified on-pack seals that communicate our products have been through stringent testing and meet the highest standards for Non-GMO, Organic, and Gluten-Free," said Alison Kellogg, Brand Manager for the Organic Line. "Our new look perfectly captures the natural, wholesome flavors in this line and we are excited to offer six delicious and healthy options for our fans."

The refreshed bottle design reflects the clean products used to make the dressings and features the hand-painted artwork of one of Litehouse's employee owners, Graphic Designer Lindsey Kuhn. The Organics line is available at a MSRP of \$5.99.



■ LITEHOUSE FOODS is refreshing its bottle design and launching two new taste sensations in its Refrigerated Organic Dressings & Vinaigrettes line. The new look reflects the fresh goodness of the product and features the certifications that consumers are seeking: USDA Certified Organic, Non-GMO Project Verified and Gluten-Free Certified.



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FROM THE BAUDUCCO FAMILY TO YOUR FAMILY.

New Look Bravo Opens in Richmond Heights

Unique Shopping Experience Comes to South Dade

A TODAY'S GROCER Special Report
VANESSA ACOSTA Reporting

Marcos Paulino and Marcelo Rodriguez are celebrating the recent opening of their new Bravo Supermarket in the Richmond Heights area of South Miami-Dade County. The grand opening for the 10,000 sq. ft. store, located in the Promenade Shopping Plaza, at 11247 SW 152 Street was held on September 3. Store Managers, Toribio Diaz and

Luis Rodriguez, head a staff of approximately 30 associates at the Bravo store.

The store's product mix has been selected to meet the unique needs of the diverse population surrounding the store. It offers a variety of Hispanic, Caribbean, Afro-American and Asian in addition to traditional products. The new store features a full-service deli featuring prepared foods, bakery, meat, produce, and seafood departments. The four checkout lanes and customer service counter are equipped with state-of-the-art POS systems from Técnica Business Systems of Doral. The grand opening sale and advertising program featured a full color, four-page grand opening circular delivered to residents of the area surrounding the store.

Marcos Paulino told TODAY'S



RICHMOND HEIGHTS BRAVO owner/operators Marcos Paulino and Marcelo Rodriguez.



RICHMOND HEIGHTS MANAGEMENT TEAM: Owner/Operator, Marcelo Rodriguez; Store Manager, Luis Rodriguez; Store Manager, Toribio Diaz and Owner/Operator Marcos Paulino.



TECNICA BUSINESS SYSTEMS Business Development Director, Lourdes Vilaria extends opening day congratulations and support to the management team.



RICHMOND HEIGHTS BRAVO opened September 3 at 11247 SW 152 Street near Metro Zoo in South Miami-Dade County. The new store offers a variety of Hispanic, Caribbean, Afro-American and Asian in addition to traditional products.

GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to residents of Richmond Heights and surrounding areas. We are fortunate that this is a densely-populated area. Based on our demographic studies we expect to attract customers from a broad economic spectrum. Our store team is committed to bringing shoppers personal service and quality food products. We realize that by knowing our customers and satisfying their needs, we can successfully compete with the large, established chains."

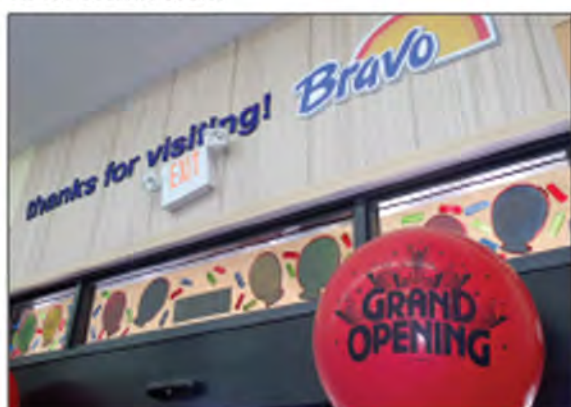
Paulino added, "Based on our research in preparing for our opening, we realized that this area needed a first-class supermarket that knows the community and is proud to be a part of the community. We are committed to expanding Bravo's presence in the South Florida area. We want our shoppers to feel at home when they shop with us. We are confident that we can live up to our statement that Bravo is the 'supermarket for savings,' and that our customers will be saying – 'Bravo to Bravo!'"



OWNER/OPERATORS Marcos Paulino (center left) and Marcelo Rodriguez (center right) pictured with Krasdale Foods/Bravo Management Team: Bravo Retail Counselor, Ricardo Lira; Bravo Manager/Store Operations Southeast Division, Jose Jorge; Bravo Operations Manager Florida, Frank Boemio; Bravo Meat Specialist, Joe Geremia and Peter Jovanovich, Government Compliance Counselor.



MEAT DEPARTMENT specialist, Yamila Elmusa weighs a customer's meat order on the new Bizerba Model XC100 counter scale.





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10 Grocery



Bacontrepreneur Rolls Out New Products at Walmart, Haggen

J&D's Foods, the Seattle-based food innovation company and inventor of Bacon Salt, has released three delicious new crouton flavors to add a delightful crunch to any salad: Pretzel Bread Croutons, Tomato Basil Croutons, and Everything Croutons. This comes on the heels of their successful launch of Bacon Croutons.

The launch of the new crouton flavors comes at the perfect time. Toss them in salads, add them to soups, or eat them straight from the bag for a tasty snack.

- **NEW J&D'S PRETZEL BREAD CROUTONS** (MSRP \$3.99) J&D's Foods Pretzel Bread Croutons turns the hottest trend in bread – artisan German Pretzel Bread into a bite-sized, crispy gourmet crouton.
- **NEW J&D'S TOMATO BASIL CROUTONS** (MSRP \$2.99) J&D's Foods Tomato Basil Croutons have real tomatoes and fresh basil baked into every bite.
- **NEW J&D'S EVERYTHING CROUTONS** (MSRP \$2.99) J&D's Foods Everything Croutons are like an Everything bagel – in crouton! J&D's has packed fresh garlic, onions, sesame seeds and poppy seeds into each scrumptious bite.
- **J&D'S BACON CROUTONS** (MSRP \$2.99) J&D's Foods Bacon Croutons give you what you want in a salad – the crispy crunch of a gourmet crouton combined with the delicious, savory taste of bacon.

All of J&D's gourmet, handmade croutons use the finest ingredients, and bring a new flavor to any salad or summer meal.

Bacon Pretzel Bread, Tomato Basil and Everything flavored croutons are available for a suggested retail price between \$2.99 and \$3.99.

New Del Monte Fruit and Veggie Fusions

Help Parents Pack Back to School Lunches with a Tasty Punch



The recent start of school and return to classes means the entire family returns to the reality of a full schedule of classes, homework and after-school activities. To nourish and energize, so kids can go above and beyond in all of those pursuits, there is the new Del Monte Fruit and Veggie Fusions, a tasty blend of fruit in a lightly sweetened vegetable and fruit juice that equals one combined serving

of fruit and vegetables in each cup!

A 2014 report from the Centers for Disease Control shared some good news with an increase in the amount of whole fruit being consumed by US children ages 2-18. However the total amount of fruit consumed is still low and vegetable consumption was also low and has not seen an increase in recent years.

"As parents work to increase the amount of healthy meals and snacks their families enjoy they are looking for clever solutions. Del Monte is already a trusted brand for lunchboxes and after school snacks, so we are excited to offer Del Monte Fruit and Veggie Fusions as an innovative solution that is the perfect sidekick to accompany little superheroes through their busy days," said Neeta Pramanik, Associate Product Manager for Del Monte Fruit Cup Snacks. "It has the goodness of veg with the yumminess of fruit for a snack that both parents and kids can love."

The cups come in three flavors – Peach Mango, Apple Pear Watermelon, Cherry Fruit Trio – and contain no high fructose corn syrup and no artificial flavors or sweeteners.

Del Monte Fruit and Veggie Fusions are available nationwide for a suggested retail price of \$2.99.

Contains 1 serving (1/2 cup) that is 75% Fruit and 25% Vegetables, per USDA Nutrient Data

Kellogg's Celebrates the Season with Delicious Fall Flavors

From pumpkin spice to apple cinnamon, the delicious, comforting flavors of fall are a red-hot seasonal trend. Now those sought-after autumn tastes are hitting breakfast tables with the debut of new Frosted Mini-Wheats Pumpkin Spice cereal and Special K Apple Cinnamon Crunch cereal.

This autumn will also see the seasonal return of Pop-Tarts Pumpkin Pie toaster pastries and the debut of limited-edition Keebler Pumpkin Spice Fudge Stripe cookies. New Product Details

Frosted Mini-Wheats Pumpkin Spice cereal combines the goodness of eight layers of wheat and one layer of sweet cinnamon, nutmeg, allspice and ginger. It can be enjoyed for breakfast, or as a smart dessert alternative to the traditional slice of pumpkin pie.

New Special K Apple Cinnamon Crunch cereal has crunchy rice and wheat flakes with apple crumble clusters and the delicious taste of sweet cinnamon. It's a nourishing way to savor the comforting flavors of the autumn apple harvest.

The warm toasted aroma and flavor of Pop-Tarts Pumpkin Pie is now an annual autumn tradition and their arrival is eagerly anticipated by loyal Pop-Tarts fans. These delicious seasonal pastries feature the flavor of real cinnamon, ginger, nutmeg and cloves.

New Keebler Pumpkin Spice Fudge Stripes also offer a delicious blend of classic fall spices, including cinnamon, nutmeg, clove and ginger – all drizzled with a creamy white fudge.

All four products are in stores now and will only be available for a limited time.



Duncan Hines Perfect Size: The Ideal Cake for Everyday Occasions

Duncan Hines brings to market the first-of-its-kind cake, just the right size for two to four people, complete with frosting and pan.

Duncan Hines, a portfolio brand of Pinnacle Foods, Inc., has introduced its new Duncan Hines Perfect Size platform, offering consumers an ideal baking option to make great-tasting cakes that are perfectly sized to serve two to four people, when a full-size cake is just too much.

Duncan Hines has created Perfect Size cakes in five deliciously indulgent flavors:

- **CHOCOLATE LOVER'S** -- chocolate cake with chocolate frosting
- **RED VELVET DREAM** -- red velvet cake with cream cheese frosting
- **LEMON BLISS** -- lemon cake with lemon frosting
- **STRAWBERRIES AND CREME** -- strawberry cake with cream cheese frosting
- **GOLDEN FUDGE** -- golden cake with chocolate frosting

"Current cake mixes on the market serve about a dozen people. As a result, people don't bake cakes as much for everyday occasions, because much of the cake ends up being thrown out. To address this, we are launching the Duncan Hines Perfect Size platform, a complete baking kit designed to serve two to four people. The kit includes the mix, the frosting and a disposable pan, everything you need to create special desserts everyday," said Mark Schiller, EVP and President, North American Retail for Pinnacle Foods.

Perfect Size is not only a new category offering for consumers eager to celebrate everyday occasions, but it is truly the first-of-its-kind in market. Bakers simply prepare as directed for a moist, delicious cake that is topped with a rich, smooth and creamy frosting.

Perfect Size cake mixes are available at retailers nationwide, with a suggested retail price of \$2.99.



Jack Link's Introduces Korean BBQ Pork Jerky

Jack Link's has a new, bold flavor – and a new technology – to help "feed your wild side." Korean BBQ Pork Flame-Grilled Jerky is now available, providing a sweet and spicy way to enjoy this popular Eastern Asian style of cooking...in a much more portable fashion.

Applying a cooking technique new to the jerky category, Jack Link's adds a "kiss of fire" to its Korean BBQ Pork Jerky by finishing the product over an open flame. The result?

- **A FEAST FOR THE EYES:** See the authentic flame edge on each piece of Korean BBQ Pork Jerky.
- **A FEAST FOR THE NOSE:** Direct access to the flame provides an authentic aroma to the product, highlighting the flavors prior to tasting them.
- **A FEAST FOR THE TONGUE:** The sweet pork flavor contrasts perfectly with double toasted sesame seeds and caramelized brown sugar notes, followed by hints of earthy white onion and garlic.

Jack Link's Korean BBQ Pork Jerky is available nationwide in 2.85-ounce packages (SRP: \$6.99).



Enjoy the Simple Things in Life

Life just got more delicious with new Smucker's Fruit & Honey Fruit Spreads. Ripened fruit is naturally sweetened with honey for a refreshingly simple way to complement your breakfast or dress up appetizers and desserts. Available in four flavors, they contain no preservatives and offer the perfect touch of sweetness.

Spreads are available in four flavors: Fruit & Honey Strawberry Fruit Spread, Fruit & Honey Triple Berry Fruit Spread, Fruit & Honey Blueberry Lemon Fruit Spread, and Fruit & Honey Tropical Fruit Spread

Smucker's Fruit & Honey Fruit Spreads can be paired with a variety of ingredients to make everything from appetizers to desserts. Smucker's Fruit & Honey Fruit Spreads are available at stores nationwide for a manufacturer's suggested retail price of \$3.49 (for a 9 oz artisan glass jar).

Oreo Thins Deliver

Adults looking for a more grown up take on their favorite childhood cookie are in luck. Oreo has announced the introduction of its newest cookie offering: Oreo Thins, a crisp, delicate cookie that delivers on the Oreo cookie taste you already know and love. Oreo Thins offer a delicious new snacking experience for anyone looking for a more grown-up option to satisfy that 'need-something-sweet now moment' we all have now and then, while still delivering the delicious flavor of a classic Oreo cookie.

"At Oreo, we know that some of our fans have grown up and that their tastes have grown up too," said Patty Gonzalez, Senior Brand Manager Oreo at Mondelez International. "With this in mind, we're excited to introduce Oreo Thins as a new take on the classic cookie. The crisp and delicate texture of Oreo Thins was specially designed for fans who love the taste of Oreo REO but are looking for a more sophisticated cookie."

Following "thin" cues in technology, Oreo Thins puts a sleek and modern spin on a classic. As a result of their chic new silhouette the serving size for Oreo Thins is four (4) cookies for 140 calories, vs. three (3) Original Oreo Cookies for 160 calories. With a crisp and delicate taste, Oreo Thins pair great with an afternoon latte or cup of tea for a more adult treat.

As a permanent addition to the Oreo line of delicious cookies, Oreo Thins is available nationwide in the Original, Golden and Mint flavors at an SRP of \$4.59.



New Study Shows: Replacing Salt with Spices and Herbs Effective in Cutting Sodium Intake

Recent research from the University of California, San Diego and Johns Hopkins University suggests cooking with spices and herbs could close the 1,000 mg gap between the amount of sodium Americans consume on a daily basis, and the amount recommended by the Dietary Guidelines for Americans. The study was funded by the McCormick Science Institute, the independent research arm of McCormick & Company Inc.

In the study, entitled "Effects of a Behavioral Intervention that Emphasizes Spices and Herbs on Adherence to Recommended Sodium Intake," researchers taught adults to flavor their food with spices and herbs instead of salt. At the end of the trial, the intervention group, who had tools including spices and herbs as well as cooking demonstrations, were able to reduce sodium intake by an average of 956.8 mg/day - which is about 1/3 of the average sodium adults consume each day.^{1,2}

Dr. Cheryl Anderson, lead researcher and author of this study, was also a member of the Dietary Guidelines Advisory Committee for the 2015 Dietary Guidelines for Americans. The Committee's report emphasized a continued concern over high intake of sodium in the American diet. On average, American adults consume 3,300 mg of sodium a day, which is 1,000 mg more than the 2,300 mg recommended by the Dietary Guidelines for Americans and other health authorities.

"This study demonstrates that a multi-faceted behavioral program including spices and herbs for meal preparation is effective in reducing daily sodium intake," said Dr. Cheryl Anderson, associate professor, University of California, San Diego. "Teaching consumers to prepare food using spices and herbs with reduced salt is a positive solution that supports a higher quality diet while still enjoying great tasting food."

"Cutting back on sodium is a message Americans have been hearing for many years," said Dr. Hamed Faridi, McCormick's Chief Science Officer. "One of the main concerns with reducing salt content is that often times it impacts flavor, which makes eating less satisfying. Thankfully, adding spices and herbs can easily solve that problem."

¹ Centers for Disease Control, Trends in the prevalence of excess dietary sodium intake - United States, 2003-2010. *MMWR Morb Mortal Wkly Rep* 2013; 62:1021-5.
² Anderson CA, Cobb LK, Miller ER, et al. Woodward M, Hottelstein A, Chang AR, Mongraw-Chafin M, White K, Charleston J, Tanaka T, Thomas L, Appel LJ. Effects of a behavioral intervention that emphasizes spices and herbs on adherence to recommended sodium intake: results of the SPICE randomized clinical trial. *Am J Clin Nutr*. 2015 Aug 12. pii: ncm100750. [Epub ahead of print]

Scot Hendricks Named President of Kroger Delta Div.

The Kroger Co. announced that Scot Hendricks has been promoted to president of Kroger's Delta division. Kroger's Delta division is based in Memphis and operates stores in Western Tennessee, Kentucky, Mississippi, Arkansas and Missouri.

Hendricks replaces Tim Brown, who was recently named president of Kroger's Cincinnati/Dayton division.

"Scot is a strong leader with extensive experience in both merchandising and

operations," said Fred Morganthall, Kroger's executive vice president of retail operations. "Scot lives our values and brings out the best in our associates. We look forward to his leadership of our Delta division."

Hendricks began his career with Kroger in 1981, in the Nashville division management training program. He was named grocery buyer in 1983, and served in several leadership roles in the Atlanta division from 1986 - 2000. In

2000, Hendricks was promoted to Kroger's general office, where he served in several roles of increasing responsibility, including vice president of grocery merchandising and procurement. In 2011, he was promoted to vice president of merchandising in the company's Cincinnati/Dayton division, where he served until he was appointed to his current role as vice president of operations in 2014.

Scot and his wife, Jill, will relocate to the Memphis area.



■ SCOT HENDRICKS

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■ New at BI-LO, Harveys and Winn-Dixie

Southeastern Grocers and Celebrity Chef Curtis Stone Partner on Fresh, Seasonal Meals for Families to Eat Well for Less



■ CHEF CURTIS STONE

Southeastern Grocers, the parent company of BI-LO, Harveys and Winn-Dixie stores, have announced a fresh partnership with Food Network Celebrity Chef Curtis Stone to launch "Cooking with Curtis for under \$10." The program is aimed at helping people eat well for less by offering customers fresh, seasonal and affordable meal solutions that can easily be made from scratch at home.

A combination of Southeastern Grocers' research and industry research revealed that many shoppers want to eat well, but there are barriers such as affordability, meal preparation time, knowledge of ingredients and how to select the ingredients. Research has also shown that nearly all Southeastern Grocers customers, regardless of budget, want to feed their families healthy, nutritious meals for less money, and approximately 25 percent of Southeastern Grocers customers rely on food assistance and are looking for affordable options for fresh, healthy foods.

In order to solve those challenges for its customers, Southeastern Grocers is offering unique recipes created by Chef Curtis. Recipe cards are available in all stores, in the weekly ad circular and online. A different fresh, seasonal ingredient will be featured each month with four easy-to-follow recipes. The ingredients for each delicious recipe will cost less than \$10.

Chef Curtis is a nationally-known TV personality who has been featured in shows such as Food Network's *Beach Eats USA* and *Kitchen Inferno*, TLC's *Take Home Chef* and Bravo's *Top Chef Masters*, along with appearances on *The Oprah Winfrey Show* and *The Ellen DeGeneres Show*. Chef Curtis recently opened the popular *Maude* restaurant in Beverly Hills, California, to rave reviews.



■ SHARRY CRAMOND
Exec. V.P. of Marketing & Communications
Southeastern Grocers

Internationally known, Chef Curtis began his cooking career at the age of 18 in his homeland of Australia and later honed his skills at Michelin-starred restaurants in London. He has appeared on a number of top-rated cooking programs, most recently starring as a mentor on Food Network's *All-Star Academy* and is host of the Network's brand-new show *Beach Eats*, which premiered August 12. His first solo restaurant, *Maude*, opened in Beverly Hills, California in 2014 to rave reviews from respected outlets such as *Time*, *Travel + Leisure*, *Eater LA*, *Los Angeles Magazine*, *Angeles* and more. Chef Curtis is also a *New York Times* bestselling author, having written six cookbooks, his most recent titled *Good Food, Good Life*.



■ THE "COOKING WITH CURTIS FOR UNDER \$10" PROGRAM was designed with nationally-known TV personality Chef Curtis Stone to help shoppers eat well for less through a series of fresh, seasonal and affordable family meals that taste great and won't burden the budget.



■ SOUTHEASTERN GROCERS' three banners – BI-LO, Harveys and Winn-Dixie Stores are offering unique recipes created by Chef Curtis Stone. Recipe cards are available in all stores, in the weekly ad circular and online. A different fresh, seasonal ingredient will be featured each month with four easy-to-follow recipes. The ingredients for each delicious recipe will cost less than \$10.

■ A Conversation with

SHARRY CRAMOND

SHARRY CRAMOND is the chief marketing officer for Southeastern Grocers, the parent company of BI-LO, Harveys and Winn-Dixie stores. Before that, she held several senior marketing roles with Tesco in the U.K., including running marketing and communications for their UK business, the role she held before joining Southeastern Grocers. She also served as general manager of marketing communications for Coles Supermarkets in Australia and marketing director for Target Australia.

TG: What can consumers expect from this new initiative?

SC: Customers will find the "Cooking with Curtis for under \$10" program features fresh, local and seasonal ingredients with easy-to-follow recipes. Customers will find "Cooking with Curtis for under \$10" recipe cards throughout their local BI-LO, Harveys and Winn-Dixie stores, making it easy to eat well for less. These recipes and other helpful cooking tips from Chef Curtis can also be found online. www.bilo.com/cookingwithcurtis; www.harveysupermarket.com/cookingwithcurtis; www.winn-dixie.com/cookingwithcurtis

TG: Why are you partnering with Chef Curtis Stone?

SC: We have a natural connection with Chef Curtis because of our shared home cooking philosophy on what makes great food – fresh, simple, seasonal ingredients in a meal that can easily be made from scratch. Our research told us many shoppers want to eat well, but there are barriers including budget, meal preparation time, knowledge of ingredients and how to select them. This great program with Curtis breaks down those barriers and helps shoppers eat well for less. For less than \$10, our customers can make Curtis' delicious recipes

TG: Will you be developing new recipes specific to each market's cultural preferences?

SC: Chef Curtis' home cooking philosophy is to keep it simple and cook with seasonally fresh ingredients – just as Mother Nature intended. We have great cultural influences for him to work with in the southeast as well as a diverse selection of fresh, local produce. Chef Curtis' unique recipes will feature a different fresh, seasonal ingredient each month that is local to our southeastern customers.

TG: Will Curtis be making any local appearances in support of this new partnership?

SC: Chef Curtis loves visiting our market to enjoy the delicious local cuisine the Southeast has to offer. We would certainly love to have him visit more of our stores. We don't have anything on the calendar yet, but we will let our customers know when they can find him in their local BI-LO, Harveys and Winn-Dixie stores.

TG: How does this support the company's overall strategy?

SC: We want to offer fresh, quality ingredients at prices that fit our customers' budgets. We are committed to helping our customers eat well for less cost. Chef Curtis' home cooking philosophy and fresh meal solutions resonate with our customers who want to prepare easy, wholesome meals from scratch to share at their family tables.

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14 Strictly Natural

Dang Foods Introduces



New Savory Bacon and Chili Lime Flavors

Dang Foods, maker of the leading, all-natural coconut chips, has announced two new savory flavors that are joining its collection: Chili Lime and Savory Bacon. Savory Bacon is a robust and smoky flavor with a subtly sweet barbecue finish, while Chili Lime is seasoned with kaffir lime and chili spice for a tangy, sweet and spicy flavor.

Founded in 2012, Dang Foods is a family-operated snack company that runs on love and coconuts. Dang Coconut Chips are inspired by Founder Vincent Kitaratragam's family recipe of his mother's Thai lettuce wraps, made with toasted coconut. The coconut chips are made from sliced coconut meat that is expertly toasted to produce a crisp and buttery texture and then lightly seasoned for outstanding taste. The new Chili Lime and Savory Bacon flavors include the same healthy attributes that Dang Foods fans know and love; all-natural ingredients, Non-GMO Project Verified, no cholesterol and high in fiber.

"We had an array of sweet flavors and the next logical step for us was to enter the largest snack category in the United States, salty snacks," said Dang Foods Founder, Vincent Kitaratragam. "There has recently been a debate about taste versus health. We think our product is the perfect way to reconcile this, as coconut is an excellent platform to experiment with spicy and savory flavors while still maintaining all nutritional value."

Dang Foods products are available nationwide with flavors including Original Recipe, Lightly Salted, Caramel Sea Salt—and now Savory Bacon and Chili Lime. While paying tribute to their family recipe, these two flavors add zest to this superfood chip. Chili Lime and Savory Bacon hit stores in their signature green and red pouches respectively, for \$2.99 - \$4.99.

Holy Mackerel



Wild Planet Releases Wild Mackerel Fillets

Wild Planet Foods, a leading provider of sustainable seafood, has introduced its new 100% sustainably-caught Wild Mackerel Fillets. Canned using only mackerel, organic extra virgin olive oil, water and sea salt, these Wild Mackerel Fillets can be enjoyed on your favorite cracker, used as you would use tuna, or eaten directly out of the can.

Wild Planet's skinless and boneless Wild Mackerel Fillets are delicately textured with somewhat of a tuna flavor. Packed with 13 grams of protein and only 100 calories per serving, this fish is both a nutritional powerhouse and an outstanding source of iron and Omega 3. In addition, because Mackerel is an underutilized species and is relatively low on the food chain, it is considered one of the best choices in terms of sustainability.

Wild Planet sources this wild, superabundant North Pacific fish with single-species targeted purse seine fishing — without the use of FADs (Fish Aggregating Devices).

"We want to provide our customers with more sustainable options that go beyond traditional seafood staples like tuna, salmon and shrimp," said Wild Planet Foods Founder Bill Carvalho. "Since mackerel is one of the healthiest and most sustainable fish in the ocean, it was definitely a clear choice."

The Wild Mackerel Fillets will be available for an SRP of \$3.29 at food stores nationwide.



Gaea Launches New Olive Oil and Olive Pack Line

Gaea, a leading maker of Mediterranean Greek cuisine products, has announced the unveiling of its new rebranded olive oil and olive snack pack collection. This exclusive line of extra virgin olive oils and on-the-go snack packs were crafted to allow the everyday home cook to take part in authentic Mediterranean cuisine.

Gaea's line of extra virgin olive oils include: Kalamata Extra Virgin Olive Oil (peppery notes, rich in antioxidants), Sita Crete Extra Virgin Olive Oil (intense fruitiness with distinctive varietal character), Greek Extra Virgin Olive Oil (subtle fruity flavor, an excellent choice for cooking as it's reasonably priced and not too robust), and Premium Organic Extra Virgin Olive Oil (fresh and fruity, wonderful for dressing salads and vegetables).

Gaea is introducing a new crown jewel to the collection, Gaea Fresh Extra Virgin Olive Oil. With an award winning quality and taste, this oil has a flavor profile consisting of green herbs with undertones of tropical ripe fruit.

Additional new products in the collection include Sparta Extra Virgin Olive Oil (sweet and fruity notes) and the Aromatic Extra Virgin Olive Oil Collection which includes a dash of three new fresh flavors: Lemon, Basil, and Garlic. Additionally, new resalable, low-calorie Olive Snack Packs are available in the following varieties: Marinated with Chili and Black Pepper, Marinated with Lemon and Oregano, and Kalamata 100% Natural and Sun Ripened.

All of Gaea's products are 100% Greek-origin and each product is traceable to the farm where the olives were grown.

"We believe olive oil should be approached like wine; as there is a wine for every occasion, there is an olive oil for every dish. The rebranding of our extra-virgin olive oils showcases the simplicity of what Gaea represents by focusing on specific Greek regions," said David Neuman, CEO of Gaea North America. "Gaea ingredients from Greece are fresh and authentic, which provides our customers with the highest quality of products. With the addition of new flavors, customers can taste the specific regions of Greece where the olives are grown, giving each product its own unique flavor."



Barbara's Launches Pumpkin Puffins for Fall

Barbara's Bakery is shaking up the supermarket this fall with the introduction of Pumpkin Puffins — a limited edition cereal made with real pumpkin!

A nod to Barbara's signature line of Puffins Cereal, Pumpkin Puffins tout the same crunchy, pillow-shaped morsels, and are lightly sweetened with pumpkin, a seasonal favorite and on-trend ingredient. Each delightfully delicious spoonful of Pumpkin Puffins captures the essence of fall, while still delivering the wholesome nutrition Barbara's is known for, so you can take a bite out of your morning routine.

With the following nutritional benefits, the new Pumpkin Puffins are a better way to satisfy your pumpkin spice cravings: Low fat, Gluten-free, and Non-GMO Project Verified. It is made without artificial ingredients, hydrogenated oils, high fructose corn syrup and preservatives.



Among Friends Warms the Baking Aisles

The shelves of Target, Kroger and Publix stores are now a lot "friend"-lier. Fast-growing baking mix brand Among Friends recently secured distribution with the three leading retailers.

"This is incredible growth for a brand that has been on the national stage for only three years, says Among Friends CEO Darcy Zbinovec. "To have major retailers like Target, Kroger and Publix agree to sell Among Friends products really speaks to the growing consumer demand for at-home baking mixes that are not only gluten-free but also taste outstanding."

In addition to its established cookie, cake and crisp varieties, Among Friends will offer exclusive mixes to Target and Kroger. Like all the brand's mixes, these new varieties are gluten-free and 100 percent whole grain and do not contain fillers or gums. "Our brand truly departs from the norm," says Zbinovec. "Most other mixes lean heavily on xanthan gum and high glycemic starches, such as tapioca or white rice."

The Among Friends brand meets the needs of those who must follow a gluten-free diet, but it is equally appealing for their friends and families with no restrictions.

Shine Organics:



New Brand of Snacking Pouches for Adults

Happy Family, a leading premium organic food brand delivering optimal nutrition for babies, toddlers and beyond, has announced the launch of Shine Organics, a new brand offering a line of adult snacking pouches mindfully made with a special blend of organic fruits and vegetables, featuring additional purposeful ingredients to feed the moment.

Made with real fruits and vegetables, chia seeds, and superfoods that are combined to support your entire wellbeing, Shine Organics pouches help make conscious snacking easier and help consumers shine from the inside out.

Available in four bold, flavorful combinations geared towards a sophisticated adult palate, Shine Organics pouches contain nourishing, wholesome and unique ingredients including turmeric, green tea, parsley, and passion flower that benefit body, mind and mood. Offering both nutritional benefits and great taste, Shine Organics pouches provide a superior snacking solution with organic, gluten-free ingredients for only 70-130 calories per serving (one pouch).

Shine Organics pouches offer active adults an excellent source of antioxidants Vitamin A and C, as well as Potassium and Fiber. Shine Organics pouches are available in four flavors, including:

- **PURIFY:** Apple, Guava, Kale, Strawberry, Parsley, Chia
- **ELEVATE:** Banana, Carrot, Mango, Orange, Wheatgrass, Turmeric, Chia
- **REVIVE:** Pear, Celery, Coconut, Lime, Green Tea, Chia
- **CALM:** Banana, Pumpkin, Coconut, Blackberry, Vanilla, Passion Flower, Chia

Shine Organics pouches are available nationwide with a suggested retail price of \$5.99 for a 4-pack and \$1.69 for singles of 4.22 oz. pouches.



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"SUGAR PRODUCTS FROM THE WORLD'S MOST PRISTINE SUGAR CANE FIELDS."

AKENTON NATURAL RAW SUGAR

- 100% NATURAL
- 100% PURE CANE SUGAR
- NON GMO PROJECT VERIFIED
- GLUTEN FREE
- UNREFINED
- KOSHER OU
- FRESH SUGAR CANE AROMA
- GOLDEN CRYSTALS THAT DISSOLVES EASILY

**AVAILABLE IN : 1.5 LBS , 3LBS , 5LBS , 1LBS,
50 LBS AND 1 LB BOX OF INDIVIDUAL PACKETS.**

100% NATURAL RAW SUGAR

All of our products start out as pure sugar cane from the most pristine fields in the world. Pure cane juice is squeezed from freshly harvested sugar cane. That delicious, fresh, and NON GMO PROJECT VERIFIED juice is then left to evaporate. Once all the water has evaporated from the pure cane juice, what is left is golden sweet crystals that taste like biting into fresh sugar cane. All our products are Natural and NON GMO PROJECT VERIFIED. Akenton sugar products are an unrefined sugar that will give great flavor to your coffee, beverages and your favorite recipes.

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■ **GROUP BUY SESSION** – The hot deals were coming at a rapid rate for all those gathered at the afternoon Group Buy Session, the traditional highlight of the Southeast Wholesale Food Show.

Southeast Wholesale Foods Hosts Food Show

Hyatt Regency Miami • Miami, Florida

AUGUST 14, 2015

A TODAY'S GROCER Special Report



■ Southeast Food Distribution President/CEO, Rich Bauer pictured with CFO, Marc Goodman.



■ **EL BODEGON TEAM** - Southeast Food Distribution President/CEO, Rich Bauer (left) and Southeast Wholesale Foods General Manager, Tony Palacios (right) welcome Patricia Valencia, Nidya Valencia, Luz Elena Valencia, Angela Valencia, and Jaime Rincon from El Bodegon to the Show.



■ **SOUTHEAST WHOLESALE FOODS BAKERY** – Mike Morrison, Annette Via and Bill Suydeko.



■ Chris Weymouth, George Skinner and Gary Williams, Value Merchandisers with Robert Fundora, Southeast Wholesale Foods.



■ **SPLENDOR CLEAN & CARE** – Eduardo Capuano and Gus Lopez.



■ **TOTAL SALES** – Russel Louis and Harold Louis pictured with Fred High, CJM Sales (center).



■ Pam Young, Southeast Frozen Foods buyer pictured with Monica Morales, Kraft Foods.



■ SWF Customer Service Mgr. Mary Lopez welcomes Charles Nissenbaum from One White Apple, Inc.



■ **FLOWERS FOODS** – Osmil Alonso, SWF; Hector Venegas and Juan Colome.



■ **LATIN FLAVORS** – Sophia Castillo and Julio Castillo provide Ena Sweeting from North Eleuthera a sampling of their various Latin Flavors products on exhibit at the Show.



■ **Kevin Darcy, Sherwood Food Distributors; Tony Palacios, SWF General Manager and Pepe Rohaidy, SWF V.P. – Domestic Sales.**



■ **Enrique Navarro, Acosta Food Service and Heather Cullers, Kellogg's.**



■ **TROPICAL SHIPPING** – Kenia Carmona and Miriam Mateo.



■ **CENTRAL BEER** – Isreal Alvarez, Margie Gonzalez and Mandy Alvarino.



■ **MAJIC PRODUCTS** – Ralph Abitbol and Sulteid Mangual pictured with ErnaWang with Sunshine Market, Bon Aire.



■ **ADVANTAGE SALES AND MARKETING, Robert Hengstler.**



■ **Monalisa Christian and Mary Brandes from Market Place, Cayman Islands.**



■ **TALKING THINGS OVER** - Butch Gordon, Federated Foods; Eric Johnson, Southeast Wholesale Foods; Alejandro Arriola and Zaira Juarpos from Unisuper, Guatemala.



■ **DEAN FOODS** – Lindsey Freitas, SWF buyer assistant pictured with Stephanie Markeviteh, Southeast Wholesale Foods buyer.



■ **PEPSICO WAREHOUSE SALES** – John Scarcelli and Jose Perez.



■ **RICELAND RICE** – Rosa and Henry Castellanos, Independent Food Brokers.



■ **Tomlinson Bynoe Carlton, Jeffrey Green-Carlton and Derek Deane, Emerald City, Barbados.**



■ **ZUMA & SONS DISTRIBUTORS** - Jesus Miranda.



■ **FLOWERS BAKERY** – Hector Venegas and Juan Colome welcome El Bodegon's Jaime Rincon to their booth.



■ **BAR-S FOODS** – Shawn Simpson.



■ **Ramona Mendoza from Wells Enterprises (Blue Bunny Ice Cream).**

On the Promotional front

BeVita Launches Newest Flavor



Just in Time for Pumpkin Season

Pumpkin season is here! In fact, 93% of Americans consider Pumpkin Spice the official flavor of fall. That's why beVita has launched the new, limited edition beVita Pumpkin Spice Breakfast Biscuits to help your store get into the fall spirit.

Available for a limited time only, beVita Pumpkin Spice are delicious, nutritious breakfast biscuits providing 3g of fiber, 19g of whole grain, and four hours of nutritious steady energy to help you make the most of your fall mornings.

Whether you're gearing up for pumpkin picking, reading the morning paper, or simply heading to work, beVita Pumpkin Spice is a great way to start the day. Enjoy beVita Pumpkin Spice with a serving of fruit and low-fat or fat-free dairy such as Greek yogurt for a balanced breakfast.



THE BAKERY TEAM AT SHOPRITE ENFIELD Emily, Mary, Julie, and bakery manager Tim Moreau (back).

Between Rounds Establishes Grocery Partnership with ShopRite in Enfield

Between Rounds Bakery Sandwich Café, the unique bakery café and bagel shop with locations throughout Connecticut, has recently partnered with ShopRite in Enfield to supply fresh baked bagels to their customers.

The ShopRite store, which is owned by Raymond Miller, his son Charles and daughter Marybeth Duffy as Miller Farm Family Markets, is located in Brookside Plaza Shopping Center, 40 Hazard Avenue in Enfield.

Between Rounds is the brainchild of Staten Island brothers Jerry and Joe Puia, who established Between Rounds cafés in Vernon, South Windsor, Manchester and Tolland. The Puia hallmark is manufacturing and selling their own bagels, which set them apart from other cafés. The popularity of their bagels inspired the Puia's to partner with independent grocers. The bagels are delivered to grocers fully baked so no additional labor is required of the bakery department.

Raymond and Charles Miller, along with their store manager Bob Hendrickson and bakery manager

Tim Moreau, met with the Puia brothers and decided that Between Rounds product would be a perfect fit for their bakery. As a grocery partner, Miller Farm Family Markets ShopRite will offer Between Rounds signature bagels in their bakery department.

"This is a good example of one family business working with another to bring local products to the community. Between Rounds provides an exceptional product which we are delighted to make available to our customers," said Raymond Miller.

In addition to ShopRite in Enfield, Between Rounds has established grocery partnerships with ShopRite stores in Manchester, East Hartford, Southington and Wallingford; Highland Park Markets in Suffield, Farmington, Manchester, Coventry and Glastonbury; West Side Marketplace in Rocky Hill; Geissler's Supermarkets in Agawam, Bloomfield, East Windsor, Granby, Somers and South Windsor; Lyman Orchards Apple Barrel Market in Middlefield and Gardner's Market in South Glastonbury.

Pumpkin Spice Milk: Just in Time for Fall

Pumpkin Spice season is already in full swing! From lattes to yogurt, all things pumpkin are beginning to show up on menus and grocery aisles.

Promised Land Dairy, a premium line of all natural dairy products, is spicing up its line of decadent flavored milks with a brand new Pumpkin Spice LTO, which they recently debuted on their Heavenly Taste Tour through Texas. Consumers will have the opportunity to enjoy the new holiday flavor from now through December.

Pumpkin Spice, the last of three limited time flavors to launch this year, features the flavors of rich pumpkin notes layered with a classic holiday-inspired spice blend and combined with Promised Land's rich, wholesome Jersey milk.



Publix Raises Over \$6 Million

During March of Dimes March for Babies Campaign

For two decades, Publix Super Markets, Inc. has worked alongside the March of Dimes to give all babies a healthy start in life. This year, during their annual three week in-store March for Babies fundraising campaign, Publix customers and associates raised \$6,050,470, an 18 percent increase from 2014, bringing their 20 year total to an impressive contribution of \$57 million for stronger, healthier babies.

"We are thankful for the opportunity to partner with the March of Dimes, an organization whose mission is at the heart of every expectant parent, sibling, family member and friend," said Maria Brous, Publix director of media and community relations. It is our largest-grossing customer facing campaign and associate involvement peaks every spring when our own lace up their sneakers and walk for someone they love. We raise awareness within the communities we serve through passionate associates engaging the hearts and minds of our cus-



March of Dimes National Ambassador Family - Todd Jackson, Elise Jackson and Elijah Jackson recently presented Publix CEO Ed Crenshaw and President Todd Jones with the Crystal Award at their corporate headquarters in Lakeland, Florida for being named the #2 March for Babies National Team in 2014.

tomers."

"We are grateful to Publix, their associates, and customers for supporting the March of Dimes for two decades so that we can give a fighting chance to every baby," said Julie Laird, March of Dimes East Region Vice President. "They are a national leader among our corporate teams, and with their support, Publix is helping the March of Dimes raise awareness of the urgent crisis of premature birth, which effects 1

in 10 babies in the United States."

March of Dimes is the March of Dimes largest fundraiser and America's favorite walking event. Money raised in March for Babies supports the March of Dimes mission for stronger, healthier babies and funds important research and community programs. Since 1970, the event has raised an incredible \$2.3 billion to benefit all babies, and takes place in nearly 700 communities across the United States.

Crunchies Branding Refresh Debuts

Freeze-dried fruit snacks company Crunchies has unveiled a top to bottom branding refresh. Acquired by global food ingredient company Chaucer Foods in 2014, the brand's refresh is grounded in an extensive market research study and features an all-new logo, product package, website and marketing campaign to extol the many virtues of freeze-drying.

"Our bold, new logo and packaging designs showcase our renewed focus on simplicity, quality and transparency," says Scott Jacobson, Crunchies' new L.A.-based CEO.

A new, content-rich storytelling campaign about Crunchies' product lineup will be highlighted on the company's revamped, lifestyle-driven website and social media channels, as well as in PR materials throughout the coming months.

Available in both single-serve packs and larger grab-n-go resealable pouches, Crunchies freeze-dried products contain no added sugar and no artificial flavors or coloring and are non-GMO, gluten-free, vegan, kosher and halal certified. Crunchies' lineup includes strawberries, mangos, pineapples, blueberries, raspberries, grapes, cinnamon apple, strawberry banana and mixed fruit. The new Crunchies is now available in stores nationwide for an SRP of \$4.99 - 5.99 for resealable pouches and \$1.25 for single-serve bags.



Project Independence Program

BI-LO, Harveys and Winn-Dixie Help Support Wounded Warriors

Through a combination of customer and vendor donations and all profits earned at BI-LO, Harveys and Winn-Dixie grocery stores on July 4, Southeastern Grocers announced that it is donating \$3,044,091.38 to support the Wounded Warrior Project Independence Program, which helps warriors live life fully, on their own terms.

Ian McLeod, CEO and president of Southeastern Grocers, said, "I am deeply moved by the outpouring of support this program received from our associates, customers and even from individuals living outside of the communities we serve. This contribution to help support the Independence Program would not be possible without the generosity of our associates who gave their time to work in our stores on Independence Day and our customers and vendor partners who shopped with us and made extra contributions to the fund."

Steve Nardizzi, WWP chief executive officer, said, "This alliance with Southeastern Grocers is crucial for Wounded Warrior Project to continue its lifelong mission to honor and empower Wounded Warriors. The overwhelming success of the Independence Day promotion surpassed every expectation we had, and we are profoundly grateful to Southeastern Grocers and each and every shopper who came out in support of those wounded protecting the freedoms we all hold so dear. The generosity Southeastern Grocers demonstrated exemplifies what can be achieved when like-minded charities and corporations join forces."

The donation funds were raised through contributions made in BI-LO, Harveys, and Winn-Dixie stores during checkout, as well as on each organization's dedicated website. Additionally, on July 4, every penny in profit earned at Southeastern Grocers' nearly 790



BI-LO, Harveys and Winn-Dixie President & CEO Ian McLeod, on right, presents Steve Nardizzi, CEO of Wounded Warrior Project, on left, and Wounded Warrior Sean Karpf, center, with a \$3,044,091.38 donation check to the Wounded Warrior Project's Independence Program.

stores was donated. One hundred percent of the funds raised will support WWP's Independence Program, which provides personalized plans that target each warrior's needs or interests, allowing them to live as independently as possible. These individualized plans are developed at no cost to the Warrior.

Unified Grocers Hosts Expo 2015 in Long Beach



■ UNIFIED GROCERS held its largest-ever annual Expo for the company's members, customers and vendor community at the Long Beach Convention Center, August 19-20.

Unified Grocers (California) held its largest-ever annual Expo for the company's members, customers and vendor community at the Long Beach Convention Center, August 19-20. The Show, traditionally one of the best-attended grocery shows in western United States, produced spectacular results with the sales total coming in at just over \$105 million. Unified President and CEO Bob Ling recently celebrated his second anniversary leading the company.

The show featured the latest retail technology innovations as well as experts on emerging trends in natural, gourmet, ethnic, produce and other hot topics in the food industry.

Expo highlights included:

- A record 971 booths of industry suppliers and Unified product and services departments
- Unified's latest retail technology solutions such as Mobile Ordering and iBeacon Digital Marketing
- Walking tours highlighting strategies to compete with Aldi and other new limited-assortment stores entering the marketplace
- Proctor & Gamble special educational area featuring category management strategies and consumer trends insights
- Launch of new Springfield items (Unified's flagship private label brand)
- Array of exciting new specialty, natural, organic and signature brand offerings from Unified's specialty subsidiary, Market Centre.

Total attendance (retailers and vendors) for the show was 3,098.



■ HOME FOR THE HOLIDAYS – The Show featured a wide array of goods, equipment and services. Attendees had an opportunity to get a preview of upcoming holiday season profit-makers.



■ UNIFIED'S ANNUAL EXPO featured a record of 971 booths in three halls of the Long Beach Convention Center.

■ The United Family's

24th Annual Jacky Pierce Charity Classic Benefits United Way Organizations

The United Family raised a record \$350,000 for the 24th annual Jacky Pierce Charity Classic golf tournament, August 30-31. Donations were presented to 25 United Way organizations in West Texas, Dallas-Fort Worth and New Mexico at the company's tournament charity dinner at Spirit Ranch in Lubbock on Sunday, August 30.

The tournament has raised more than \$3 million for local charities since its inception in 1991. This year's effort allowed for donations to 11 additional United Way organizations over prior years.

"The Jacky Pierce Charity Classic is the cornerstone of our company's commitment to making an impact in the communities we serve by addressing significant local issues," said Robert Taylor, president of The United Family. "The United

Way shares our emphasis on making our communities better places to live, and we are honored to support their organizations throughout Texas and New Mexico."

The tournament was named in honor of United Supermarkets longtime produce director, who guided the annual golf tournament from its infancy until losing a lengthy battle with cancer in August 2002. The tournament was renamed to honor Jacky Pierce's memory in 2003, and the 24th annual edition was played Sunday, August 30 and Monday, August 31 at Lubbock Country Club.

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



■ UNITED FOR CHARITY - Chris James, Chief Operating Officer, The United Way pictured with Robert Taylor, President, The United Family.



■ Glenn Cochran, President and CEO, Lubbock Area United Way; Robert Taylor, President, The United Family; Lynn Owens, Annual Campaign Chair, Lubbock Area United Way; Douglas Sanford, Campaign Chair, Lubbock Area United Way; Joe Womble, Regional Vice President, The United Family, and Chris James, Chief Operating Officer, The United Way.



■ Robert Bollinger, Regional Vice President, The United Family/Market Street Meagan; Robert Taylor, President, The United Family; Burton, Development Officer, United Way of Metropolitan Dallas; and Chris James, Chief Operating Officer, The United Way.



■ John Jameson, Regional Vice President, The United Family; Robert Taylor, President, The United Family; Carrie Hughes, Director of Resource Development, United Way of Midland; and Chris James, Chief Operating Officer, The United Way.



■ Patricia Bazar, 211 Director, United Way of Eastern New Mexico; Robert Taylor, President, The United Family; Erinn Burch, Executive Director, United Way of Eastern New Mexico; Paul Evans, Regional Vice President, The United Family/Albertsons Market; and Chris James, Chief Operating Officer, The United Way.



■ Robert Taylor, President, The United Family with Gregory Shannon, CEO, North Texas Area United Way; John Jameson, Regional Vice President, The United Family; and Chris James, Chief Operating Officer, The United Way.

#TheRealDeal

Quirch Foods Hosts 14th Annual Buying Show

Fountainbleau Miami Beach
Miami Beach, Florida
September 11, 2015
A TODAY'S GROCER Special Report



■ QUIRCH MARKETING TEAM – Lori Marcelino, Carmen Hernandez, Carmen Sabater, Dina Figarola, Emmanuel Berrido, Sumei Hageman, Quirch Marketing Manager - Jorge Roza and Susana Illera-Martinez.



■ FATHER & SON – Quirch Foods' President, Guillermo (Bill) Quirch III (right) pictured with his son Guillermo Quirch IV.



■ Courtney Bourke pictured with Andy Broce, Bill Quirch, and Ricardo Silvestre from Quirch Foods.



■ QUIRCH CAFÉ – Offered show attendees an inviting respite and opportunity to sample many of the Quirch delicacies offered.



■ ROBERT Perez, Acosta Sales and Ruben Carvacho, Fresh Frozen Foods.



■ PROSESADORA MONTE AZUL (Panama) - Gerardo Dominguez, Jaime Issaacs, and Helena Saenz.



■ PRODUCT SAMPLING - Rafael Sosa is all smiles as he offers show attendees samples of delicious Quirch Foods products.



■ LYNCH BBQ COMPANY - Kevin Bouska and Matt Haywood.





■ **HIPERMERCADOS TOTTUS (Peru)** – Johann Ramberg (center left), Juan Luis Barandiaran (center right) pictured with George West Palen (left) and Federico Estrada from Quirch Foods.



■ **RICKY'S MEATS** – Ricky Martinez and Carlos Sanchez pictured with Liz Wunderich from U.S. Meat Export Federation.



■ **EULER HERMES** – Victor Espinosa, Josh Gibson, Patricia Castellanos-Cornish, Lenny Freeman.



■ **BRAVO SUPERMARKETS** – Juan Abreu, Mardelin Nuñez, and Karina Collado.



■ **PAKSENSE, INC.** – Chase Barnes and Hilary Dove pictured with Howard Tenen, Quirch Foods (left).



■ **HELMSMAN FREIGHT** – Norma Alfonso and Jessica Windham.



■ **CHICAGO FOOD CORP** – Chong and Jeannie Suh pictured with Lorena Padron, Quirch Foods (center).



■ **DUTCH PACKING** – Alex Rodriguez.



■ **CARGILL MEAT SOLUTIONS** – Brittanie Messah and Jim Reeves.



■ **TECNICA BUSINESS SOLUTIONS** – Onniel Garcia, Paula Buitrago, Yitzy Ruiz, Lourdes Vilorio, Guillermo Arinez, Henna Pardo and Carlos Sanchez.



■ **TECNICA BUSINESS SOLUTIONS** – Onniel Garcia, Guillermo Arinez, Pedro Pantón, Hector Martínez, Arnaldo Martínez and Carlos Sanchez.



22 Beverage

Amy & Brian Coconut Water Introduces

Coconut Water With Cinnamon and With Grape



As consumer demand for real fruit and natural ingredients increases¹, Amy & Brian launches two new flavors of all-natural, refreshing coconut water: With Cinnamon and With Grape.

WITH CINNAMON: A perfect blend of cinnamon and calming coconut, this exotic treat has a robust flavor that is delicious on its own or can be added to a variety of

recipes, including flavored rice or smoothies. The 100% natural cinnamon selection has a savory taste that will meet the increasing consumer interest for worldly spices and unique flavor blends. With its wealth of health benefits, including antioxidants and anti-inflammatories, Amy & Brian coconut water with cinnamon appeals to consumers of every age. **WITH GRAPE:** Providing the first coconut water with grape, Amy & Brian combines the sweet, fresh flavors of grape and coconut juice into one great tasting, healthy beverage. This traditional, children's favorite is a refreshing daily drink, or can be made into frozen pops for a cooling treat.

The launch of these two new flavors coincides with the rebranding of Amy & Brian's coconut water, which has also released an updated logo and enhanced, modern product design.

Amy & Brian's pure, fresh coconut water comes from the sweet juice of Thai coconuts, and offer the benefits of naturally occurring electrolytes such as potassium, sodium and magnesium.

<http://www.monin.com/us-en/news/hot-news/monin-forecasts-2015-flav-or-trends>



resource Natural Spring Water Debuts New Bottle

resource Natural Spring Water today announces the debut of its remodeled bottle made with 100 percent recycled plastic (rPET). resource is one of the first premium natural spring water brands to offer a 100% rPET bottle nationwide.

"At resource, we believe that using recycled PET can help increase recycling rates by focusing attention on the value of recycling."

The remodeled resource bottle, available in 700ml and 1L sizes, is produced entirely of recycled plastic², unlike traditional packaging options used across the beverage industry. With its move to a 100% rPET bottle, resource hopes to focus attention on the uses of rPET, while reinforcing the importance of bottle-to-bottle recycling and increasing awareness and demand for recycled plastic.

"At resource, we believe that using recycled PET can help increase recycling rates by focusing attention on the value of recycling," said Debora Fillis Ryba, senior manager of sustainability at Nestlé Waters North America. "Nestlé Waters has a strong history of sustainable innovation and product stewardship advocacy, and the 100% rPET bottle aims to continue that legacy by increasing awareness of closed-loop recycling."

Part of the Nestlé Waters North America (NwNA) portfolio of bottled waters, the resource 100% rPET bottle launch is representative of the company's long-standing mission to focus attention on the importance of recycling across its entire family of beverage brands.

Gac Fruit

New Trend in Functional Beverages

Get to know Gac Fruit, or Red Melon, which has been called the "fruit from heaven" in Asia for centuries because it is believed to encourage longevity and well-being. This delicious fruit juice is now being introduced to the U.S. and is paving the way to a brand new trend in functional beverages.

More recently, scientists have discovered that Gac Fruit contains some very powerful nutrients, like Lycopene and the Vitamin A precursor, Beta-Carotene. TH Herbals took this powerful fruit, added tea infusions, and created a line of all-natural beverages, Total Happiness Naturals that is right on trend with their refreshing, nutritious and healthy.

Gac Fruit is bursting with Beta-Carotene, a strong antioxidant that is known for fighting oxidative stresses. In fact, Total Happiness Naturals beverages contain PhytoGac, the proprietary Gac Fruit of TH Herbals.

1. GAC FRUIT VISION BOOST: BLACKBERRY – Vision Boost is Gac Fruit mixed with hibiscus and blackberries, which include anthocyanidins. When combined with the antioxidant Beta-Carotene, this refreshing drink protects eyes from oxidative damage.

2. GAC FRUIT ENERGY BOOST: WILD PASSION – This blend of passion fruit, Gac Fruit and green tea provides natural and balanced energy, without the jitters. Passion fruit provides Vitamin A, Vitamin C, and fiber and has been traditionally used to maintain good health.

3. GAC FRUIT HEALTHY HEART BOOST: PERSIMMON – This blend of Gac Fruit, persimmon fruit and freshly brewed persimmon tea is great for supporting the central power plant of human functions: the heart. In Asia, persimmon tea has been used traditionally to support heart health and is used in Chinese medicine to lower blood pressure.

4. GAC FRUIT PROTEIN POWER: MANGO – Protein Power combines vegan proteins and antioxidant-rich juices that will keep you feeling fulfilled between meals and balanced throughout the day.

5. CENTELLA COOLING: MINT & LEMON – Blended with refreshing mint and crisp citrus, this Centella Tea Infusion turns down the inner heat and detoxifies the body.

Total Happiness beverages are made from some of the most valuable botanicals of Southeast Asia, bursting with antioxidant vitamins. The drinks are: All-Natural, Non-GMO, Vegan, Gluten Free, Lactose Free and No High Fructose Corn Syrup.



Dry Benefits from Refreshing New Look

Dry, tastemakers of gourmet sparkling beverages, is benefiting from a new look for its line of craft beverages designed to better reflect the brand's premium flavor profiles and upscale, culinary taste experience. The packaging redesign, introduced this year, includes an updated logo, modern typography, hyper-realistic photography and ingredient-specific design elements which are unseen elsewhere in the marketplace.

"The Dry consumer has long sought out our sparkling beverages as the ideal complement to culinary experiences. We wanted to better bring to life the botanically-driven flavors, artistic roots, and clean ingredient panel that have distinguished our brand for the last decade," said founder and CEO, Sharelle Klaus. "We believe every day offers a fresh opportunity to explore and experience the unexpected through delicious food and premium mixology. Our new look helps celebrate this flavor-forward mindset."

Dry sparkling beverages were designed as the perfect inspirational accessory for food lovers, and are meant to be paired with a great meal or mixed into a cocktail. The design elements of the revamped bottles and cans evoke the taste characteristics in unique, flavor-exclusive schemes. All varieties of DRY are made with just four ingredients including only a touch of pure cane sugar. The full line includes 10 flavors: Blood Orange, Ginger, Vanilla Bean, Apple, Rhubarb, Lavender, Juniper Berry, Cucumber, Wild Lime and Rainier Cherry.

Dry is available nationwide. The new packaging, including 12 oz. aluminum cans, 12 oz. glass bottles and 4-packs.

Egoiste Premium Coffee Expands to Growing U.S. Market

Egoiste, a line of European gourmet coffee from Coffee Globe, has officially launched the availability of its instant coffee in the United States. Egoiste Café Noir is the first available product for purchase in the United States.

Produced in Germany and freeze-dried through a proprietary process, Egoiste Café Noir is made with a blend of highland and lowland Kenyan Arabica beans, making it the highest quality of coffee and measuring up to the strict European standards. Its distinguished mild taste and rich flavor comes from highland plantations while the lowland Arabica provides the fragrance.

"Americans are not usually instant coffee drinkers - only about 7 percent of the U.S. drinks instant coffee on a daily basis, but Egoiste is here to change that," said Tim Bush, VP of Sales for Coffee Globe. "In Europe, the majority of people drink instant coffee and have strict standards for its flavor. Our hopes in bringing Egoiste to the U.S. is to provide the gourmet taste of convenient coffee that is so loved by Europeans."

With a focus on water conservation, Egoiste Café Noir brings bold flavor and delicious coffee when and where the consumer wants it. It is available in a 3.53 oz jar, which provides about 60 servings and is made in under 10 seconds. To make one cup, use 1-2 teaspoons per cup and add hot, filtered water.



Old Orchard Brands Shakes Up Sales

With New Line of Frozen Drink Mixers

Old Orchard Brands makes party planning easier than ever with the introduction of its new blend-and-serve line of frozen mixers, including Margarita, Piña Colada and Strawberry Daiquiri. All three varieties are sold in 12-ounce plastic cans with a suggested retail price of \$1.98 each.

Old Orchard Frozen Mixers debut at Walmart and other fine retailers nationwide this month, available in the frozen juice aisle. All three flavors are made with real fruit juice, adding bold flavors to each mix. Each container makes up to six, eight-ounce servings. Blend it with your favorite rum or just water creating a refreshing drink the whole family can enjoy.

"There is nothing more refreshing than sipping a perfectly blended frozen beverage while taking in all summer has to offer," said Kevin Miller, vice president of marketing at Old Orchard. "The challenge is that a good frozen beverage is a complex ordeal when made from scratch, and many of the blend-and-serve varieties on the market today require inconvenient thaw times. The Old Orchard line is made with real juice, and it comes in a microwavable plastic can that cuts prep time in half so it's the perfect combination of taste, convenience and affordability."





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24 Bakery



Bistro Collection Brand Debuts Individual Bundt Cakes

Introducing the latest addition to the Bistro Collection dessert portfolio, the new Individual Bundt Cakes are an updated version of a nostalgic favorite that appeals to consumers who crave retro desserts and trending flavors. Although not available for retail, the Bistro Collection premium portfolio of hand crafted, small batch desserts, are a perfect takeaway item for your prepared foods/ salad

bar lineup.

Bistro Collection Individual Bundt Cakes are portioned to perfection for the individual indulgence-seeker or for consumers preferring sharable desserts. Using premium ingredients like rich chocolate ganache, creamy salted caramel, smooth fillings and crunchy pecans, the four new delicious on-trend flavors include: Signature

Chocolate Bundt Cake with Chocolate Ganache – Made with Ghirardelli Chocolate, Vanilla Bean Bundt Cake with Raspberry, Boston Crème Bundt Cake with Chocolate, and Chocolate Pecan Bundt Cake with Salted Caramel.

The launch of the new Bistro Collection Individual Bundt Cakes responds to a growing demand for mini cakes, which has increased 17.5% on menus during the last year.

La Brea Bakery Introduces New Gluten-Free Breads

La Brea Bakery, the nation's leading artisan bread brand, has introduced two new breads.

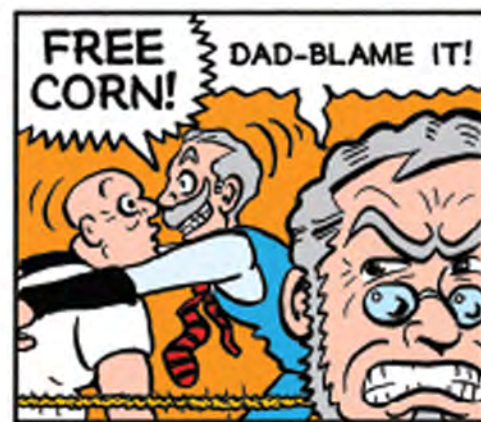
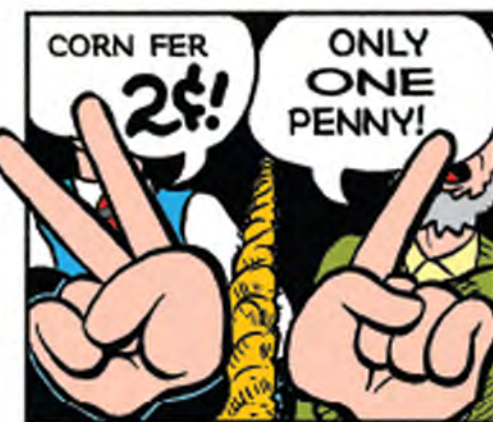
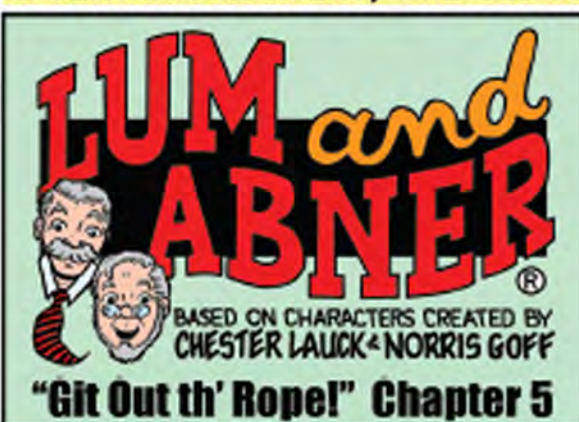
The Gluten Free Sliced Multigrain Artisan Sandwich Bread and Gluten Free Sliced White Artisan Sandwich Bread make the perfect gluten-free base for sandwiches, toast or other creations calling for bread. The breads are made with only the highest-quality ingredients and created with the same dedication to the artisan traditions and uncompromising standards that La Brea Bakery has held constant for 25 years.

On the gluten-free food trend, Mintel research shows that while gluten-free foods command a higher price point, consumers across all income levels purchase them, and there is a need for brand diversity in the marketplace. 46% of consumers who eat gluten-free food wish there were more brands and gluten-free food to choose from in grocery stores. SRP is \$6.99 per loaf and these are available for retailers now.



TODAY'S GROCER presents:

AFTER AN ARGUMENT, THE OLD FELLOWS DIVIDED THE STORE WITH A LONG ROPE!



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26 Meat

Foster Farms Enters Premium Lunchmeat Category

With New Line of Lower Sodium, All Natural Sliced Turkey

Foster Farms is introducing a new line of premium All Natural Sliced Turkey lunchmeat available now at retailers throughout California and the Pacific Northwest. The product is available in two flavors, Slow Oven Roasted Turkey Breast and Honey Roasted & Smoked Turkey Breast.

Foster Farms All Natural Sliced Turkey is free of nitrates and nitrites and 98 percent fat free. Simply roasted, sliced and packaged, the new line of premium turkey lunchmeat is made with 100 percent turkey breast and contains no chemicals, preservatives, artificial ingredients or colors. The Slow Oven Roasted Turkey Breast has 35 percent less sodium than the average sliced turkey breast.

"We wanted to create a new line of premium lunchmeats that boasted nutritional benefits without sacrificing great taste or quality," said TJ Johnson, director of marketing for Foster Farms turkey. "More consumers are looking for natural food options without preservatives, nitrates or nitrites, and we take pride in meeting that demand with our new premium line of Foster Farms All Natural Sliced Turkey lunchmeat. We have received great feedback from consumers who love the product taste and appreciate the lower sodium content."

The product comes in convenient eight-ounce, re-sealable packages and retails for \$5.99. Foster Farms uses a high-pressure pasteurization (HPP) process for its All Natural Sliced Turkey which eliminates the need for any and all preservatives while maintaining optimal taste and freshness.



Smithfield Debuts Pitmaster-Perfect Dry Seasoned Ribs

New Line of Pre-Seasoned Ribs Are As Simple As: Grill, Eat, Repeat

As we head into the peak of tailgating season, BBQ enthusiasts will be looking to take their next summer cookout to the next level – and thanks to Smithfield, cooking up a juicy, flavorful rack of fresh BBQ ribs just got a whole lot simpler. With the national availability of the all-new line of Smithfield Dry Seasoned Ribs, impressing family and friends with a pit-master perfected meal is now a cinch. Pre-seasoned in Bold & Spicy Southwest Style Peppercorn, these BBQ ribs will be ready in less than two hours, ideal for a convenient weekday dinner or delicious weekend feast that's sure to amaze.

"When it comes to cooking ribs, my best advice is to always use high quality cuts of meat and to season them up just right with lots of flavor," said Tuffy Stone, professional pitmaster. "Smithfield's new Dry Seasoned Ribs take care of both the quality and flavor for you, eliminating the extra prep work, so



all you have to do is grill them up and enjoy!"

In addition to Southwest Style Peppercorn, Dry Seasoned Ribs will be available in select markets in three regionally inspired BBQ flavors with national appeal, including:

- Sweet & Spicy Memphis BBQ Seasoned
- Sweet & Tangy Carolina BBQ Seasoned
- Sweet & Smoky Kansas City

BBQ Seasoned

"Every region of the country has their own preferred BBQ style, and our new line of Dry Seasoned Ribs has a flavor for everyone," said Dennis Pittman, Senior Director of Corporate Communications and Public Affairs for Smithfield. "They deliver the essence and quality of a meal at your local favorite BBQ restaurant – with the convenience of making them right from your own home."

■ New Study Finds

Lean Pork Can Be Included in the DASH Eating Plan

Adults following the health-promoting DASH (Dietary Approaches to Stop Hypertension) eating plan to help lower blood pressure can also include nutrient-rich lean pork as the primary source of protein in their diets, according to new research published in *The American Journal of Clinical Nutrition*.^[1]

Purdue University researchers found that when adults ate lean pork, instead of the typical chicken and fish as their main protein source in the health-promoting DASH diet, they had the same blood pressure benefits regardless of protein source – with systolic blood pressure decreasing around 7 to 8 points and diastolic around 4 to 5 points after six weeks, based on a 24-hour blood pressure monitoring system.

"While the traditional DASH diet includes chicken and fish, our research suggests that lean pork may also be a part of this healthy eating pattern," said study lead author Dr. Wayne W. Campbell, Nutrition Science Professor at Purdue University. "Many Americans enjoy red meat, so the recommendation to limit red meat in the typical DASH diet could be a potential barrier to adapting this eating plan. Swapping in lean pork could help more people follow this healthful eating plan."

The DASH diet, one of the best-studied eating approaches, has been recognized by government and health organizations as an eating pattern that can improve health and help lower the risk of chronic diseases. The 2015 Dietary Guidelines Advisory Committee recently included research showing the DASH Diet may have favorable effects on cholesterol and may help reduce the risk of heart disease, in addition to helping lower blood pressure which impacts nearly 30 percent of Americans.^{[2][3]}

[1] Sayer RD, Wright AJ, Chen N, Campbell WW. Dietary Approaches to Stop Hypertension diet retains effectiveness to reduce blood pressure when lean pork is substituted for chicken and fish as the predominant source of protein. *The American Journal of Clinical Nutrition*. 2015 Jun 10.

[2] Scientific Report of the 2015 Dietary Guidelines Advisory Committee.

[3] Nwankwo T, Yoon SS, Burt V, Gu Q. Hypertension among adults in the United States: National Health and Nutrition Examination Survey, 2011-2012. NCHS data brief, no 133. Hyattsville, MD: National Center for Health Statistics. 2013.

■ Natural Inspirations



Butterball Introduces Full Line of All-Natural Products

To meet the growing demand for all-natural foods, Butterball has introduced a new portfolio of products that includes breakfast, lunch and dinner options. The Natural Inspirations line is American Humane Certified, made with no artificial ingredients, minimally processed and are nitrate, nitrite and gluten free – giving families the very best products at every meal.

Expanding the brand's all-natural offerings, Butterball's Natural Inspirations line will include:

- **NEW FULLY COOKED BREAKFAST SAUSAGE:** With 74 percent less fat than cooked pork sausage this all-natural product is minimally processed, has no artificial ingredients and no added hormones or steroids. Available in links and patties.
- **NEW FROZEN TURKEY BURGERS:** Low calorie, lean white meat turkey burgers are seasoned with sea salt, making them low in sodium.
- **NEW FROZEN MEATBALLS:** With 30 percent less fat than the leading turkey meatball [2] this product has no artificial ingredients, no added hormones or

steroids, and is nitrate, nitrite and gluten free.

- **PACKAGED LUNCHEAT:** Available in re-sealable packages, this all-natural product has no artificial ingredients, no added hormones or steroids, and is nitrate, nitrite and gluten free. Available in four flavors: Oven Roasted, Maple, Garlic Peppercorn and Herb Roasted.

"Consumers are increasingly searching for fresh and all-natural meal solutions that also provide great taste and a quality products – something they've come to expect from Butterball," says Rebecca Welch, brand manager, fresh, seasonal frozen for Butterball. "By expanding our Natural Inspiration product line we are able to provide breakfast, lunch and dinner options for families that fulfill their need for high quality products without any additives."

To increase awareness of the new all-natural line, Butterball will be running TV, radio and digital advertising and in-store savings in select regional markets.

Foster Farms Launches Organic Ground Turkey

Amid increasing consumer demand for organic and lean protein choices, Foster Farms has introduced Foster Farms Organic Ground Turkey, available now at retailers and Costco locations throughout California and the Pacific Northwest. The new product comes on the heels of the launch of Foster Farms organic fresh chicken. Foster Farms is now the largest producer of organic ground turkey in the Western United States.

Foster Farms Organic Ground Turkey is USDA-certified organic, antibiotic free,

raised free-range on organic land and is fed an organic vegetarian diet. As with all Foster Farms products, Foster Farms Organic Ground Turkey is 100 percent natural with no added hormones, steroids, salt, chemicals or artificial enhancers. The product comes in one-pound packages.

"Foster Farms is committed to producing premium turkey products that provide consumers a variety of high-quality, lean protein options," said TJ Johnson, director of marketing for Foster Farms turkey. "We are seeing more consumers using

ground turkey as a substitute in recipes to make them leaner and lighter. In line with this trend, the next logical step for Foster Farms was to add an organic option."

Foster Farms was founded as a backyard turkey ranch in 1939 and has since been producing whole turkeys for West Coast consumers. In 1993, it expanded this production to include a complete line of fresh turkey products ranging from turkey tenderloins to ground turkey. Turkey represents a growing portion of the company's overall business.





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Ensalada de Frijoles

Rinde 8 porciones Tiempo de preparación: 10 min. Tiempo total: 15 min.

Ingredientes

Ensalada:

1 lata (15.5 oz) de Frijol Carita GOYA®, escurridos y enjuaguados
 1 lata (15.5 oz) de Garbanzos GOYA®, escurridos y enjuaguados
 1 lata (15.5 oz) de Habichuelas Coloradas GOYA®, escurridos y enjuaguados
 1 pepino mediano, pelado, sin semillas y picado (2 tazas)
 1 pimiento rojo, sin semillas y finamente picado (aproximadamente 1 taza)
 2 cdas. de cilantro fresco picado finamente
 Aderezo:
 3 cdas. de Vinagre de Vino Tinto GOYA®
 2 sobres de Aderezo para Ensaladas y Vegetales GOYA®
 1 cda. de Jugo de Limón GOYA®
 1/2 taza de Aceite de Oliva Extra Virgen GOYA®

Instrucciones

1. En un recipiente grande de servir, mezcla los frijoles carita, los garbanzos, las habichuelas coloradas, los pepinos, los pimientos y el cilantro.
2. En un tazón pequeño, mezcla el vinagre, el aderezo para ensaladas y vegetales y el jugo de limón. Poco a poco añade el aceite de oliva, revolviendo constantemente, hasta que se mezclen. Vierte el aderezo sobre la mezcla de frijoles. Revuelve bien para que se mezclen por completo.



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2nd ANNUAL National Supermarket Association - Florida Chapter Hosts DSD Trade Show

MILANDER CENTER
Hialeah, Florida
August 27, 2015

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

The National Supermarket Association – Florida Chapter presented its second annual Trade Show, August 27, at Milander Center in Hialeah, Florida. This unique showcase presentation afforded exhibitors of products and services a great opportunity to network with supermarket owners and operators as they prepared for the all-important Holiday Buying and Promotional Season.



■ CAFÉ LA LLAVE – Enrique Gonzalez and Nayade Cardoso show the quality and new development Café La Llave has to offer.



■ GLORIA – Marsela Zarate and Melissa Garcia hand out samples.



■ NATIONAL SUPERMARKETS ASSOCIATION – Alex Guzman, NSA NY Board Member; Carlos Hernandez, Executive Vice President; and Rudy Fuertes, NSA NY President and David Corona, NSA NY Board Member.



■ GRACE FOODS – Hazel Maragh and Joy Thomas demonstrate a wide array of products from Grace Foods.



■ TRUJILLO & SONS – Elixander Valladarez, Lissette Alvarez, Lucas Trujillo, Angel Luciana, Aleisy Barreda and Victoriano Ruben.



■ MADAME GOUGOUSSE – Hector Toyos, Karen Escobar and Mikhail Northland stop and pose for a quick picture with Juliana Villegas from Inca Kola (left).



■ SUN CITY PRODUCE – Dio Castillo (left) and Minish Patel (right) show Rafael Castro from Sabor Tropical the new, fresh array of produce offered.



■ Carlos Hernandez NSA Executive Vice President, Rudy Fuertes, NSA President, Christopher Miller, President of Associated Grocers, Pedro Penton, Técnica and Amaury Portella, Associated Grocers Vice President of Business Development.



■ FLOWERS FOODS – Hector Venegas and Juan Colome.



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



■ TÉCNICA BUSINESS SYSTEMS –TODAY'S GROCER Publisher Pedro Penton, Técnica Business Systems, with Técnica team members Lourdes Vilorio, Jesus Font, Arnaldo Martinez, Yitzy Ruiz, Paula Buitrago, Guillermo Arinez, Henna Pardo and Onniel Garcia.



■ Tania Rodriguez, Mikail Northland and Ariel Martinez.



■ Tony and Veronica Diaz receive a sample of Peñafiel from Yesenia Cossio.



■ Carlos Hernandez, NSA Executive Vice President and National Supermarket #2 and Rudy Fuertes, NSA President pictured with Pedro Penton Técnica Business Systems (center).



■ SDI SPECIALTY – Orangel Machado



■ NATIONAL SUPERMARKET ASSOCIATION CONGRATULATIONS.



■ David Corona and Alex Guzman, NSA NY pictured with Ajay Dhawan, Food Town (center).



■ CONCHITA FOODS – Pedro Salas, Layaila Mejias, and Julio Gonzalez.



■ Yvette and Carlos Hernandez pictured with Damian Rodriguez.



■ QUIRCH FOODS – Elida Mejia, Leo Cabezas and Jerry Delacruz



■ PROMO INTERNATIONAL – Joel Rodriguez



■ TROPICAL CHEESE



■ CARIB IMPORT & EXPORT – Iraida Machin-Suarez and Richard Yap Chung.



■ EL SEMBRADOR – Cherlyn Inchaustegui and Jairo Rivas.

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32 Wines & Beers

Shannon Ridge Family of Wine Intros Buck Shack



Shannon Ridge Family of Wines, based in Lake County, California, announces the release of Buck Shack Red, a new proprietary red blend made of high quality fruit from Shannon Ridge's certified Sustainably Farmed Vineyards.

"Nestled deep in our vineyards stood a dilapidated 100-year-old skinning shed called the Ye Old Buck Shack. We loved the beauty and history of this old building", says Clay Shannon, owner and President. "We restored it and converted it into a whiskey bar on our property called Sheep Camp. The shack looks and feels like an old Western movie and it serves as a special place for us to gather and use bad judgment".

"Buck Shack has a design that is among the most unique in the wine industry, it is reminiscent of a small batch bourbon bottle, it is the perfect attention-grabbing package and sets us apart from the generic crowd of so many similar wine labels".

"The most pronounced varietals in this blend are Cabernet Sauvignon for structure and richness, Petite Verdot for color and tannin, Merlot and Cabernet Franc for aromatics and a splash of Zinfandel because this is California and it's our state grape," says Joy Merrilees, Director of Winemaking and Production.

Buck Shack Red is available nationally in specialty retail and restaurant accounts.

Iconic Wine Brand Launches Ménéage À Trois Silk, A Soft Red Blend



The iconic wine brand, Ménéage à Trois, has launched a new wine, Ménéage à Trois Silk. A blend of Pinot Noir, Malbec and Petite Sirah, Ménéage à Trois Silk is a soft red wine created as a new option for red wine drinkers in the growing Red Blend category.

The Red Blend category (+16%) is outpacing the total wine category growth and is close to becoming a billion dollar category in a scan environment. "No wine other brand is better positioned to introduce a unique new red blend into the market," noted Mark Dunlea, marketing director for the brand. "Ménéage à Trois is the fastest growing 750 ml wine brand** in the industry and is widely credited as being the brand that created the domestic premium red blend category."

One year ago, Ménéage à Trois introduced Ménéage à Trois Midnight – a dark red blend of Merlot, Cabernet Sauvignon, Petite Sirah and Petit Verdot. Consumers loved the red blend alternative, and Ménéage à Trois Midnight became the most successful new wine item of 2014.*** A dark inky red wine with a black cherry and currant flavor profile, Ménéage à Trois Midnight was crafted for the wine drinker that seeks a robust, rich wine profile. Ménéage à Trois Silk was created for the red wine drinker who prefers a softer, lighter-bodied red wine with less oak characteristics.

According to Glenn Andrade, vice president of winemaking, "Silk is bright red ruby in color with Bing cherry and raspberry aromatics, a spice component of dried flowers and a soft and graceful mouthfeel." Dunlea added, "Ménéage à Trois Midnight is dark and mysterious; whereas, Ménéage à Trois Silk is soft and elegant on the palate."

Both Silk and Midnight red wine blends retail for \$13.99 and are available nationwide.

* Nielsen, Total US Retail, 52 weeks ending 6/20/2015, Dollar Sales Change

** Nielsen, Total US Retail, 52 weeks ending 6/20/2015, Top Ten Dollar Volume 750 ml Wine Brands

*** Nielsen, Total US Retail, 52 weeks ending 1/3/2015, Dollars vs. Dollars YA=0



Arista Winery Raises the Bar for Russian River Valley Pinot Noir

Sonoma-based Arista Winery recently announced its new partnership with marketing and sales company Wilson Daniels as a next step in the quest to build its brand awareness across the U.S. as a premier Russian River Valley Chardonnay and Pinot Noir producer.

Arista Winery was founded by Al and Janis McWilliams in 2002 with an unwavering commitment to produce the finest Russian River Valley Pinot Noir and Chardonnay. Sons Mark and Ben McWilliams have managed all facets of the family's winery and vineyard operations for the past 10 years.

In 2012, Mark and Ben purchased Arista from their parents with a shared determination to continually elevate wine quality and be recognized as of the world's finest producers of Pinot Noir and Chardonnay. Their first significant step in this pursuit came when they hired Matt Courtney as their winemaker in 2013. Matt, who worked the previous eight years of his career as assistant winemaker for Marcassin, was attracted to the brothers' passion and clear commitment to quality over growth. "We couldn't be more excited about Matt and the immediate impact he has had in our vineyards and on our wine," says Mark McWilliams.

"This partnership with Wilson Daniels allows us to broaden our reach into the best markets around the country," adds Ben McWilliams. "Wilson Daniels represents some of the most sought after estates in the world. Having their dedicated sales team tell our story and build our brand allows us to keep our attention on maximizing the potential of our vineyards and making the absolute best possible wine."

Although the official launch is slated for January 1, 2016, the wines are currently available through Wilson Daniels and its distributor channels. The wines to join the portfolio are: the Russian River Valley Chardonnay and single-vineyards Ritchie and Banfield Chardonnays, as well as the Russian River Valley Pinot Noir and single-vineyards Toboni and Ferringington Pinot Noirs.

Santa Cristina Releases First Pinot Grigio from delle Venezie IGT



Santa Cristina has launched its first-ever Pinot Grigio from the renowned delle Venezie appellation of Italy, bringing a commitment to quality and value to consumers worldwide. Founded in Tuscany in 1946, Santa Cristina is the reference point for affordable, every day, quality wines and is the maker of Italy's No. 1 selling red wine.

The region, which encompasses parts of Friuli-Venezia Giulia, Veneto and Trentino, is known for producing excellent Pinot Grigio. Its soils are mineral-rich and volcanic, while the nearby Adriatic Sea as well as the Alps and Dolomites mountain ranges create the ideal climate for the varietal, producing crisp, fruity aromatic wines.

By carefully sourcing fruit from exceptional growers in delle Venezie, the new Pinot Grigio reinforces Santa Cristina's commitment to making wines that reflect Italian soul and terroir, yet offer modern vitality and flavor while

being extremely versatile - perfect for every day enjoyment without sacrificing your budget.

The Santa Cristina 2014 Pinot Grigio delle Venezie IGT (\$12) has delicate aromas of orange flowers and tropical fruit. It is refreshing and versatile with delicate fruit aromas and excellent minerality, pairing with a variety of poultry and seafoods as well as fresh salads and vegetable dishes.

Old Vine Zinfandel Redefined at Dry Creek Vineyard

Never one to rest on its laurels, Dry Creek Vineyard, a pioneering family-owned winery in the heart of Dry Creek Valley, Sonoma County, has announced the release of its newest vintage of Old Vine Zinfandel in a striking new package and innovative cork closure. Since 1972, the winery has been a leader in the preservation of historic old vine Zinfandel vineyards in the Dry Creek Valley. In fact, the winery was the first to coin the term "Old Vine" with the 1987 vintage.

With the release of the 2013 Old Vine Zinfandel, the winery has taken another step in telling the story of these iconic properties with a newly designed package. According to winery President Kim Stare Wallace, the goal was to honor the pre-Prohibition nature of these vines while also innovating for the next generation of wine drinkers. "I wanted the package to connect to the past - hence, the idea of an old ticket, like the one you would get on a steamship crossing the Atlantic. I also wanted to share a bounty of information about the wine. These are incredible historic Zinfandel vineyards so I wanted to connect the dots from the vineyard through to the wine-making. Finally, I like the idea of what is old is new again."

The cork closure is another exciting aspect of the bottling. The winery laser printed detailed information about the cork directly onto the closure. Data such as the age of the cork forest, the harvest date of the trees and detailed information about the sustainable habitat these incredible forests provide to the Iberian Lynx and Spanish Imperial Hawk are some of the details that appear on the cork.

Dry Creek Vineyard has a pending patent and copyright application on this innovative new cork concept.

■ Mix It Up!

New Sour Power Six-Pack from Belgium

Sour Power! Beer connoisseurs know that that Belgian sours are renowned for their intentionally tart or sour taste that has taken beer to a whole new level.

The acidic yet flavorful mouth feel often inspires drinkers to think of Champagne. But just how sour is sour? Global Beer Network, the exclusive U.S. importer for more than 60 Belgian beers, has launched the Sour Power Pack that features a six-pack of Petrus beers that users can mix and match to create the ultimate blend.

Brewed by Belgium's De Brabandere Brewery, the Sour Power Pack of Petrus beers includes the following:

PETRUS AGED PALE is 100 percent "mother beer" aged in oak foeders. Also used to add sour flavor to other blends. The gold standard for sour beers. 5 out of 5 on the Sour Scale. ABV alcohol by volume) 7.3 percent.

PETRUS 50/50 is created by using 50 percent Aged Pale and 50 percent Aged Red. The Brewmaster's favorite blend. 4 out of 5 on the Sour Scale. ABV 7.9 percent.

PETRUS OUD BRUIN offers 33 percent Aged Pale and 67 percent young brown beer. Oud Bruin is a typical Flemish red-brown ale. 3 out of 5 on the Sour Scale. ABV 5.5 percent.

PETRUS AGED RED is 85 percent Dubbel Bruin base with 15 percent Petrus Aged Pale added to give it a sour essence. Fresh cherries are added to complete the sweet and sour balance. 2 out of 5 on the Sour Scale. ABV 8.5 percent.

Each six-pack includes: three (3) Aged Pale, and one each (1) Aged Red, 50/50 and Oud Bruin.

"The Sour Power Pack even offers different beer blend recommendations," said Villani. "It is about the fun of sours and discovering how these beers can be blended to find your own beer perfection. And that is truly delicious!"

The Sour Power Pack from Global Beer Network is available at craft beer retailers across the country for a suggested retail price of \$22.99.



Award-Winning

Gracianna Winery Offers Gratitude to Generations Past

For a small family winery on the most established wine road in America, Gracianna's handcrafted wines have medalled consecutively since their inaugural vintage in 2007. And now with the recent second release from their estate vineyard, Gracianna Winery located in Healdsburg, CA stands to achieve continued recognition with its 2013 Mercedes Riverblock Vineyard Estate Pinot Noir. Named after one of the winery founder's grandmother Mercedes Sordia, the Mercedes Riverblock Vineyard produces wines that are as bright as her smiling eyes. They are classically Burgundian in style; structured and fruit-forward with floral notes.

At one time part of an ancient river bed, the Mercedes Riverblock Vineyard now sits upon the banks of the Russian River at the site of the Gracianna tasting room and family estate. This special vineyard enjoys ideal growing conditions for pinot noir resulting in unparalleled fruit flavor. The specific combination of morning fog and

afternoon warmth from the northern aspect of the Russian River appellation is rare and therefore produces wines that are unique to the region. Of all the vineyards in the world, only a rare few share the prestigious distinction of being able to call the space between the Russian River bank and Westside Road "home."

With its sweeping rows and resolute beauty, the Mercedes Riverblock Vineyard offers a sense of



GRACIANNA AND JUAN LASAGA - Gracianna, named after the Amador's other great-grandmother Gracianna Lasaga, pays tribute to her value of gratitude and symbolizes everyday grace and graciousness.



OWNERS LISA AND TRINI AMADORS - The Amadors are committed to the care and devotion that goes into crafting and detailing each bottle of wine. Their approach combines science and craftsmanship mixed with gratitude for the brilliant hand-picked fruit they choose to make the wine.



AMADOR HOUSE - Gracianna is recognized in the American hospitality industry as being a top performer for the intimate experience guests enjoy and is the recipient of the 'TripAdvisor Certificate of Excellence' in 2014 and 2015.



both history and place. The vines are adorned with handcrafted stone medallions gifted to each Gracianna Medallion Wine Club member by the Amador family upon joining the wine club. Some medallions feature the names of club members themselves, while others serve as a thoughtful and loving remembrance. Early wine club member Lynda Bascom, whose medallion reads "My Little Piece of Heaven" says, "I visit my medallion nearly once a month and have taken a photo every season. I am connected to this vineyard, to Gracianna, to the

Amadors, and this vine. My vine, in the Mercedes Riverblock is my little piece of heaven."

Gracianna, named after the Amador's other great-grandmother Gracianna Lasaga, pays tribute to her value of gratitude and symbolizes everyday grace and graciousness. The Amadors honor the care and devotion that goes into crafting and detailing each bottle of wine. Gracianna uses proven winemaking best practices and craftsmanship mixed with the

desire to create an intimate wine experience for its visitors, and the wines from this "fruit-first" winery are made for those who have something to be grateful for. "Bringing our everyday gratitude to life through an intimate experience in our tasting room is why we do this," says Ashley Amador, partner.



GRACIANNA RED WINES



GRACIANNA WHITE WINES



AMADOR HOUSE KITCHEN with Tasting Room thru window.



GRACIANNA is an award-winning Russian River Valley "fruit-first" craftsman's winery, owned by the Amadors of Sonoma County. The Amador's estate vineyard, Mercedes Riverblock, is planted to pinot noir on the Miracle Mile on Westside Road in Healdsburg, CA.

Bristol Farms Celebrates 'All New' Look in Westwood

A TODAY'S GROCER
Special Report

Bristol Farms officially Grand Re-opened their Westwood store in Los Angeles, California, September 2. The store is located at 1515 Westwood Blvd in Los Angeles (at the southwest corner of Ohio Ave.).

"The newly-remodeled Westwood Bristol Farms store brings together all the tradition and heritage of Westwood and UCLA and we tied in some great food and service as well," said Kevin Davis, CEO of Bristol Farms.

"The extraordinary neighborhood and surrounding community has always been an exceptional fit for a high quality fresh food store like Bristol Farms," said Davis. "Our best tasting, freshest food product mix has been unique to the area for the past 15 years, and fulfills a need that the Westwood community is hungry for. We place a heavy emphasis on our fresh departments," noted Davis, "including our deli and cheese departments, restaurant quality grab-and-go foods, full service specialty meat, seafood and sushi departments and our locally grown, organic, freshest quality produce, but this store location and size offers us the opportunity to expand our total grocery offering to provide even more for our customers everyday shopping needs, and we are very excited about it."

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

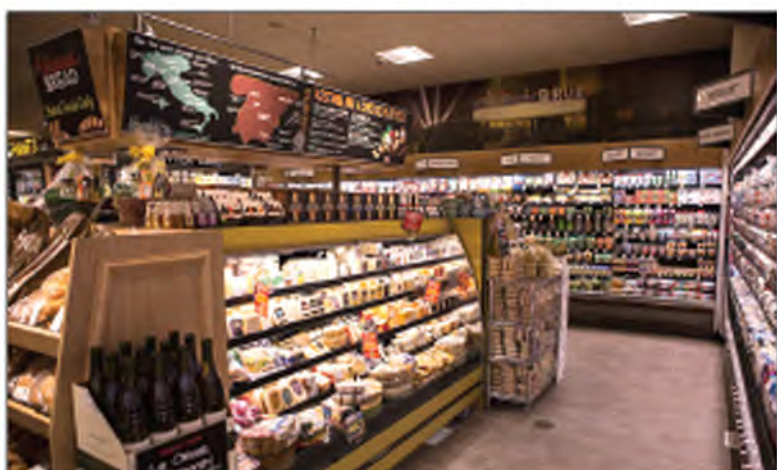
"We went into the community



■ STORE DIRECTOR Danny Danziger



■ BRISTOL FARMS Westwood Store #15 features 9,450 sq. ft. of selling space with a second story the same size for food prep and storage. The store originally opened in March 2000.



■ BRISTOL FARMS Westwood location features more than 350 different types of artisan cheeses from around the world.



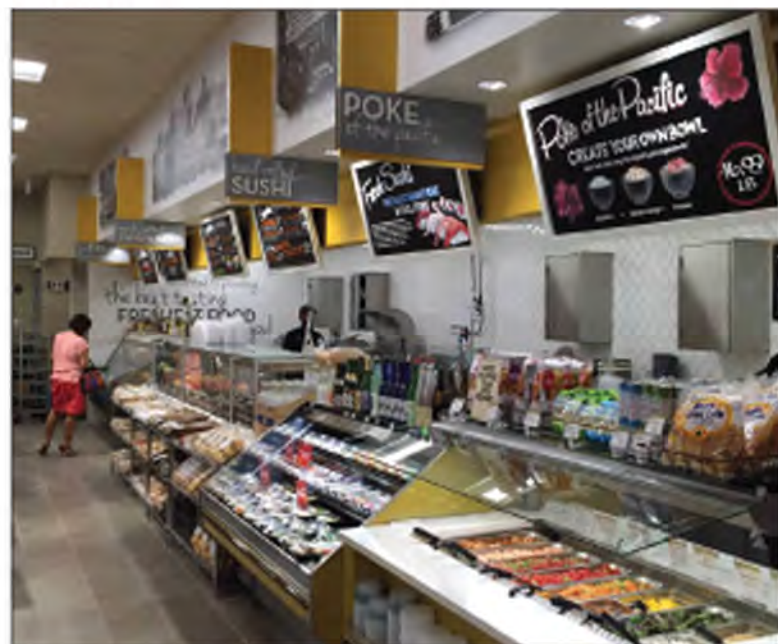
■ Ready-to-eat and prepared foods that are healthy, delicious and restaurant quality

and solicited ideas for décor and received great feedback from Steve Sann, Chairman of the Westwood Community Council, we like to call Steve Mr. Westwood. Steve suggested that we combine our store décor with black-and-white historic images of Westwood Village and the UCLA Campus. These images include the iconic Fox Westwood Village Theater, the Bruin Theater, the historic

Janss Dome building as well as Royce Hall and Powell Library on the UCLA campus. These images along with the hand-painted full-color wall murals that depict historic Westwood scenes from the 1930s and 40s really complete the store. The store is really a great tribute to the heritage of Westwood and the UCLA campus, and we are very proud to be a part of it," Davis added.

According to Vice President of Sales and Advertising, Patrick Posey "It's one of our smaller Bristol Farms Stores and we are testing a lot of our newer service department elements on a smaller scale in hopes that we can find the right formula to do what Bristol Farms does best out of a smaller box - Best Tasting, Freshest Food!"

When asked what's makes Bristol Farms, Westwood special? Kevin Davis says, "Bristol Farms, Westwood has all the bells and whistles of a traditional Bristol Farms with an expanded everyday



■ The new Bristol Farms features a heavy emphasis on its fresh departments, including: The Deli, Bistro-on-the-Go, fresh authentic Sushi prepared fresh daily by our Master Sushi Chefs, and Made-to-order in-house Smoked Sandwich Carving Station.

grocery section that allows for all of your everyday shopping needs, we like to call it, *More in store than*

ever before!"

Store hours are 6:00 a.m. to 12 midnight seven days a week.



■ Huge selection of produce from around the world including locally grown natural and organic items



■ The Westwood location features a greatly-expanded selection of domestic and international wines, artisan craft beers and micro-brewery offerings, and premium spirits.



■ THE BUTCHER SHOPPE features hormone and antibiotic free American raised all natural beef including prime and aged beef. Also, organic and free range poultry, antibiotic hormone free and air chilled chicken.



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36 Frozen Food



Digiorno Launches New Line of Pizzeria! Thin Crust Pizzas

Digiorno, a leader in frozen pizza, is adding its best pizza yet to the Digiorno family with the launch of new Digiorno Pizzeria! thin crust pizzas, now available nationwide.

Crafted with care, using premium ingredients, Digiorno Pizzeria! thin crust pizzas have no artificial flavors, so all you taste are the most delicious ingredients. Each Pizzeria! thin crust pizza starts with a preservative-free crust that is proofed for nearly 90 minutes before being baked in a 700 degree oven for a thin and crispy crust, drizzled with extra virgin olive oil for a hint of flavor and then topped with a sauce made from scratch using vine-ripened tomatoes, and flavored with basil, thyme and oregano.

Digiorno is so confident fans will love new Pizzeria! thin crust pizzas, that it is offering a money back guarantee.

New Pizzeria! thin pizzas are topped with 100% real cheese, premium meats and crisp vegetables picked at the peak of ripeness.

Digiorno Pizzeria! thin crust pizzas are available in four varieties, including:

- **SUPREME SPECIALE:** Topped with caramelized onions, red & green peppers, premium pepperoni, Italian sausage
- **MARGHERITA:** Topped with diced roma tomatoes, basil, and mozzarella, parmesan, romano and asiago cheeses
- **PRIMO PEPPERONI:** Topped with premium pepperoni
- **SPINACH & MUSHROOM:** Topped with spinach, garlic, mushrooms

Digiorno Pizzeria! thin crust pizzas are available nationwide and have a suggested retail of \$6.99.

■ Jim Beam

Boneless, Breaded Chicken Wingz with Honey Bourbon Sauce Debuts



Mistica Foods, the independent, woman-owned company providing custom menu and supply chain solutions to foodservice as well as retail channels, debuts Jim Beam Boneless, Breaded Chicken Wingz with Honey Bourbon Sauce. Just in time for Tailgating,

BBQ's, holiday and Super Bowl, the spectacularly marinated, perfectly breaded chicken wingz are finished with a savory, sweet and memorable sauce that can only be accomplished using the world's #1 bourbon, Jim Beam.

Jim Beam is the number one bourbon maker, and a centuries-old American whiskey maker, founded in 1795. Seven generations of the Beam family built this beloved company, and after the bourbon maker was temporarily stopped during prohibition, they took on a new name, Jim Beam, in honor of James B. Beam, who stepped in to rebuild the company in 1933, once liquor was legal again. Still made by hand, barrel by barrel, the Jim Beam Boneless, Breaded Chicken Wingz with Honey Bourbon Sauce offers a bold, unforgettable and finger lickin' good taste for the American palate. These delicious Wingz are sure to fly out of your freezer case.

Chicken Wings are among America's top food favorites, with 1.2 billion consumed just during the Super Bowl. What better way to celebrate Football and fall than to tail-gate and wow your friends and family at home with the irresistible crunchy flavor of Jim Beam Boneless, Breaded Chicken Wingz with Honey Bourbon Sauce? Best of all, these wings are a no-fuss, no mess delight, since every package is ready to heat or fry.

What sets these all-white meat chicken wingz ahead of all the others are the perfect marriage of the savory and sweet Jim Beam with Honey Bourbon Sauce with the palate pleasing, memorable crunch in every bite of the boneless, breaded chicken wingz. This is one finger lickin' dish that will leave your kitchen clean and your appetite sizzling, since every bite is pure heaven.

■ Halo Top Creamery Adds



Three New Light Ice Cream Flavors

Mint Chip, Chocolate Mocha Chip and Birthday Cake

Halo Top Creamery, the first 100% natural, light ice cream brand, recently announced the release of three new flavor additions – Mint Chip, Chocolate Mocha Chip and Birthday Cake – to its family of better-for-you, non-GMO ice creams.

Like all of Halo Top's ice cream products, these three new flavors are low in calories and sugar, high in protein and fiber and completely free of gluten, trans fat and gelatin (making them all vegetarian-friendly). They also contain no corn syrup, no artificial sweeteners and no synthetic growth hormones.

- **MINT CHIP:** Made with natural mint and delicious chocolate chips. (240 Calories/Pint)
- **CHOCOLATE MOCHA CHIP:** Delicious mocha paired with decadent white chocolate chips. (280 Calories/Pint)
- **BIRTHDAY CAKE:** Filled with rainbow-colored sprinkles. (280 Calories/Pint)

Beyond Halo Top's emphasis on keeping the product low in calories and all-natural, this brand brings high-quality decadence to a whole new level. Halo Top ice cream is made with premium ingredients to make the taste absolutely heavenly.

Halo Top Creamery is available at select natural food markets across the country for \$4.99 to \$5.99 per pint.



Yuengling's Ice Cream Pints Hit Shelves

New in stores, customers will find Yuengling's Ice Cream, an American-owned and made, super-premium ice cream, now available in pint-sized containers.

The pints are being tested in Stop & Shop stores in Massachusetts, Connecticut, Rhode Island, New York and New Jersey, and in Giant and Martins stores in Maryland and Virginia.

Flavors available in pints include: Black and Tan, Vanilla, Root Beer Float, Espresso Chocolate Chip, Sea Salt Caramel Swirl, and Peanut Butter Cup.

The pints join the company's existing 16 flavors available in quarts.

"We're thrilled to offer another option to our customers," said David Yuengling, president of Yuengling's Ice Cream. "The pints offer a great snack-size option at an extremely cost-effective price for a super-premium ice cream brand."

■ Mediterranean Inspired Bites



Line of Frozen Vegan Falafels Debuts

ADF Foods, manufacturer of Organic, Non-GMO, Vegetarian and Gluten-Free frozen foods, has introduced their new line of Vegetarian falafels, Nate's Mediterranean Bites, in retail stores nationwide. Nate's Mediterranean Bites will be available in four savory flavors, including Garlic & Pesto, Kale, Southwestern, and Sweet Potato.

As ADF Foods is known for creating premium and better-for-you frozen foods, Nate's Mediterranean Bites captures the true essence of delicious and mouthwatering bites with tantalizing tzatziki sauce, packed in a convenient and portable size. Seasoned with the perfect blend of spices, Nate's Mediterranean Bites are non-GMO Project Verified, vegetarian, gluten-free and are a great source of protein and fiber. Available in modern, sleek and re-sealable bags that provide maximum freshness, Nate's Mediterranean Bites afford consumers the opportunity to enjoy quality and convenience in one perfect package.

"We are thrilled to be breaking into one of the world's biggest cuisines with our unique and modern take on a traditional Mediterranean dish," said ADF Foods' US President, Matt Materazo. "The combination of great taste and convenience makes Nate's Mediterranean Bites a terrific option for those looking for a healthy and ready-made snack or meal component."

Nate's Mediterranean Bites will be sold at a suggested retail price of \$4.99.

Smart Flour Foods Launches New Pizza Varieties

Smart Flour Foods has expanded its lineup of gluten-free frozen pizzas made with ancient grains in the crust. The following flavors join the already popular selection of Uncured Pepperoni, Garden Margherita, Classic Cheese, and a two-pack of crust to inspire creativity in the kitchen.

- **CHICKEN SAUSAGE:** Gourmet chicken sausages feature the bold flavors of roasted red peppers, onion, garlic, and savory rosemary.
- **TUSCAN INSPIRED UNCURED TWO MEAT:** Classic Italian meats are paired with the subtle spicy kick of pepperoncini. The genoa salami is seasoned with wine, garlic and sugar, and the pepperoni is robust and flavorful.
- **SUNDRIED TOMATO AND ESCAROLE:** Sweet sundried tomatoes are a brilliant companion to mellowed escarole, a hearty green from the endive family that has the slightly bitter and spicy taste of a radicchio.

While most gluten-free pizza is made primarily of bland-tasting and nutritionally lacking rice and potato, the crust used in Smart Flour Foods' pizza is designed with a proprietary gluten-free flour blend that contains sorghum, amaranth and teff. These powerful whole grains give the pizza crust a delicious taste, classic texture, and enhanced nutritional profile.

Each of the new pizza varieties feature real mozzarella and provolone cheese that is free of rBGH (recombinant Bovine Growth Hormone) and hand-selected uncured meats that are free of antibiotics, nitrites and nitrates. An ideal meal solution for the entire family, Smart Flour Foods' frozen pizzas do not contain preservatives or artificial ingredients and are rolling out at select natural and specialty stores nationwide. The SRP for the pizza is \$6.99 to \$7.99. The Smart Flour Foods Original Pizza Crust, which comes two to a package, is also available for an SRP of \$4.99 to \$5.99.



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Badia Spices Garlic Goes Pink

To Promote Breast Cancer Awareness

Badia Spices is once again commemorating Breast Cancer Awareness Month by teaming up with National Breast Cancer Foundation, Inc. (NBCF). The partnership is designed to help broaden awareness for breast cancer while raising funds to support NBCF's mission to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services.

NBCF is one of the most recognized and respected breast cancer charities in the nation. Since 2003, NBCF has received the highest 4-star rating by Charity Navigator, America's premier charity evaluator. Each year, over 80% of their revenue is directed to

their life-saving programs, and because of that, NBCF has grown.

For over 30 years, Badia Spices has brought to market the finest ingredients from all corners of the world; Badia is committed to offering their consumers the highest quality, at the best prices. In just four years, with the help of its consumers, Badia Spices has raised \$450,000 to benefit NBCF.

"Thanks to partners like Badia Spices, the message of early detection of breast cancer and the importance of personalized medicine is reaching across the globe," says Janelle Hill, NBCF Co-Founder & CEO. "The funds they raise help us provide thousands of free early detection and navigation services in all 50 states, and they ensure that breast cancer patients outside the U.S. have access to information about personalized treatment."

"As a global company that exports product to more than 70 countries, Badia Spices is part of a diverse community and we are proud to support the prosperity of the communities where we live, work and play. We appreciate our consumers' charitable involvement and look forward to once again giving back to NBCF through this national partnership," said Joseph "Pope" Badia, President, Badia Spices.



Celebrity Chef Robert Irvine Debuts "Better for You" Food Company

Chef Robert Irvine and Giant Food of Landover, MD., announced that the renowned Chef's new company of nutritionally improved food products are now available exclusively at Giant's 168 stores throughout the mid-Atlantic region. The announcement was made at the O Street Market Giant store in Washington D.C. where both Chef Irvine and Gordon Reid, president of Giant Food launched the partnership. The celebrated Chef joined Reid in presenting a \$25,000 donation to USO-Metro, generated from Giant's March Giving Campaign. As part of the ongoing commitment by both organizations to support our nation's military and their families proceeds from product sales will be donated directly through Chef Irvine's own 501c3 organization, the Robert Irvine Foundation. Additionally, Chef Irvine announced that his foundation would sponsor USO-Metro's upcoming monthly Warrior and Family Center Chef Dinners.

The exclusive distribution with the Landover division of Ahold (Giant) will end on January 1, 2016. A company spokesperson for Robert Irvine Foods says they (Giant Foods) have been terrific partners in getting the RI Foods line into the hands of the shopper. The company will take this base and build upon it seeking to secure distribution into a variety of retail outlets throughout 2016.



With more than 25 years in the culinary profession, Chef Robert Irvine has cooked his way through Europe, the Far East, the Caribbean and the Americas, in hotels and on the high seas. As the host of one of the Food Network's highest rated shows, *Restaurant: Impossible*, Irvine saves struggling restaurants across America by assessing and overhauling the restaurant's weakest spots.

"Building this company and launching these products is one of the most important projects of my career to-date. It allows me to finally share some of my favorite foods with a healthier approach. These foods are perfect for busy families across the country who strive to improve their diet, but lack the time or resources to do it on their own," said Chef Irvine.

As part of the limited, exclusive partnership, Chef Irvine's all-natural crab cakes, as well as his reduced fat and calorie cheese-cakes are now available in the frozen food section of Giant Food stores in Virginia, Maryland, Delaware, and the District of Columbia, with plans to introduce additional products from the food line in the coming months.

Chef Irvine started the company

last year with the goal to recreate some of his most popular, quick-and-easy meals with full family appeal by using healthier ingredients and without compromising taste. To accomplish this, he committed to partnering with some of the industry's leading culinary experts and nutritional research and development firms.

Additional products offered by the company include, ultra thin multigrain pizzas, oven-roasted wings with signature sauces, and the Chef's top-rated FIT Crunch protein bars. The company will soon offer a variety of proteins that will feature the Chef Irvine spice lines. These will include a Semi-boneless Chicken that will be offered in Southwestern BBQ and Roasted Garlic and Black Pepper. A pork loin with the same rubs.

All Good Introduces Two New Sun Protection Formulas



Elemental Herbs—maker of All Good organic skincare and healing products—is debuting two new organic sun protection formulas to their collection, the All Good Sunscreen Butter SPF 50+ and the All Good Lips SPF 15 Lip Balms. Both products highlight All Good's mantra that less is more when it comes to formulating the healthiest and most environmentally friendly skincare products in the world.

Taking a minimalist and always non-chemical approach to formulating healthy and coral reef friendly sunscreens, All Good eliminated non-essential ingredients and packaged All Good Sunscreen Butter SPF 50+ in 100% recyclable tin canisters. Easy to apply, the new formula is designed for ultimate facial protection in extreme environments, while going on smooth and rubbing in clear.

All Good will also introduce new All Good Lips SPF 15 formula lip balms. "We have been working hard to create a zinc only lip balm formula that goes on clear and as smoothly as our certified organic version, and we've finally done it," adds Duell. The All Good SPF 15 formulas will replace the SPF 12's across the board in all three flavors (Original, Spearmint and Tangerine) plus the addition of a new flavor, Chai. All Good Lips SPF 15 is made from an infusion of whole herbs that all have medicinal properties, including certified organic calendula from All Good's own Four Elements Organics farm.

All Good is also introducing a new Coconut flavor of their popular Certified Organic Original Lip Balm and will continue to produce their All Good SPF 20 Lip Balms in Coconut and Unscented.

John Kelly Chocolates Adds Artisan Chocolate Bars

Sales of high-end chocolates continue to soar as consumers opt for premium taste over low cost. And at no time of the year is gourmet chocolate in higher demand than the holiday season. John Kelly Chocolates has just added a new collection of solid chocolate bars to their existing line of high-quality handmade chocolates, each one wrapped in beautiful packaging and boasting unique flavors whether for personal indulgence, hostess gifting, or decadent stocking stuffers.

Brand new for the holiday season are the Artisan Chocolate Bars. Developed with acute attention to detail—from packaging all the way down to ingredients—and artisanal techniques that have made the company famous. Each bar in the new collection is beautifully packaged and include fair trade chocolate and all-natural ingredients. The end result is a line of uniquely gourmet chocolate bars in six flavors: Dark Chocolate with Fleur de Sel Sea Salt, Dark Chocolate with Roasted



JOHN KELLY CHOCOLATES, Hollywood's gourmet chocolatier, caters to increasing demands of chocolate-lovers with a line of high-quality, all-natural, handcrafted chocolates and gourmet fudge.

Almonds & Pink Himalayan Salt, Dark Chocolate Espresso, Dark Chocolate with Habanero & Jalapeño Chile, Milk Chocolate with Roasted Almonds & French Grey Sea Salt, and Milk Chocolate with

Roasted Hazelnuts & Mediterranean Sea Salt. Both the Dark Chocolate (73% cacao) and Milk Chocolate (41% cacao) bars are non-GMO, and soy- and gluten-free. (MSRP \$7.50 each)

New Line of Premium Artisanal, Thin Crust Kosher Pizza Debuts

Imported from Italy

Kayco, also known as Kedem, the world's largest Kosher and Specialty Foods company with more than 100 brands in distribution, has announced the launch of a premium line of thin crust café-style artisanal pizza, imported from Italy.

Tuscanini Premium Handmade Pizza is thin, crisp and full of flavor, made from the freshest Italian ingredients, the finest cheese and 100% all natural. Tuscanini is imported from Italy and comes



in a variety of wood fired classics as well as a flatbread pizza. All are certified Kosher by the OU.

According to Harold Weiss, Executive Vice President, Kayco, "Tuscanini pizzas are something

entirely new. We strive to be different and not duplicate what's already out there. In terms of kosher, Tuscanini is unequalled, offering a gourmet, all natural choice to our customers. It's the high end

line of Italian Pizza, in 6 varieties, now shipping out of our Bayonne, NJ Distribution Center."

Tuscanini Premium Handmade Pizza have a suggested retail price of \$5.99-\$9.49 and comes in six varieties:

- **CLASSIC HANDMADE PIZZA:** Classico Margherita Pizza, 14.1 oz, Mushroom Pizza, 14.1 oz, Roasted Vegetable Pizza, 15 oz and Four Cheese Pizza, 14.1 oz.
- **FLATBREAD PIZZA:** Margherita and Pomodoro, 8 oz. and Mushrooms Flatbread Pizza, 7 oz.

Tuscanini Pizza is available throughout the US and Canada.

Charles Herzog, who heads the new item development team at Kayco says, "There are several brands of kosher pizza, but none truly rises to the premium tier as does our new Tuscanini brand. This is the first and only real Italian Kosher pizza on the market today. The dough is hand-stretched and baked in a wood fired brick oven using only the finest Italian ingredients. It's lighter to digest, and offers a finer texture and richer flavor."

BJ's Wholesale Club Names Christopher Baldwin as President/COO

Continued from PAGE 1

prior to its successful sale to Marathon Petroleum Corporation. Before joining Hess, Baldwin served in a variety of leadership roles including President of Snacks at Kraft Foods (Nabisco), President of North America at the Hershey Company, and several executive roles at Procter and Gamble.

"I am privileged and excited to have the opportunity to join BJ's terrific team," Baldwin said. "BJ's operates a unique and well-positioned model within the very exciting wholesale club retail channel. I look forward to working with BJ's executives, team members, and its Board of Directors to help bring value to all our stakeholders."

Cameron Bretnier, Partner of

CVC Capital Partners, said, "We are delighted to welcome Chris Baldwin to the BJ's team. Over a long career in the retail and consumer sectors, Chris has proven himself to be an outstanding and innovative leader at a number of great companies, and we expect him to make similar contributions at BJ's."

Jonathan Seifer, Senior Partner at Leonard Green & Partners, said, "BJ's has been a highly successful investment since the take-private transaction in 2011. Our firm has a deep history of investing in outstanding retail businesses, and we believe that the addition of Chris Baldwin to the BJ's team will help to further establish BJ's as a leading player in the U.S. retail landscape."

Wayne Pesce to Become CFA Head

Continued from PAGE 1

of Fame in 2013 and previously served as second vice-chairman of their Board of Directors. He is also a multi-year recipient of the Food Industry Alliance of New York State's Leadership Award.

"We are extremely pleased to have found such a capable and highly regarded business professional to take over management of the association," said John Stobierski, chairman of the Connecticut Food Association board and vice-president of operations for Stop and Shop.

Pesce holds a BS degree in Corporate Communications from

Southern Connecticut State University. He also attended the University of Connecticut MBA program and has been a guest speaker for subsequent UConn MBA classes.

The Connecticut Food Association is the state trade association that conducts programs in public affairs, food safety, research, education and industry relations on behalf of its 250 member companies—food retailers, wholesalers, distributors, and service providers in the state of Connecticut. CFA's members in Connecticut operate approximately 300 retail food stores and 120 pharmacies.

Sandestin Wine Festival Raises \$20,000 Charity

Continued from PAGE 2

The 2015 Sandestin Wine Festival also provides support to another local program, Sandestin Foundation for Kids, which assists children in need. Sara Becnel, executive director of the

Sandestin Foundation for Kids, said, "I want to thank everyone associated with the Sandestin Wine Festival for providing these proceeds to support the Sandestin Foundation for Kids," said Sara Becnel, Executive Director.

Palmetto Bay Broncos Junior Midget Cheerleaders



Publix Shoppers Support South Florida Cheer Squad

Members of the award-winning Palmetto Bay (Florida) Broncos Junior Midget Cheer Squad are pictured recently with Publix Store #223 Manager, Dale Massey. The team will be competing at the Southeast Region Pop Warner Cheer and Dance Competition later this year, and is expected to compete at the end of the year in the 2015 National Pop Warner Cheer and Dance Competition. The girls' trips to the competitions are being supported by the generous donations of Publix shoppers in the area. Publix Super Markets is an official sponsor of the Pop Warner Little Scholars program.

Golden Gate Wholesale Produce Market to Launch \$8 Million Renovation

The Golden Gate Wholesale Produce Market, the largest and busiest produce terminal in Northern California, has announced a major plan to renovate the facility by making a series of infrastructure, environmental, food safety, traffic and sustainability improvements.

The state-of-the-art enhancements to be made over the next year include new solar/energy efficiency upgrades, cold chain food storage management and worker safety systems, as well as smoother traffic flow within the facility, which is a mile from San Francisco International Airport on Highway 101.

"The Golden Gate Produce Market plays a vital role in Northern

California's economy, and the improvements announced today will lay the foundation for the Market's future growth and success," said Peter Carcione, President of the Golden Gate Produce Market.

"This investment in the Market expands our capability to bring the highest-quality fruits, vegetables, and organics to serve the diverse tastes of the region, and it builds on our long history of supporting California's agriculture industry in a sustainable manner."

The 742,000 sq. ft. facility in South San Francisco currently employs 475 workers and is open to the public. Twenty-three independent and family-owned businesses

operate at the Market, including wholesalers, jobbers, commission merchants, brokers, foodservice distributors, processors and one restaurant. More than 15 million packages move through the Market each year.

"This renovation is the most extensive in the Market's 53-year history and is designed to meet the changing needs of businesses located at the market and their customers who shop there," said board member Steve Hurwitz. "By strengthening the Market's infrastructure and advancing its commitment to sustainability, we will create a better experience for everyone who works at or visits the Market."

Diamond Foods Unveils State-of-the-Art Innovation Center

Continued from PAGE 2

disciplines. This early stage collaboration is designed to enable the team to carefully develop products that meet consumers' needs while also facilitating speed to market. The cross-functional team supports innovation across Diamond's entire family of snack and nut brands.

"We are not just putting a stake in the ground,

but an entire foundation and infrastructure committed to innovation and market leadership, as well as an experienced forward-thinking team to take advantage of it," said Brian Driscoll, Diamond Foods president and CEO. "Several retail customers have already visited the innovation center for joint collaboration meetings and recognize the potential for new product development this facility and the team affords."

Pereg Gourmet

Ancient Grains Offer Health Benefits

There's a host of super grains—some well known and others still under the radar—each with their own unique set of benefits. Most are packed with B vitamins, magnesium and other important minerals and nutrients. Some whole grains, such as quinoa, are considered complete proteins (containing all 8 essential amino acids). Since fiber swells, typically, whole grains will help keep you feeling fuller longer—one reason why a bowl of quinoa cereal is such a smart breakfast choice.

Pereg Gourmet, a leading producer of premium, natural spices and spice blends, bread crumbs, ancient grains and quinoa products, offers healthy summer recipes that can complement a BBQ or gourmet meal.

The New Jersey based-company recently introduced its new quinoa flour (\$3.99, 16 oz resealable bag), and also offers a full line of quinoa products including quinoa pasta, quinoa pops cereal, and pre-seasoned quinoa side dishes to North America.

Pereg is also known for its vast variety of pure and natural spices and spice blends, more than 60 in all, from traditional favorites to exotics from around the culinary world. They also offer a variety of flavored basmati rices, couscous, farro, salad toppings and salad spreads.

All Pereg products are kosher certified by the Orthodox Union (OU), are dairy and lactose-free as well as all natural, with no additives or preservatives. Many are also certified gluten-free and non-GMO.



New Fall Favorite: Community Pumpkin Praline Coffee

For a limited time, indulge in the rich, sweet taste of pumpkin and toasted pecans with Community Coffee Company's newest seasonal flavor, Pumpkin Praline.

With pumpkin being one of today's most popular flavors, the Community coffee Pumpkin Praline has delicious hints of pumpkin spice, adding to it the delightful twist of toasted pecans. The flavor comes just in time to ease you into the cooler months of the year, making this satisfying medium roasted coffee a seasonal favorite.

"So good, you'll wish you could enjoy it all year long," said Scott Eckert, Vice President of Marketing, Community Coffee Company.

Pumpkin Praline comes in 12 ounce ground bags, as well as 12-count and 18-count single-serve cups. Community Coffee Company only uses 100% select Arabica beans in all of its coffee products. This sweet and lightly spiced coffee flavor is perfect for warming up those chilly autumn days.



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