

TODAY'S GROCER

© TGLLP / Volume 57 / No. 11

www.todaysgrocer.com

THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

Price \$8.00

Chris Baldwin to Head BJ's Wholesale Club



CHRISTOPHER BALDWIN

Christopher J. Baldwin has been named President and Chief Operating Officer of BJ's Wholesale Club, Inc., succeeding Laura J. Sen, who is assuming the role of Non-Executive Chairman. The appointment is effective February 1. Baldwin will assume responsibility for the

ongoing operations of BJ's, while Sen will join BJ's other Board Members in setting the long term strategic direction of the Company. Baldwin will report to the company's Board of Directors and both he and Sen will remain members of the BJ's Board.

"I am grateful to have spent over 25 years with this great company, and feel privileged to have led it for the last seven," said Ms. Sen. "I am proud of what our team has accomplished together during these many years. I believe BJ's is operationally strong and well positioned for continued success. In a very short period Chris has demonstrated the necessary

Continued on **PAGE 39**

Pete Van Helden Named Stater Bros. CEO



PETE VAN HELDEN

Jack H. Brown, Executive Chairman of the Board of Stater Bros. Markets, announced that Pete Van Helden has been appointed President and Chief Executive Officer of Stater Bros. Markets. Brown has served Stater Bros. for the

past 36 years as Chief Executive Officer and will become the Executive Chairman of the Board of Directors of Stater Bros. Markets. Van Helden will continue to report to Brown.

Van Helden is a 38-year veteran of the Supermarket Industry and has served Stater Bros. as President and Chief Operating Officer since 2013.

Prior to joining Stater Bros., Van Helden was Executive Vice President Retail Operations for Supervalu. He began his career in the Supermarket Industry in 1977 working as a Courtesy Clerk for Rosauers in Libby,

Continued on **PAGE 39**

UNCOMMON

Publix at Doral Commons Opens

PAGE 16

SHANE NELSON
District Manager

KEVIN MURPHY
Vice President
Retail Operations
Miami Division

OCTAVIO ARGUELLO
Store #1492 Manager

JOHN GOFF
Regional Director

2 Southern Wine & Spirits of America and Glazer's Joining Forces

8 "A Monument to Convenience"
Rutter's Unveils 61st and Biggest Store

19 Flowers Baking Exec John DeLeu Retires

29 Publix CEO Ed Crenshaw Announces Retirement Plans
New President and CEO Named

A Real Company For Real Merchants



...with real solutions

info@tecnicasystems.com



FIRST STD.
U.S. POSTAGE
PAID
PERMIT NO. 7019
MIAMI, FL 331

TODAY'S GROCER
P.O. BOX 41060
SOUTH MIAMI, FL 33243-0106
Change Service Requested

Southern Wine & Spirits of America and Glazer's To Combine

Southern Wine & Spirits of America, Inc. and Glazer's, Inc., two of the country's leading wine and spirits distributors, has announced the signing of a definitive agreement that will create the largest North American wine and spirits distribution company, serving supplier and customer partners from coast to coast.

The new company, Southern Glazer's Wine and Spirits, LLC, will distribute more than 150 million cases of wine and spirits annually, cover nearly 90% of the legal drinking age (LDA) population in the U.S., employ more than 20,000 team members, and have operations in 41 states plus the District of Columbia, the Caribbean, and Canada. The company will be headquartered in Miami, with significant ongoing operations, systems, executives, and team members to be based in Dallas.

The new company's leadership team and Board of Directors will be composed of representatives from both Southern and



EXECUTIVE LEADERSHIP TEAM MEMBERS for Southern and Glazer's (from left to right): Wayne E. Chaplin, President and Chief Executive Officer of Southern; Harvey R. Chaplin, Chairman of Southern; Bennett Glazer, Chairman of Glazer's; and Sheldon ("Shelly") Stein, President and Chief Executive Officer of Glazer's.

Glazer's. Harvey R. Chaplin will serve as Chairman, and Bennett Glazer will serve as Executive Vice Chairman. The company will be managed by an Office of the CEO and President, with Wayne E. Chaplin serving as Chief Executive Officer and Sheldon ("Shelly") Stein serving as President. Wayne Chaplin will be

responsible for setting the company's overall strategic direction and day-to-day commercial and operational execution. Shelly Stein will be responsible for leading business development, merger and acquisition activities, and long-term growth initiatives

Continued on **PAGE 39**

MRKTPL Empire Outlets



THE MARKETPLACE AT EMPIRE OUTLETS (MRKTPL) will be an innovative artisanal food market showcasing the best local and international purveyors in a relaxed and elegant environment.

Staten Island's First Artisanal Food Hall Announced

BFC Partners, developer of Empire Outlets, the first and only outlet center in New York City, announced a partnership with the creative team behind Gansevoort Market to bring a new culinary destination to the North Shore waterfront. The Marketplace at Empire Outlets (MRKTPL) will be an innovative artisanal food market showcasing the best local and international purveyors in a relaxed and elegant environment. Set to open in late 2017, this will be the first market of its kind on Staten Island, marking yet another important milestone in the transformation of St. George as a destination for residents and visitors alike.

In a nod to the borough's roots as a hub for trade and commerce and the marketplaces of those times, the industrial-inspired MRKTPL will tie together the history of the New York Harbor with modern communal spaces

Continued on **PAGE 39**

Big Y Adding More Gas/C-Stores

Big Y Foods, Inc. has entered into an agreement to acquire the operating assets of three O'Connell Convenience Plus Stations in Massachusetts. They are located at: 75 Russell Street, Hadley, 711 Bliss Road, Longmeadow, and 1993 Boston Road, Wilbraham.

Big Y expects to begin operating these locations in late January, and will convert them to their Big Y Express banner throughout the winter months. All employees of O'Connell will have an opportunity to apply and interview with Big Y.

There are currently two Big Y Express Gas and Convenience Stores in operation in Lee and Pittsfield, MA. Big Y opened their first location in partnership with F.L. Roberts two years ago in Lee.



CHAIRMAN'S AWARD RECIPIANT - Chairman Sandy Fortin (right) announced that Florida Grocers Association Interim Executive Director Tom Jackson (left) was named as the 2015 FRF Chairman's Award winner.

Tom Jackson Named FRF Chairman's Award Winner

The Florida Retail Federation (FRF) held its 2015 Fall Meeting where Chairman Sandy Fortin announced that Florida Grocers Association Interim Executive Director Tom Jackson was named as the 2015 FRF Chairman's Award winner.

"Tom Jackson's commitment to the Florida Grocers Association, his success in its significant growth and his passion for the industry are why he was selected as this year's Chairman's Award winner," said Chair Fortin. "We are proud of the work that Tom has done and what the Association will mean for Florida's grocers in the months and years ahead."

Jackson was announced as FGA Interim Executive Director in June, and was tasked with rebranding it from the Florida Grocery Council and expanding its membership, while also serving the needs of the more than 2,300 grocery stores and their industry partners statewide.

The Florida Grocers Association was rebranded earlier this year and will continue to be a division of the Florida Retail Federation with a clear vision to serve Florida's \$45 billion dollar grocery industry.



THE CULINARY KITCHENS & TECHNICAL CENTER is a state-of-the-art facility that enables the company's stores like Albertsons, Safeway, Jewel-Osco, Vons and Carrs to provide customers with products developed to their tastes.

Albertsons Culinary Kitchens & Technical Center Gets \$4.8 Million Upgrade

AB Acquisition LLC announced that a \$4.8 million renovation of the company's Culinary Kitchens & Technical Center is complete. The project, which was in development before the Albertsons-Safeway merger was announced, came to fruition in a 33,000 sq. ft. facility in Dublin, California, near the company's Pleasanton corporate campus.

"Our company is passionate about running really great stores, and key to that is providing our customers with the products they want, just as Joe Albertson did when he opened his first store 76 years ago," said Shane

Continued on **PAGE 39**

Brio Healthy Ice Cream Names New VP



PAUL BUCKEL

Arnie Koss, the co-founder and President of Brio ice cream, announced that Paul Buckel has joined Brio as Vice President of Sales. Buckel was formerly Vice President of Sales at Celtic Sea Salt, where he led efforts that resulted in dramatic sales growth, including new accounts at major supermarket and retail chains, plus increased sales in the natural and specialty category.

"Paul Buckel brings more than two decades of sales experience to our Brio team," says Arnie Koss, who co-founded Brio with his twin brother Ron Koss, after successfully launching Earth's Best Baby Foods in the 1980s.

"Paul offers strong leadership, professionalism and a passion for excellence to his new role at our company."

Brio ice cream is a product of Nutricopia, Inc., a Vermont-based company owned by aio Group of Hawaii. Brio offers consumers a smart new way to upgrade their ice cream, to a product that is both richly delicious and surprisingly nutritious. Made with whole fresh r-BST milk from Wisconsin dairy farms, Brio is certified gluten free, non GMO, low glycemic and made without artificial colors, flavors or sweeteners. Brio is distributed by KeHE.

FOLLOW US IN EVERY ISSUE OF TODAY'S GROCER!
SEE PAGE 26

TODAY'S GROCER

The Readers' Choice in the Food Industry

TODAY'S GROCER LLC. PUBLICATIONS
ISSN 1529-4420
Serving the Food Industry Since 1956

PEDRO PENTON
Publisher

DENNIS KANE
Editor

VANESSA ACOSTA
Dir. of Sales & Marketing

LEO MORELL
Graphic Designer

Editorial and business offices located at:
P.O. Box 430760, South Miami, FL 33243-0760
Tel: 305-994-8100
1-800-440-3067
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.

To subscribe, or for advertising information, call our business office or e-mail Vanessa Acosta at vanessa.acosta@todaysgrocer.com.

All signed articles published in this paper represent solely the individual opinion of the writer and not necessarily those of TODAY'S GROCER.

SUBSCRIPTION RATES:
1 Year: \$59.00
2 Years: \$98.00
3 Years: \$135.00

TASTE THE BEST!

Badia's
Extra Virgin Olive Oil &
Complete Seasoning




THE SOUL
of COOKING

FOR MORE INFORMATION VISIT US AT WWW.BADIASPICES.COM OR CALL 305-629-8000

4 Grocery

Barilla Changes The Way You Think About Pasta. Pronto.



On the busy streets of New York City, Barilla recently teamed up with celebrity chefs and brothers, Bryan and Michael Voltaggio, for some friendly, brotherly competition to officially launch Barilla Pronto, an innovative new pasta that requires no boiling or draining.

For the recent Pronto live event in NYC, the Voltaggiros took their #onepanpronto cooking prowess to the Flatiron District to show that anyone can make a delicious pasta meal in minutes. With help from YouTube influencer Alyssa Sheikh of Mind Over Munch, the Voltaggiros paired up with unsuspecting passersby and faced-off in a pasta cooking challenge to create delicious, original Pronto recipes on behalf of #TeamBryan or #TeamMichael.

"Pronto is a game changer for the busy home cook," said Chef Michael Voltaggio. "You don't

have to wait for the water to boil, you don't have to worry about draining, and the precise thickness and shape of each Pronto cut make it easy to get perfectly 'al dente' pasta every time!"

Barilla Pronto pasta is placed in a 12-inch skillet, covered with three cups of cold water, then cooked over high heat until the water is absorbed, eliminating the need to boil or drain.

"Even though my brother won the challenge, cooking Pronto alongside New Yorkers all day was a crazy, good time," said Chef Bryan Voltaggio. "People were surprised to learn just how easy it is to create a delicious meal. I'm a professional chef, but I also cook for my family. With just one pan, Pronto allows everyone to get involved and add their favorite ingredients. My family is super busy, so it's great to know that with Pronto, my family can put a great meal on the table in just 10 minutes!"

Participants cooked confidently in the Pronto kitchen when preparing the dishes on #TeamMichael or #TeamBryan, and were excited to create more Barilla Pronto recipes at home. Barilla Pronto delivers the same great taste and al dente texture they expect from Barilla, while making mealtime prep and cleanup faster and easier than ever.

"We know people are craving ease and convenience in the kitchen, but they still want to create unique and impressive meals for their family and friends," said Jennifer Ping, Senior Brand Manager, Barilla Group.

"Barilla Pronto perfectly bridges that gap. Whether you're an expert chef or a novice cook, you can feel more confident in the kitchen."

Barilla Pronto - available now at leading grocery stores nationwide - is offered in five varieties including Elbows, Half-Cut Linguine, Penne, Half-Cut Spaghetti, and Rotini. Prepared in just 10 minutes, Barilla Pronto cooks perfectly al dente every time.

Idahoan Foods 'Simmer Up' New Soup Line

Unveils On-the-Go Snack Solution

Lovers of hearty soups have a new option with the introduction of Idahoan Steakhouse Potato Soup: an Idahoan Foods first-ever soup line. Real potatoes from Idaho are in every spoonful of these new soup flavors, which include Cheddar Broccoli, Three Cheese Chipotle, Loaded Potato and a favorite, Creamy Potato.

Additionally, younger palates will find some of their favorite bold flavors in the new Idahoan Fully Loaded Mashed products including Peppercorn Bacon & Cheddar with bacon flavored pieces, Nacho Cheese and 'Buttery' Delicious. This tasty collection comes in single-serve cups, making them a new after-school or on-the-go snack option. They are also available in 4 serving packages making them a convenient 'out-of-the-box' original side dish for sit-down meals.

"Today's consumers want exciting flavors and convenient solutions without compromising taste; at Idahoan we take great pride in innovating products that satisfy consumer needs," said Director of Retail Marketing at Idahoan Foods, Ryan Ellis. "Our new dry soup line is a convenient and delicious solution for people who enjoy wholesome and hearty soups with real ingredients."

Idahoan Steakhouse Potato Soup--the first-ever soup line for Idahoan Foods is gluten-free and will be found in the soup aisle of most major grocery retailers. Made with Baby Reds potatoes and premium ingredients, it received highest quality ratings from consumer panels because of its rich texture akin to what consumers expect from the Idahoan Steakhouse line.

These soups can be prepared in only five minutes, nearly one-fourth of the time of other soups, without artificial flavors, MSG and PHOs and available in 6.6 oz. packages.

"We are delighted to have two new product lines and expect Fully Loaded Mashed to be a hit with younger consumers," said Ellis. "Each package is bursting with the type of bold flavors they love," said Ellis.

Halfpops Announces Three New Flavor Varieties



Halfpops, the innovative, crunchy half-popped popcorn snack, kicks off 2016 with three new flavor offerings, refreshed product packaging, and increased product distribution. Expected to pop up on shelves soon, the three new flavors -- Angry Kettle Corn, Black Truffle & Sea Salt, and Brooklyn Dill Pickle -- join Halfpops' existing delicious product lineup and will feature bold new vibrant packaging, in a tall, sleeker format, making it the perfect for on-the-go snack. Plus, with significant increased distribution in the works for 2016, Halfpops' fans will have easier access to all seven addictive flavors.

■ **ANGRY KETTLE CORN** -- Featuring a twist on the sweet popcorn classic, Kettle Corn, Halfpops added some spices for a hint of heat. This perfect blend of sweet and heat gives you the memorable flavor you know and love with an intriguing angry kick.

■ **BLACK TRUFFLE & SEA SALT** -- This gourmet flavor is seasoned with black truffle, sea salt, onion, garlic and spices, making for a fancy treat with a satisfying crunch.

■ **BROOKLYN DILL PICKLE** -- Featuring Halfpops' moniker crunch, the brand's low-sodium offering is small on salt and huge on flavor. Brooklyn Dill Pickle provides everyone's favorite pickle taste with the kicked up flavor of vinegar, sea salt, garlic, onion and dill weed.

Halfpops are available in 1.4 oz. bags that retail for \$1.29-\$1.49 each, and 6 oz. bags that retail for \$3.99. The new Angry Kettle Corn, Black Truffle & Sea Salt and Brooklyn Dill Pickle Halfpops are expected to be available alongside Aged White Cheddar, Butter & Pure Ocean Sea Salt, Caramel & Sea Salt and Chipotle BBQ.



Golden Island Jerky Introduces New Pork Sriracha Flavor

California-based gourmet jerky company Golden Island Jerky, makers of handcrafted, small-batch beef and pork jerky, are coming on the market with high-end meats, specialty flavors and top-quality ingredients. The newest being its Sriracha pork jerky!

The popularity of jerky is exploding as more people want snacks that pack a punch with protein. Diets such as DASH and Paleo have added a jerky boost to everyday snacks, helping the category exceed \$100 billion. Whether to help fuel up for a 5K, enjoyed with a craft beer at a tailgate or simply as an after-school pick me up, jerky is delicious, portable and healthy snack.

Made in small batches and with proprietary processes to maximize its deep, savory flavors and moist texture, each piece of Golden Island Jerky is individually marinated and fire-grilled or kettle cooked for a flavor and texture unlike other jerkies available.

Golden Island Jerky is also available with flavors such as Korean Barbecue, Grilled Barbecue (PORK) along with Kung Pao (BEEF). All are gluten-free and contain no added nitrates.



Maya Kaimal Fine Indian Foods Introduces Flame-Baked Naan Snack Chips

Light, flaky chips a natural choice wto Snack, Dip and Devour

Maya Kaimal Fine Indian Foods has launched a unique line of flame-baked Naan Chips available nationally in three delicious flavors: Sea Salt, Rosemary and Almost Everything (onion, poppy and anise) for a suggested retail price of \$3.49 - \$3.99 per six ounce bag.

Light, leavened naan bread is the model for these unique, double-baked Maya Kaimal Naan Chips. A proprietary baking process, inspired by India's wood-fired tandoor oven, sets these chips apart by capturing the blisters and bubbles of authentic naan flatbread. Dip them in hummus or guacamole, enjoy with cheese, or crunch them on their own. Lighter and flakier than pita chips, these crunchy baked triangles are made with whole grain wheat flour, the distinct flavors blended into the dough not dusted on the surface. Maya Kaimal Naan Chips are Non-GMO Project Verified, kosher certified, and vegan.

"My new Naan Chips are a healthy celebration of my favorite bread," notes Maya Kaimal, Founder and Owner, Maya Kaimal Fine Indian Foods. "It took more than 40 tries to develop the authentic taste and bubbly texture, but in the end I think we achieved a crispy chip unlike any other flatbread snack. I'm so pleased to bring this taste of India to the American snacking experience."

Maya Kaimal Naan Chips were a crowd favorite in their debut at the June 2015 Fancy Food Show in New York City. They are the second addition to the Maya Kaimal snack line, complementing the Maya Kaimal Chickpea Chips which launched last year and took home the highly coveted 2015 Gold Sofi Award for Outstanding Savory Snack. Wegman's, Kings, Sprouts, and Vitamin Cottage will carry the chips, with more national stores to follow.

Mundial De Arroz

Rice World

Milled and produced in Florida



Enjoy *every* grain™



- Rice Manufacturing
- Food Service
- Export
- Wholesalers
- Warehouse & Distribution
- Supply Chain Management
- Private Label
- Packaging
- Rail & Truck

Your One Source For Rice
Distributors Wanted

www.PoincianaMillingComplex.com

6 Guest Editorials

How to Get Ahead Faster — And Stay There



By: **John Graham**

No matter what you do, getting ahead shouldn't depend on lucky breaks, favoritism, or even hard work. It should be in our control. To make that happen, certain behaviors will help you stand out from the crowd. Here are eight of them.

1. BE SUSPICIOUS. No one likes getting blindsided, yet it's all-too-common in business. More than anything else, a little paranoia helps avoid the sucker punches.

Even when some coworkers are bracing for a layoff, others are shocked when it happens. "I didn't see it coming," they say. Is it possible that we can get so wrapped up in ourselves that our awareness evaporates, so that we can't read customers, anticipate problems, or see opportunities?

Getting ahead means keeping your antennae up. It's not being afraid to ask, "What does this mean?" It takes being suspicious. Just keeping your head down and "doing your job" doesn't work. Remember, Beagles never make it across a busy street alive.

2. MAKE IT EASIER. Complexity means confusion and that kills sales. It drives customers away. A woman arrived at the dealership to pick up her car after a recall repair. Even though she followed the signs, at first she couldn't find the right counter since it was blocked from view by an open door. "You'll have to go upstairs and get the paperwork and bring it back here," the clerk told her. Not very customer-friendly to say the least.

But her experience isn't unusual. Why do companies put up with

such nonsense? Coming up with ideas to improve processes, particularly those that make it easier for customers, is a great way to get ahead.

3. EXPRESS IDEAS CLEARLY. What we write and say creates a legacy that stays with us — and one that influences how we're perceived. Our emails, text messages, presentations, proposals, letters, memos, and conversations say something about us. "What's she talking about?" "I couldn't follow him," "It didn't make sense," "What's it mean?" or "Who cares!" They all tell a story.

In *To Sell is Human*, Daniel H. Pink notes the comments of a former professor. "Don't get lost in the crabgrass of details, he urged us. Instead, think about the essence of what you're exploring" which he called the "1 percent."

Great messaging comes down to always coming up with the one idea that makes sense to your recipients. If you do, you'll be noticed.

4. CHALLENGE ASSUMPTIONS. "I assumed..." are the most dangerous words in business, since they can derail companies and drive careers off a cliff. Yet, we hear them everyday. Why? Assumptions save time by short-circuiting the thinking process.

For example, common sense may tell us that young people spend the most on Apple products. If so, it's way off the mark. It turns out that men over 65 are the big Apple spenders, averaging \$976, according to Slice Intelligence. Make it a rule never to get pushed into doing something before making sure it's supported by the facts.

5. FIND YOUR 'SWEET SPOT.'

It's where you're an expert — where you're known as the go-to person. To put it another way, it's where you can showcase your competence.

Jason Fisher is an example. He went to work for a major life insurance company after college. After four years, he went out on his own. Selling life insurance is a tough business, particularly when starting out. To get the attention he needed to succeed, he decided to focus his business on clients other agents avoid, those who find it tough getting life insurance for medical or other reasons.

As Lori Widmer of LifeHealth-Pro points out, prospects "come to him via his website and not through lists and referrals." A sweet spot can offer the sweet smell of success.

6. CULTIVATE CREATIVITY. Everyone has a creative potential, but most of us are afraid to let it show. We hold back, not sure what someone might think. When college senior Meredith Parmalee was getting ready to run the New York City Marathon, she wanted to do something that would help raise money for the Leukemia and Lymphoma Society. Having worked for We Are Knitters, she lit onto the idea of knitting a scarf while running.

At first, everyone, including Meredith, saw it as a joke. It wasn't. She let her creativity go to work, she attracted attention for We are Knitters with more than 49,000 Facebook "likes," and raising 101% of her goal.

7. CONSIDER THE CONSEQUENCES. Far too many business decisions, initiatives, and campaigns self-destruct. When it happens, someone is sure to

say, "Well, we can learn from our failures." While that sounds good, it never happens and we get the same miserable results time-and-time again.

What goes wrong? In the excitement and enthusiasm of doing something new and different, we refuse to think about undesirable outcomes. That's viewed as being negative or not being team players. It takes courage to ask "What if?" questions.

8. IF THERE'S NO PLAN, DON'T DO IT. Here's the rule: don't get sucked into anything that doesn't have a plan. If you do, your fingerprints will be on it, and that's not how to get ahead.

"The military manuals say that no plan of action ever survives first contact with the enemy. One must be adaptable. One must allow the plan to evolve," writes novelist Robert Crais in *L.A. Requiem*.

Too many marketing, sales, and promotional programs begin with a bang and die with a gasp, to paraphrase poet T.S. Eliot. To put it another way, the electric car runs out of juice before it leaves the charging station. That's why it's important to ask, "Where are we going with this?" "How do we want it to end — and when?" And "How do we keep up the momentum?"

If your goal is getting ahead faster and making sure you stay there, standing out from the crowd is the best way to make it happen.

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.

Late Payments Are Hurting Small Businesses and Killing Jobs



By: **Charles Yuska**

The holiday season has come and gone, with suppliers furnishing businesses with billions of dollars of goods and services during the busiest time of year for retailers. And yet most of these suppliers have not been paid for their work.

In fact, many small businesses across America are being forced to wait for 4-5 months and more for payment from their customers.

Late payments are squeezing small businesses that create almost 60 percent of new American jobs and employ half the workforce. Late payments are also against these corporation's self-interest: If these suppliers can't hire, their productivity and innovation will stagnate. And if they shut down, prices will inevitably increase.

According to a recent survey

by the business research firm APQC, corporations that began forcing extended payment terms on suppliers in response to the 2008 financial crisis are still extending payment terms as a matter of policy and are creating significant and sometimes dire consequences for suppliers.

This was a problem that should have been solved by now. In July, 2014, a delegation of business representatives visited the White House, at the President's behest, in support of the Supplier Pay Initiative. The pledge meant to ensure suppliers are paid faster and can increase their working capital.

But the reception in the business community has been disappointing: Fewer than 50 companies have committed to pay invoices in 45 days or fewer after receipt. Late payments, which some big companies are forcing onto suppliers through

contracts, are undermining the American economy and slowing hiring.

In APQC's survey of senior executives, 55 percent said they cannot hire more workers because of late-payment practices. Even more troubling is the 57 percent that say they, or other suppliers, will likely be forced out of the market because of these practices. The survey is available online at apqc.org

As the head of a trade group whose member companies are mostly small family owned businesses that supply the consumer packaged goods industry, I know the challenges and frustrations they face in trying to grow while meeting monthly financial obligations like payroll expenses, rent, loan payments and payments for raw materials. Extended payment terms from their customers only add

to the uncertainty they face.

Employers like Coca-Cola, FedEx and Salesforce recognize this, and have signed on to the Supplier Pay Pledge. At a time when companies are hoarding over \$1.4 trillion dollars in cash, paying suppliers in a reasonable amount of time isn't a sacrifice. This simple act will increase working capital and benefit everyone. When working capital increases, so does job creation, investment and innovation. It's good for our economy, good for consumers, and it's the right thing to do.

CHUCK YUSKA is CEO of PMMI, the Association for Packaging and Processing Technologies, a trade association made up of more than 700 member companies that manufacture packaging, processing and packaging-related converting machinery, commercially-available packaging machinery components, containers and materials in the United States, Canada and Mexico.

Looking at the Year Ahead

Top Ten Food & Beverage Trends You'll Crave in 2016

Dishing on cutting-edge culinary trends for the year ahead

A research leader on trends in the food industry, Sterling-Rice Group (SRG) has identified its annual top ten culinary trends that stand out on menus, expand onto grocery shelves, and attract consumer interest across the U.S. in the year ahead.

SRG's 2016 Cutting-Edge Culinary Trends were compiled by SRG's Culinary Team led by Culinary Director Kara Nielsen and

feature examples of trailblazing food and drink trends and the brands leading the way for each of them. An extension of Culinary Shifts, SRG's proprietary research based on key societal shifts affecting consumer behavior around food, the predictions provide insight for food industry companies to better develop, position, market, and sell food products.

"Cooks and diners continue to explore and relish all that's new in food, which is often not new at all, but rather a rediscovered ingredient, drink, or dish," says Kara Nielsen, SRG Culinary Director. "Yet

these foods have been refashioned with a contemporary palate in mind, a palate that is appreciative of unusual textures, vivid sour flavors, and more savory balance. Marketers shouldn't be afraid to push the boundaries when innovating food and beverages."

Look for these cutting-edge culinary trends to expand in 2016:

1. SWITCHIN' TO SWITCHELS:

Boasting health benefits of apple cider vinegar and ginger and sweetened with honey, maple, or molasses--look for this colonial refresher to quench consumers' thirst in the year ahead.

2. 'ONOLICIOUS HAWAIIAN:

From fast-casual to fine dining, traditional and 'ono (delicious) island ingredients are showing up in cool new dishes like poké bowls and musubi across the mainland.

3. OYSTERS TO THE RESCUE:

With sustainable seafood as important as ever, cultivated oysters are fueling an excit-

ing resurgence of oyster bars. Expect the burgeoning Millennial taste for oysters to grow in 2016 and years to come.

4. THE SAVORY SIDE OF YOGURT:

With all the health benefits of yogurt, less sugar, and a rich, savory taste, labneh is stepping into the spotlight. The thick, salted Middle Eastern yogurt-cheese plays well with olive oil, spices and seeds, vegetables, and even fruit.

5. COFFEE'S NEW GUISES:

From coffee mocktails and sodas to dry-hopped coffee on nitro tap and coffee cherry brews, there's no end to the creative coffee libations coming our way from inventive baristas and beverage makers.

6. SWIGGABLE SOUPS:

With less sugar and more fiber than pressed juices, health aficionados are packing in the nutrients and flavor with convenient bottled soups.

7. PUMPED-UP PORRIDGE:

As porridge is made with an ever-

widening selection of grains--rye, spelt, black rice or quinoa, to name a few--combined with sweet and mostly savory toppings, consumers will seek this classic as a satisfying main or hearty side.

8. INTENSIFIED DESSERTS:

From dessert menus to the candy aisle, sweet treats get a flavor boost with the addition of savory ingredients think corn-husk ash, malt, and umami-rich miso paste and au courant cooking techniques.

9. PASS THE PLATTER:

Restaurant chefs have fun and promote more convivial sharing with family-style meals complete with a centerpiece protein whole fish or chickens, piles of ribs and accompanying sides.

10. MAIL-ORDER MEAL MANIA:

Meal-kit delivery services will continue to explode in 2016 as the big players expand nationally and smaller start-ups tap niche cuisines and dietary trends.

Badia Sponsors



Lori Conduris, Badia Spices and Chef Michelle Jones with her Here's Help Students.

Junior Orange Bowl Tennis Championship

Spice Leader Integrates Corporate Social Responsibility to Increase Community Sustainability

As companies recognize the connection between corporate social responsibility, and integrating their community investment, opportunities arise for socially conscious leaders to change the world from the inside out.

With almost 50 years in the spice business, Badia Spices, a family-owned company, believes that good business starts with investing in the communities, in which we live, work and play. As such they support a wide range of charities such as Florida International University, Here's Help, The Dan Marino Foundation, National Breast Cancer Foundation, the University of Miami Sylvester Cancer Center and the Junior Orange Bowl, to name a few.

For the last 5 years, Badia Spices has sponsored the Annual Junior Orange Bowl International Tennis Championship. The event is hosted by the Junior Orange Bowl, a volunteer-led non-for-profit organization that for over years has grown to bring together more than 1,500 of the top ranked male and female 12-and-under and 14-and-under junior players, representing more than 76 countries. Throughout the last 54 years, tennis legends such as Chris Evert, Jimmy Connors, Mary

Joe Fernandez, Monica Seles, Andre Agassi and Steffi Graf have showcased their athletic talent as well as current pros, Rodger Federer, Andy Roddick, Juan Martin del Potro, Robin Soderling, Kim Clijsters, Justine Henin, Melanie Oudin, Caroline Wozniaki, Novak Djokovic, Bernard Tomic and Andy Murray, 2012 Olympic and 2013 Men's Wimbledon Champion and past Honorary Chair of the Jr. Orange Bowl Tennis Championship.

When the Junior Orange Bowl needed a caterer for their 54th Annual Junior Orange Bowl International Tennis Championship, Badia Spices employed the Culinary Students who reside at Here's Help, one of South Florida's premiere providers of residential and outpatient substance abuse treatment. Nine years ago, Badia Spices founded the Badia Spices Culinary Arts Program being offered at Here's Help. Taught by Chef Michelle Jones, the Badia Spices sponsored Culinary Arts Program is a 10-week hands-on training, combining classroom curriculum with cooking experience in an industrial kitchen.

The Badia Spices Culinary students prepared and served lunch for over 225 guests. The menu consisted of vegetarian and turkey sandwiches, that were served with ice cold Badia Coconut Water as well as homemade cookies in assorted flavors. By integrating two of the charities they support, Badia Spices increases community sustainability and once again stays true to its slogan, The Soul of Cooking!



Half-Pints also Available!

INTRODUCING

The best tasting

100% lactose free milk

LactoZero






DISTRIBUTOR INQUIRIES WELCOME!

Contact Cream-O-Land Dairy at 1.800.220.MILK
or infonewitems@creamoland.com



WIC Approved

“A Monument to Convenience” Rutter’s Unveils 61st and Biggest Store



■ RUTTER'S new exterior fuel monument sign and gas canopy debut a new enhanced brand identity. Use extensive LED lighting elements, bold colors, and have a signature contrasting look by day and night.

A TODAY'S GROCER
Exclusive Report

Rutter's newest and largest store, located in York Springs, PA and just 10 miles north of Gettysburg, opened its doors on Monday, December 14. It is Rutter's 61st store and the third Rutter's location in Adams County.

The 11.5 acre site boasts 7 high-speed truck diesel fueling spaces, 14 fueling lanes for gas and auto diesel, 23 truck parking spaces, located right off the Heidlersburg, East Berlin exit on Pennsylvania Route 15. The exterior fuel monument sign and gas canopy debut a new enhanced Rutter's brand identity. Both use extensive LED lighting elements, bold colors, and have a signature contrasting look by day and night. Inside the store there is a 36 person seating area for customers to enjoy a slew of famous Rutter's offerings including the award-winning food menu, gourmet coffee bar, free Wi-Fi, and Rutter's dairy products. The large restrooms are designed to be state of the art to accommodate both the interstate traveler as well as local

patrons. It also offers a dedicated road travel accessories area to accommodate truck drivers.

"This new location is the latest evolution of our brand. It will serve the needs of several key business segments; namely convenience store shoppers, professional truck drivers, and those seeking quick and casual restaurant quality food. As with many of our newer stores, it will combine the best of those elements under one roof to meet the needs of customers in the Gettysburg region," said Derek Gaskins, Rutter's Chief Customer Officer.

With roots dating back to 1747, Rutter's 268 year history makes it the oldest vertically-integrated food company in the United States. Rutter's is widely recognized as an industry leader in food service, innovative technology, and customer service, recently receiving the 2014 International Convenience Retailer of the Year award given by NACS and Insight. Rutter's is currently guided by the family's third generation of leadership with Scott Hartman president and CEO, Todd Rutter as president of Rutter's Dairy, and Tim Rutter as president of M&G Realty.



■ The new store features expansive space including a 9,100 sq. ft. store located on 11.5 acre lot.



■ The 11.5 acre site boasts 7 high-speed truck diesel fueling spaces, 14 fueling lanes for gas and auto diesel, 23 truck parking spaces & 2,000 sq. ft. dedicated to professional driving accessories.



■ Inside the store there is a 36 person seating area for customers to enjoy a wide selection of Rutter's offerings including the award-winning food menu, gourmet coffee bar, free Wi-Fi, and Rutter's dairy products.



■ The new store creates over 40+ new jobs. Extensive training is provided throughout every employee's career at Rutter's. The company strives to give every individual the opportunity to grow and advance within its organization. Employees with ambitions of advancement and who show a strong work ethic will be given these opportunities through the Rutter's Academy. Pictured are store Team Members: Jonathan Hoch-Team Member, Kayla Conaway-Team Member, Ranata Smiley-Restaurant Manager, Jennifer Martinez-Team Member and Brandon Huffnagle - Roving Restaurant Manager.



■ Touchscreen food menu kiosks which offers premium meats like certified angus beef, first-cut pastrami for wraps, burgers, or sandwiches; and Rutter's also offers healthy and fresh food choices such as fruit parfaits, and handmade salads. All menu options are fully customizable so customers can order exactly what they want.



What Were the Most Popular Confectionery Trends of 2015?

Trends helped drive candy growth faster than 184 other categories in the store

The confectionery industry has fared well in recent years, both during the height of the recession and its aftermath — underscoring the importance of a small indulgence in good and bad economic times. Among more than 300 product categories across the store, confectionery is growing faster than 184 other categories, with 92 of those actually showing declines. Over the 52 weeks through November 1, 2015, confectionery is keeping in lockstep with the total store growth of 3.2 percent, with a dollar sales growth of 3 percent for combined chocolate and non-chocolate.

Some of the sales trends that drove the market growth in 2015 were:

- CHEWY CANDY** — For several years, chewy candy has led the growth in non-chocolate with high single digit and even double digit growth. These gains are driven by significant levels of product innovation in terms of new and bold flavors (particularly in sour), fun shapes and packaging. Chewy candy is not only a growth leader, but also the largest sub-segment within non-chocolate.
- MINTS** — In the past year, mints have seen consistent dollar growth around 4-5 percent, perhaps directly tied to the nation's intrigue with spicy and flavorful foods.
- GOURMET/PREMIUM CHOCOLATE** — The premium segment has been on fire with double digit growth for several years now, and 11 percent for the most recent twelve months. This includes higher-end chocolate with organic claims, chocolate with very high cocoa percentages, but also products from countries such as Germany or Belgium. We also see a rise in the share of premium that focuses on GMO-free, fair trade, etc — even though this very much remains a niche segment to date.
- FUN AND DARING FLAVOR COMBINATIONS** — Tied to the premium trend is a sub-trend of creating and infusing fun and daring flavor combinations — particularly enjoyed by the Millennials. These are things like hot red peppers, bacon, lavender and ginger that give a new twist to an old favorite.
- THE INFUSION OF NUTS/ DRIED FRUITS** — According to the NCA survey among 1,400 shoppers, 41 percent purchase chocolate with fruits and nuts when looking for better-for-you alternatives. Actual dollar sales back up these claims with chocolate infused with hazelnuts up 9 percent, almonds up 4 percent and dried fruits (a much smaller segment) up 56 percent.
- MINIS FEATURED IN RE-SEALABLE PACKAGING** — Resealable packages have been tremendously popular with a CAGR (compound annual growth rate) of more than

10 percent across the globe. They allow people to enjoy a little treat and easily share with others. They also address the on-the-go convenience that is a rising requirement among shoppers. The retail value

sales of shareable bags/boxes grew by more than \$1.0 billion over 2009-2014, and is expected to continue to grow at a similar rate over 2014-2019.

■ **DARK CHOCOLATE** — According to the NCA survey, 70

percent of shoppers will at least occasionally switch to dark chocolate as an alternative to milk chocolate. Actual sales figures saw dark chocolate sales grow by more than 9 percent. But even within

dark chocolate, the market is slowly shifting from dark to darker: 57 percent of shoppers said they will shift up to a higher cocoa percentage when looking for healthier-for-you alternatives.



QUIJOTE

CHORIZOS

We've Got Great Taste

Retail- Club Stores - Foodservice

ELORE ENTERPRISES has proudly been manufacturing, importing and distributing the finest Authentic Spanish Style Sausages (Chorizos) since 1988.

Our brand Chorizos Quijote has developed a reputation for value and quality within the trade and among consumers. We are also the proud importer, distributor and wholesaler of Palacios Chorizos.

Domestic manufacturing and distribution originates from a state-of-the-art headquarters and production facility located in Miami,

Florida. This USDA-approved facility follows the same process and uses the same ingredients as Palacios Alimentation in Spain which assures Chorizos Quijote to be the best product in the market.

Today, you will find our products being distributed nationwide as well as, Mexico, Central America and the Caribbean along with the finest restaurants and hotels.

Our experience, know how and successful business track record can mean sales and profits for you!
























The Rush to Your Store is On! Order the Full Line Today!



QUIJOTE

CHORIZOS

ELORE ENTERPRISES, LLC.
CORPORATE HEADQUARTERS
SERGIO PIRES Commercial Director: sergio.pires@quijotefoods.com
1055 NW 159 Drive, Miami Gardens, FL 33169 • Tel: 305-477-1650

www.quijotefoods.com

10 On the Promotional front

Genesee Brewery Builds



Giant Beer Keg Christmas Tree

The Genesee Brewery, New York State's oldest brewery, kicked off the holiday season by unveiling a two-story Christmas tree, constructed of 428 empty beer kegs, outside its Genesee Brew House in Rochester, New York. The tree stood 26 feet tall and was lit with green LED lights, topped with a red neon Genesee beer sign.

The creation of the Genesee Beer Keg Christmas tree took five employees, two days and one forklift to construct. The team built a smaller version of the tree last year, which garnered national attention as well as social media buzz. This year's tree has already attracted thousands of visitors and beer fans.

"The Beer Keg Christmas Tree has already become a fun, holiday tradition," said Mike Gaesser, director of packaging innovation for Genesee. "I've worked here 38 years and, at the brewery, we're all like family. I can't think of a better way to celebrate the holidays than to build a Keg Tree from our family to yours."



■ Former Seattle Children's Hospital Patient, Mason Nettleton (age 5); President Seattle Children's Hospital, Doug Picha; Owner of Oberto Beef Jerky, Art Oberto; Bartell Drugs CEO, Brian Unmacht and Oberto CEO, Tom Hernquist.

Oberto Beef Jerky and Bartell Drugs Present Check

To Seattle Children's Hospital

Oberto Beef Jerky and Bartell Drugs, Washington's leading drugstore chain, joined forces, recently, to raise money for Seattle Children's Hospital, in support of its mission to prevent, treat and eliminate pediatric diseases. During the month of October, for each bag of Oberto Beef Jerky purchased at a Bartell location, a financial contribution was made to the Seattle Children's Hospital - for a total of \$24,500. Executives including Oberto owner Art Oberto, Oberto CEO Tom Hernquist and Bartell Drugs CEO Brian Unmacht will be on-hand at the University Village Bartell Drugs location on Thursday, November 5th at 11:00am PT to present Seattle Children's Foundation President Doug Picha with a check in that final amount.

Proceeds from the donation will benefit Seattle Children's Uncompensated Care Fund, which ensures that all children in our region get the medical care they need, regardless of a family's ability to pay. In 2014, Seattle Children's uncompensated care program covered \$120.5 million in costs for families who had limited or no resources to pay their medical bills.

The fundraising effort by the two family-owned companies reflects their long-time commitment to positively impact the lives of children and families living in the Puget Sound area. Bartell Drugs, the oldest family-owned drugstore chain in the country has been serving the greater Seattle area since 1890. Similarly, Oberto Beef Jerky was first founded in 1918 and has committed itself to serving the people of Seattle, where their brand first began.

ALDI Reformulates its Exclusive Brand Food Products

ALDI has removed certified synthetic colors, removed partially hydrogenated oils (PHOs) and removed added MSG from all of its exclusive brand food products. This announcement is part of the company's efforts to expand store offerings and address customers' preferences and needs about particular ingredients in their food. With 90 percent of ALDI products being sold under private labels, ALDI is able to ensure that customers have a wide selection of options free of these ingredients and available at the low prices they are known for.

"At ALDI, we are dedicated to the well-being of our customers by providing high quality groceries at the lowest possible prices and offering foods shoppers can feel good about serving their families," said Jason Hart, CEO, ALDI. "Our decision to remove these ingredients from all of our exclusive brand foods delivers on our ongoing commitment to meet the evolving preferences of our customers. Since more than 90 percent of the products we sell are under our exclusive brands, eliminating these ingredients will have a real impact on the over 30 million people who shop in our stores."

"Today's shoppers are more involved with food than ever before. They want to know everything about their food and the companies that supply them - especially as it relates to ingredients and the impact on their families," said Phil Lempert, editor of SupermarketGuru.com and food industry analyst. "ALDI is leading the supermarket industry in rightly responding to the science that shows the implications of these ingredients, and meeting the needs of the increasingly savvy consumers who don't want artificial or potentially harmful ingredients in the products they buy."



As a retailer focused on private label brands, ALDI continues to take a leading role in responding to consumer demand by removing these ingredients from the vast majority of their products. The company began removing these ingredients in 2014, and customers will begin to see these products in stores this fall, with all reformulated product lines in stores by the end of 2015.

"I'm happy that ALDI is listening to people's concerns about synthetic dyes and eliminating them in all of their products," said Sally Kuzemchak, registered dietitian, author and ALDI advisory council member. "Shopping at ALDI makes it easier for busy parents to stock up on quality ingredients at a great value for their families."

After Winning FDNY Chef Competition

Queens Firefighter Receives Year of Groceries

When Chris Waters, FDNY Ladder 154 in Queens, was named winner of the annual NYC Fire Museum FDNY Firefighter Chef Competition, he took home more than just bragging rights. This top chef of the FDNY also won the grand prize of a year's supply of groceries donated by Peapod by Stop & Shop, the country's leading online grocer that delivers to all five New York City boroughs.

Chris and his colleagues received their first of many groceries deliveries which included a variety of grocery staples and Peapod Meal Kits featuring Barilla pasta recipes. Recently launched in New York City, the Peapod Pasta Meal Kits by Barilla contain pre-measured ingredients to make warm, hearty dinner-time creations in under 30 minutes.

"We're so thankful to our New York City Fire Department and pleased to honor the anniversary of their 150 years of service," said Peg Merzbacher, Vice President of Regional Marketing for Peapod. "Providing these groceries is just one small way we can 'deliver' to the men and women who deliver



■ CHRIS WATERS (center, left), FDNY Ladder 154 in Queens, accepts congratulations upon being named winner of the annual NYC Fire Museum FDNY Firefighter Chef Competition. Chris took home more than just bragging rights. This top chef of the FDNY also won the grand prize of a year's supply of groceries donated by Peapod by Stop & Shop, the country's leading online grocer that delivers to all five New York City boroughs.

every day for this city."

"With our unpredictable schedules, it's important to have nutritious meals that can be prepared quickly. Fortunately, Peapod's Pasta Meal Kits by

Barilla can provide hearty dinners that are prepared in just a matter of minutes," said Waters. "I'm excited to use Peapod to help with our crew's meal prep!"

Carando "Turkey Tuesday" Donation

Carando, the artisans of Classic Italian Meats, has teamed up with Bashas' to donate \$1,000 and 160 Spiral Sliced Hams as part of the annual Turkey Tuesday campaign in Phoenix, AZ.

Carando Regional Sales Manager Ray Hall presented the \$1,000 check and a pallet of 160 hams, weighing nearly 2,000 pounds, to Rob Johnson from Bashas' and Todd Cooley from The Society of St. Vincent de Paul. This is the first time hams have been a part of the Turkey Tuesday campaign.

"Turkey Tuesday is the type of event that makes a substantial and lasting impact on the local communities here in Phoenix and the surrounding areas," said Dan Incaudo, Carando General Manager. "We, at Carando, are extremely humbled to be able to help so many families in need by providing 160 hams and financial support to such an incredible cause."

Turkey Tuesday is the largest one-day turkey drive in the nation. It has become a Thanksgiving tradition for many Arizona families, schools and businesses.

The donation was made as part of the Carando Cares program, an ongoing campaign established in 2013 to support organizations making a positive difference in local communities. Carando Cares has already made more than \$250,000 in monetary and in-kind donations since the program's inception.



■ CARANDO Regional Sales Manager Ray Hall presents a \$1,000 check and a pallet of 160 hams, weighing nearly 2,000 pounds, to Rob Johnson from Bashas' and Todd Cooley from The Society of St. Vincent de Paul.



Jennie Garth Helps Raise Awareness of Childhood Hunger

Feeding America has launched new public service advertisements (PSAs) starring actress Jennie Garth to bring attention to childhood hunger. Feeding America, the nation's leading domestic hunger-relief organization, has partnered with the Ad Council since 2008 on a Hunger Prevention campaign designed to raise awareness about hunger in America and the fight to solve it, led by the Feeding America nationwide network of food banks. Jennie Garth donated her time and talent for the project, as have other celebrity activists in past PSAs, including Scarlett Johansson and Jeremy Renner.

"No child should go hungry in this country," said Jennie Garth. "Feeding America is working hard to make sure that, in our near future, childhood hunger will be a thing of the past."



Sheetz Family Charities Makes Holidays Special for the Kidz

For the past 23 years Sheetz Family Charities has set out to make the holiday season brighter for children in PA, MD, OH, WV, VA and NC. Sheetz Family Charities is a 501(c)(3) charitable organization that raises funds through in-store donations, proceeds from Sheetz bottled water sales and the Annual "For the Kidz" Golf Classic, as well as, other fundraising events throughout the year.

This year, the program held "For the Kidz" holiday parties for more than 8,000 underprivileged kids across the East Coast in partnership with the Salvation Army. At the parties, Santa greeted the children and presented them with new toys, clothes and other basic needs purchased specifically for them. The children and their families enjoyed food, crafts, games and an opportunity to take pictures with Santa.

This marked the 10th consecutive year of Sheetz Family Charities joining with Make-A-Wish to sponsor families of seriously ill children so they can experience a weeklong dream vacation in Orlando, Florida. Forty-eight families will enjoy a free vacation at Give Kids the World Village, a 70-acre, non-profit storybook resort designed to provide special facilities for seriously ill children and their families while taking in the Disney vacation of their dreams.

"We were pleased to provide support, hope, joy and happiness to children in need in our local communities," said Executive Vice President of Operations Travis Sheetz. "Through the generosity of our loyal customers, the support of our employees and assistance from our generous partners, Sheetz For the Kidz turned the holiday season into an amazing time for thousands of children."

E-Hydrate Quenches Growing Consumer Desire for Healthy On-the-Go Products

With Sofia Vergara and National Rollout at Target

E-hydrate, the maker of natural Protein On-the-Go, hydration drink mixes and energy gels, announced that entrepreneur and award-winning television and film actress Sofia Vergara has joined the company as one of its equity partners.

E-hydrate offers a complete range of natural products for the entire health-conscious family that is always on-the-go! The product lineup is available now at every Target store nationally.

"Sofia is one of the world's leading women entrepreneurs and is a visionary professional whose presence extends well beyond that



of a typical celebrity," said Dan Adler, co-founder of E-hydrate. "We are honored that Sofia shares our enthusiasm for the company's line of products and believes in the brand's vision. Working with her and her team at Latin World Entertainment is a pleasure."

Sofia is enthusiastic about her

"I'm excited about E-hydrate's momentum and commitment to making a range of great tasting and nutritious natural products for the whole family."

SOFIA VERGARA

involvement with E-hydrate. "I'm excited about E-hydrate's momentum and commitment to making a range of great tasting and nutritious natural products for the whole family," she said.

E-hydrate's natural products are ready all the time and are available in convenient single-

Goya Foods Offers \$20,000 Culinary Arts Scholarships

To Four Students Nationwide

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

Goya's Culinary Arts Scholarship is available on a competitive basis to students entering an accredited two-year or four-year institution. Scholarships are in the amount of \$5,000 awarded per academic year starting in Fall 2016 and are renewable for up to three additional years provided the student remains eligible to receive funding.

"We established Goya's Culinary Arts Scholarship program to demonstrate our pride in the diverse traditions of Goya's culinary heritage, matched with our strong belief in the importance of education," says Peter Unanue, Executive Vice President of Goya Foods. "We want to give a new generation an opportunity to pursue their culinary passions and help families with the expense of a college education."

Applicants of the Goya Culinary Arts Scholarship will be selected based on the standard requirements established by



Goya and administered by Scholarship America including academic achievement, leadership and financial need, as well as an evaluation of an essay explaining how Goya has enriched their family traditions. Among the criteria for consideration, students (1) Must plan to be enrolled in college full time starting in Fall 2016 in a degree seeking program within the U.S. as a Freshman at a two or four-year U.S. accredited institution to obtain their first undergraduate degree; (2) Must be majoring in Culinary

Arts and/or Food Sciences; (3) Must have a minimum cumulative grade point average (GPA) of 3.00 on a 4.00 scale; (4) Must complete 10 hours per month of community service while receiving funding; (5) Must be a U.S. Citizen or a legal permanent resident of the United States with a valid Social Security Number or have been granted Deferred Action for Childhood Arrivals (DACA).

For more information and to apply, log onto www.goya.com. Applications are due no later than February 15, 2016.

First Mobile Weight Loss Program for Children and Teens

Kurbo Health, which offers the first mobile weight loss program for children and teens, has added in-app chat and messaging to provide additional support and coaching channels for kids and teens to eat smart and reach their healthier weight. While in the past, Kurbo users communicated with their coaches via text message and phone or video calls, now they can receive daily tips, advice, and supportive reminders through their in-app chat window. For paid users, they will be able to communicate with their personal coaches directly through in-app chat.

"Kurbo kids love to talk to their coaches," explained Kurbo founder and CEO Joanna Strober. "And because regular interaction between Kurbo kids and their coaches is so critical to their successes, we wanted to build



the ability to easily engage and communicate right into our app."

Unlike adult-oriented programs that focus on calorie-counting, which can be dangerous for children, Kurbo is a comprehensive, evidence-backed system designed to empower and encourage kids to make healthier lifestyle choices. A digital adaptation of Stanford's renowned pediatric weight control program, Kurbo follows the well-known

"Traffic Light Diet" food classification system, which encourages users to consume fewer "red foods" (i.e., processed foods high in sugar and fat), more "greens" (most fruits and vegetables) and "yellows" (e.g., whole grain breads, dairy products, lean meats, etc.) in moderation.



serve packaging, including the innovative Protein On-the-Go RTM ("Ready to Mix") patent-pending pouch, which becomes its own bottle when water is added. Just add water and shake to enjoy

25 grams of delicious, premium protein anywhere, anytime. E-hydrate's hydration + energy drink mixes and KIDS E-hydrate hydration + immunity drink mixes are now also available at all Target stores, in the Health and Wellness aisle.

E-hydrate, in keeping with Target's tradition of generosity, donates 5% of its profits to benefit local community organizations from the sales of its line of natural nutritional products, including Protein On-the-Go and the hydration drink mixes for adults and children. Peter Evans, the company's CMO added, "We are committed to delivering healthy, nutritious natural products for everyone, and to making a meaningful financial contribution to a wide variety of important causes across the USA."

12 Beverage

Community Coffee Gets Brewing for Mardi Gras



Announces Launch of LTO King Cake Coffee Flavor

Have your cake...and drink it, too! Mardi Gras is here and so is the "king" of flavored coffees, Community Coffee Company's Mardi Gras King Cake coffee.

A party is best shared and so is a pot of coffee, which is why the company has just announced the return of Community Mardi Gras King Cake coffee. This LTO flavor features the same high-quality coffee that consumers love

blended with light vanilla and cinnamon flavoring. Community Mardi Gras King Cake coffee is available for a limited time only in 12-ounce bags and single-serve K-Cup pods.

The origins of Mardi Gras can be traced back to medieval Europe, beginning in Rome and Venice and evolving into the ornately-costumed festivities we see today. This Mardi-Gras-themed coffee provides a subtly sweet flavor that exemplifies the fun and spirit of the carnival season mixed with a full-bodied blend rich in tradition. To honor the heritage that has helped make Mardi Gras what it is today, this coffee blend makes Community fans everywhere want to celebrate.

"We're happy to bring back one of Louisiana's most beloved coffee flavors," said Scott Eckert, Vice President of Marketing at Community Coffee Company. "We feel that drinking Community King Cake brings a little bit of the Mardi Gras magic to people at home, wherever that may be."

Mardi Gras King Cake coffee can be found in Southeastern U.S. markets such as Baton Rouge, Alexandria, Lake Charles, Lafayette, New Orleans and surrounding areas, Houma, Memphis, Birmingham, Jackson, Mobile, Houston, Shreveport, Tyler, Monroe, Little Rock, Austin and Dallas. It is also available in HEB and Dierberg stores.

Macaccino:

A New, Delicious Coffee Alternative



Science of Living (SOL) Natural Foods, an organic food and beverage company, has just announced their Macaccino, the world's first and only organic roasted maca beverage. SOL's Macaccino blends are made in the USA from a handroasted mix of maca root and other organic ingredients, and have a delicious flavor reminiscent of a blend of coffee and dark chocolate. Because of its dense nutritional makeup, Macaccino provides the feeling of vitality and alertness

that one feels with coffee, but without the jitters, crashes, and addiction associated with caffeine.

Maca root, the superfood key ingredient in Macaccino, has been reported to naturally increase energy, mood, immunity, and libido. It has long been used as a weight-lifting supplement for athletes, as a holistic health aid in South America, and as a healthy part of every night's dinner for residents in Peru. Using sustainably-sourced, hand-roasted maca root, Macaccino is an all-natural coffee and energy drink alternative that uses dense nutritional value to out-perform caffeine.

"Maca is probably the bestkept secret of today's mainstream superfoods," stated Aaron Glassman, owner of SOL Natural Food. "Our goal, as always, is to help people live healthier, more sustainable lives, and this product does both in a powerful—and delicious—way." Glassman emphasized that, for those who look to coffee for their daily pickmeup, Macaccino is a smart alternative. Macaccino has none of the addictive qualities of caffeine, and is safe for adults and children alike.

Beyond being healthier for the body than coffee, Glassman shared, the drink also leaves a smaller footprint on the planet. No deforestation occurs in the farming of the product, and while one gallon of coffee requires a staggering 1,056 gallons of water to produce from field to cup, the same amount of Macaccino uses a mere 4 gallons. As an instant beverage, Macaccino requires no brewing or grinding, and more importantly, produces very little waste in its production.

Macaccino can be served hot or cold over ice and is perfect for active and busy lifestyles. SOL Natural Foods offers three distinct Macaccino flavors: Original Maca Blend, Magical Mint, and Black Maca Reserve.



GoodBelly Debuts New Probiotic Protein Shake Line

GoodBelly, a line of delicious probiotic drinks formulated for daily digestive health, has unveiled GoodBelly Protein Shakes, a new line of multi-functional beverages designed to help power your day, the natural way.* Packed with 15 grams of plant-based protein to nourish the body and 40 billion live and active probiotic cultures to support digestive health, GoodBelly Protein Shakes are available in three juicy flavors: Tropical Coconut, Green Power and Triple Berry.†

GoodBelly Protein Shakes feature the same well-researched and highly efficacious probiotic strain used in the brand's existing line-up, *Lactobacillus plantarum* 299v (LP299V), which can withstand the stomach's acidic environment, allowing it to reach the digestive system and positively support digestive health when consumed daily.*

"Today's consumer seeks foods and beverages that deliver multiple solutions, so we wanted to offer a powerful protein option to satisfy those needs, packing our first multi-functional beverage with the same digestive benefits as our existing probiotic drinks, and adding a beneficial 15 grams of plant-based protein," said Alan Murray, CEO of GoodBelly. "We know consumers are busy, whether a working professional, parent or athlete, who want an easier way to get a daily dose of digestive health support, plus powerful plant-protein in a convenient on-the-go bottle."

Probi Digestis' LP299V has sustained more than 20 research trials over two decades. GoodBelly Protein Shakes contain 40 billion live and active cultures per bottle, in addition to chickpea protein. Ideal for active consumers, athletes, or anyone who needs an on-the-go protein boost. Like all other GoodBelly products, GoodBelly Protein Shakes are Non-GMO Project Verified, dairy-free, soy-free, vegan and kosher. The new drinks will be available at Sprouts Farmers Markets in December, and additional retailers nationwide in February 2016 with a suggested retail price of \$3.49 per 15.2 oz. bottle. Flavor details include:

- **TROPICAL COCONUT:** Smooth and tropical, this vibrant shake will have your taste buds dancing from the flavors of bananas, coconut and passionfruit.
- **GREEN POWER:** A delicious blend of good-for-you greens, including spinach, alfalfa grass and spirulina, this healthy shake is balanced by the sweetness of apples, pears and bananas.
- **TRIPLE BERRY:** Refreshingly juicy, this berry-licious beverage is a sweet fusion of strawberry, blueberry and blackberry.

*Some studies suggest GoodBelly's probiotic strain may help balance the bacteria in your gut when consumed daily as part of a nutritious diet and healthy lifestyle. GoodBelly is a food product and not a treatment or cure for any medical disorder or disease. If you have any concerns about your digestive system, please consult with a health care professional.

†At time of manufacture. Storage conditions may affect the number of live and active cultures. Store in a cool, dry place.

Grounds & Hounds Coffee Co.

Every Pound Saves a Hound

Grounds & Hounds Coffee Co. is a new line of 100% fair trade and certified organic coffee that donates 20% of all proceeds to help fund no kill rescue organizations and animal wellness initiatives. Dog lover and coffee enthusiast, Jordan Karcher launched Grounds & Hounds Coffee Co. with two goals in mind; to produce outstanding coffee and fund dog rescue efforts throughout the country. Jordan, along with his team, strive to support the hard-working, local rescue organizations across the country with funds generated by each purchase, which will help give our sheltered friends the second-chance that they deserve.

Grounds & Hounds Coffee Co. donates 20% of each purchase to their rescue partner located closest to the product's point of purchase. For example, 20% of all Grounds & Hounds sales made in Western, PA are sent to their Pennsylvania rescue partner, Animal Rescue League and Wildlife Center, while 20% of all sales made in Los Angeles are donated to the LA based organization, NKLA.

In the spring of 2012, Jordan Karcher stumbled upon a dog adoption operating on the side of Montana Avenue in Santa Monica, CA. He was in no way planning, or prepared to adopt a rescue animal when he left the house that morning, but when a malnourished, brown and white, Dalmatian named Molly crawled into his lap, it was clear that he just welcomed a new member to his family. Molly immediately became the center of his life and the inspiration for Grounds & Hounds Coffee Co. Now Jordan and Molly are on a mission to save the rest of the innocent, homeless pups out there, one pound of coffee at a time.



Celsius Introduces Two New Flavors



Celsius Holdings, Inc., the creator and marketer of Celsius, a healthy energy drink backed by clinical science, is pleased to introduce two new flavors to the Celsius RTD collection: Sparkling Watermelon and Sparkling Grape Rush. Backed by multiple published university studies, drinking Celsius before exercise has been proven to help burn up to 93% more body fat, burn 100 calories and more per serving and provide healthy clean energy.

Driven by increased demand for sparkling beverage options, these new flavors were developed with the consumer in mind. Grape is the most dominant flavor globally, and Sparkling Grape Rush is a twist on the classic flavor, featuring a refreshing, crisp taste in addition to the drink's functional attributes. Sparkling Watermelon is poised to emerge as an all-season favorite, offering a splash of summer, whatever the season.

"At Celsius, we are committed to providing our consumers with great tasting, healthy energy drink choices, and with over a year of R&D invested into these new products to ensure their authentic flavor and function, we are so pleased to add Sparkling Watermelon and Sparkling Grape Rush to our ever-expanding portfolio," stated Gerry David, CEO of Celsius Holdings, Inc.

The announcement of these two new flavors comes on the heels of Nielsen's recent growth report, featuring nearly 11% growth in the Energy Category during the 4-wk period ending 11/28/15. Based on this trend, coupled with consumer demand for sparkling beverages packed with flavor and functionality, Celsius expects that

Sparkling Watermelon and Sparkling Grape Rush will quickly become top sellers.

Like all Celsius varieties, the new Celsius flavors contain no sugar, no high-fructose corn syrup, no aspartame, no preservatives, no artificial flavors or colors, no gluten, and are vegan and low in sodium.

The Sparkling Watermelon and Sparkling Grape Rush naturally-flavored healthy energy drinks will be available in single can and four-pack formats beginning in February.

Embrace the Power of Food.



QUIRCH

Food Purveyors Since 1967

Call 1.800.458.5252 or visit quirch.com

14 Strictly Natural

Introducing Dolcedì

First Sweetener Made From Organic Apples



Many sweeteners on the market are chemically processed or nutritionally void, while others have a bitter aftertaste or spike our blood sugar. The Rigoni family from the Altopiano di Asiago in Northern Italy (90 miles north of Venice) has launched a new, all-natural liquid sweetener called Dolcedì (pronounced dohl-che-DEE) that's made from 100% organic apples and is a low-glycemic alternative to sugar and other sweeteners.

With 25% fewer calories than table sugar, Rigoni di Asiago Dolcedì is made from the concentrated and filtered sugar extracted from organic apples. It is certified USDA

organic, non-GMO, gluten-free, vegan, and STAR-KOSHER.

Dolcedì can be used any way you would use traditional table sugar or honey and in the same proportions; one teaspoon of sugar equals one teaspoon of Dolcedì. Its neutral flavor enhances the taste of food and drinks without altering them. Dolcedì is also perfectly soluble in both cold and hot drinks and can be enjoyed with pancakes, on yogurt, in fruit salad, and in baking.

"Though our business is driven by tradition and our family's heritage, we are also inspired by innovation and current healthy food trends," says Rigoni di Asiago C.E.O. and President Andrea Rigoni. "Dolcedì is a wonderful marriage of old and new. We source our apples with the same organic farming practices that we have practiced for years but are processing the bounty in a new and exciting way to bring the world a great-tasting, better-for-you sweetener."

Rigoni di Asiago Dolcedì is available in stores nationwide in a 350g (12.34 ounce) squeezable bottle with a dripless cap.



Go Veggie Debuts New Grab-N-Go Snack Bars

Sriracha and White Cheddar Flavors

From the popular maker of better-for-you cheese, Go Veggie raises the bar with new Go Veggie Lactose & Soy Free Bars – the only lactose & soy free snack bars in the market. Expanding on the popular line of cheese-free products, the new Go Veggie grab-n-go bars are made with healthy coconut, contain no cholesterol, lactose, soy, preservatives no gluten, and are only 50 calories each – making them ideal for more than 108 million Americans choosing special diets to avoid food allergens and more than 180 million Americans choosing healthier ingredients and better nutrition.

"Go Veggie is not only the first cheese alternative but the first cheese with Sriracha – a flavor with a cult-like following of fans. We know snacking is a huge trend and with a flavor with new Go Veggie Bars, we're able to offer consumers a quick and portable solution for snacking on the go," said Allison Houle, Marketing for Galaxy Nutritional Foods. "On top of that, Go Veggie Bars are only 50 calories – built-in portion control – and taste just like cheese. So tasty, in fact, you can eat them solo or pair with crackers, bread or fruit. They are an ideal snack for the whole family, adults and children alike."

Now arriving in both conventional and natural grocery stores nationwide, Go Veggie Snack Bars come in two unique and trendy flavors, Sriracha or White Cheddar. The 6-ounce bag contains eight ¾-ounce bars and has a manufacturer suggested retail price of \$5.99. Go Veggie cheese alternative products may be found in produce, dairy or the natural section depending on the retailer.



Eat Clean with New Atkins Harvest Trail Bars

Consumers are demanding simple, clean ingredient and low-carb snack options (in fact, Nielsen recently reported that 1 in 4 people follow a low-carb lifestyle) – Atkins is offering a solution to consumers by introducing their new Harvest Trail Bar lineup!

Atkin's first non-weight loss snack bars pack great taste with clean ingredients, contains less sugar and carbs and offers more protein and fiber. See for yourself what the Harvest Trail Bars have (and what they don't): Good source of protein (8 grams), Excellent source of fiber (9-10 grams), Less than 4 grams of sugar; less than 7 grams of net carbs and No artificial colors, flavors, preservatives or sugar alcohols.

The Harvest Trail Bars are available in the following four flavors and are available nationally at major retailers Walmart, Kroger, Meijer and others. Dark Chocolate Peanut Butter Bar, Dark Chocolate Sea Salt Caramel Bar, Dark Chocolate Cherry & Nuts Bar and Vanilla Fruit & Nut Bar.

New Gluten-Free Hot Breakfast Made With Ancient Grains



From wonderfully warm spoonfuls on a cool day to hearty whole grains that kick start a morning like no other, enjoying hot cereal as the start to your day is one of life's most delicious, simple pleasures. That's why the team at Bakery On Main is introducing a new line of products called Hot Breakfast, bringing comforting bowls of happiness to homes across the country.

Made in-house at the company's dedicated gluten-free facility, Bakery On Main's audaciously premium, whole grain Hot Breakfast is boosted with protein and ancient grains for sustained energy. Certified gluten free, Non-GMO Project Verified, and free of sodium, cholesterol, wheat, dairy and casein, the lineup features three grams of fiber and five grams of protein to keep you feeling full longer.

The unique, bakeshop inspired flavors include:

- **COFFEE:** A burst of rich coffee bean flavor makes this hot breakfast a perfect pick-me-up.
- **AMARANTH:** A delightful blend of ancient grains, including the tiny but powerful amaranth.
- **MAPLE:** Delicate whole grains infused with maple flavor are sure to delight.
- **PLUM:** Sweet plums paired with whole grains create a can't-miss taste experience.
- **QUINOA MULTIGRAIN:** A powerful mix of quinoa, flax, and brown rice is truly breakfast perfection.

Each convenient, vibrant, and fun individual serving packet cooks in under two minutes to provide a complete meal at only 160 calories. Bakery On Main's Hot Breakfast is currently rolling out at natural food retailers across the country and online for an SRP of \$5.99 per 9.5oz box.

Mad Hectic Oatmeal

This is Oatmeal Worth Waking Up For!

Mad Hectic Oatmeal is a line of all natural, high protein oatmeal that is jam packed with not just healthy ingredients but with wonderful flavor combinations. Full of organic oats, organic flaxseed meal, and organic sesame seeds, along with extra ingredients like freeze-dried fruits, nuts and chocolate from France, this is oatmeal you'll enjoy for the nutrients and for the taste! Anything but ordinary, Mad Hectic Oatmeal is the perfect balance of protein (all-natural whey protein), fiber and flavor so you can start your day the right way.

For those mad hectic mornings, afternoons, or whenever you just need a boost, there are seven varieties to help you conquer the day, or night! Available in seven delicious varieties: Chocolate, Raspberry, French Chocolate, Raspberry Almond, Red Raspberry, Strawberry Pecan, Almond Pecan and Just Plain Good.

Mornings are hectic, mad hectic, but breakfast is an integral part of every healthy lifestyle so you need something quick, healthy and delicious...Mad Hectic Oatmeal is it! Created to be an easy way to get important nutrients into your daily routine, Mad Hectic Oatmeal is made with only the finest ingredients, no artificial colors or sweeteners and no trans fats. With up to 17 grams of protein per serving and 840 mg of omega-3, this oatmeal will leave you charged for the day ahead.

Mad Hectic Oatmeal is available for \$8.50 for a six serving bag.



New Sahale Snacks Layered Nut Bars

Offer a Beyond Ordinary Taste Experience



Prepare for a nutrition bar taste experience that inspires like no other. Sahale Snacks, makers of innovative nut blends and mixes, is introducing new Layered Nut Bars in four distinctive varieties. Each Sahale Snacks Layered Nut Bar is thoughtfully crafted to bring taste buds on an exciting journey through unique layers of crunchy and creamy - delivering an exciting contrast in textures and flavors with each bite.

Sahale Snacks Layered Nut Bars are Non-GMO Project Verified and contain no artificial colors, flavors or preservatives. Each bar provides 5-7 grams of protein offering the perfect way to recharge the body and mind for a satisfying Beyond Ordinary everyday snack break.

Sahale Snacks Layered Nut Bars are available in four unique flavor combinations: Dark Chocolate Peanut, Salted Caramel Apple Pecan, Almond Vanilla Latte and Cinnamon Pecan.

Sahale Snacks Layered Nut Bars are now available nationwide for a suggested retail price of \$1.99.



100% NATURAL REAL RAW SUGAR PRODUCT LINE



AKENTON®

"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.

PREMIUM SUGAR PRODUCTS • DIRECT & COMMERCIAL SALES • RESTAURANT SALES

Akenton Import & Export Inc. USA
13651 SW 143rd CT Suite.104
Miami, FL 33186

Toll Free: 1-888-885-6579
Phone: (786) 732-2062
Fax: (786) 732-2813

WWW.AKENTON.COM

Grand Opening of Publix at Doral Commons

49.4K Store Debuts in Rapidly Developing Downtown Area

A TODAY'S GROCER
Exclusive Report

The newly-developing Downtown Doral area now has a major new food shopping destination following the grand opening, December 3 of Publix at Doral Commons.

At nearly 50,000 sq. ft. in size, Store #1492 is located in the new Publix at Doral Commons shopping center located at 7550 NW 104 Avenue in Doral, Florida. Store #1492 reflects the company's latest Sienna hybrid store prototype.

The new Doral location is one of three new store openings for Publix in the Miami market. On December 3, an all-new 50,000 sq. ft. Boca Raton store opened, replacing an older store, Publix at Fifth Avenue Shops. On December 12, Publix at Belmont Plaza, a 28,000 sq. ft. store, opened on Belvedere Road in West Palm Beach.

"We are looking forward to welcoming all of our customers in the Doral area to this new location and anticipate that they will enjoy all the enhancements, product offering and services their new Publix has to offer," Nicole Krauss, Publix's Miami Media and Community Relations Manager told TODAY'S GROCER.

Octavio Arguello heads a staff of approximately 150 associates at the new Doral location. Arguello counts 17 years of service with Publix. Most recently he served as store manager at the Dade Boulevard store on Miami Beach.

Assisting Arguello are members of his key management team, including: JORGE LOPEZ, Assistant Store Manager; WALTER GAGO, Grocery Manager; DANNY SANTANA, Assistant Grocery Manager; SUMBAL ZIA, C.S.M.; BRIAN SANCHEZ, Assistant C.S.M.; YOJANI HERNANDEZ, Bakery Manager; KARINA MARTINEZ, Assistant Bakery Manager; VERONICA AMATO, Deli Manager; YASEL FERNANDEZ, Produce Manager; RAIDEL REGALADO, Assistant Produce Manager; PETE DELGADO, Meat Manager; SAMUEL CENTENO, Assistant Meat Manager; MELISSA PEREZ, PharmD, Pharmacy Manager; and JULEISIS ALMEIDA, PharmD, Assistant Pharmacy Manager.

Doral store highlights include:

THE PUBLIX DELI has associates available to assist customers during store hours and includes a full-service deli counter highlighting Boar's Head meats and cheeses as well as traditional deli items including custom Publix subs, fried and rotisserie chicken, prepared fresh



■ BAKERY STAFF – Barbara Ramos, Bakery R.I.S.; Eleyda Jarquin, Bakery Manager Store #094; Glenn Barrett, Bakery RC; Yojani Hernandez, Bakery Manager; Maribell Lazo, Bakery Clerk; Frank Laria, Bakery Assistant Manager Store #1264; Nancy Ramiro, Bakery Manager Store #1467; Maribel Vapalis, Decorator Store #655 and Ruth Rodriguez, Assistant Bakery Manager Store #655.

in store. The deli also offers an international selection of olives, antipastos and hummus and includes more than 200 varieties of artisan cheeses from the United States and around the world. A certified cheese specialist staffs an expanded cheese selection to assist with selecting and pairing cheeses with other foods and beverages.

The store carries a large selection of freshly prepared foods created in-house daily. Customers may choose from a wide variety of chef-inspired appetizers, entrees and side dishes at our Chef's Selections counter. Specialties include Cedar Plank Salmon, Twice Baked Potatoes and Grilled Asparagus with Vinaigrette and Bleu Cheese.

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

available and made fresh daily.

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

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

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

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



■ PUBLIX AT DORAL COMMONS Store Manager Octavio Arguello (right) receives opening day congratulations from Miami Division Vice President Retail Operations, Kevin Murphy.



■ EVENT PLANNER John Bull in the Aprons Department.

MEAT/SEAFOOD/SUSHI PERSONNEL line up and are ready to serve customers at all new Publix at Doral Commons which opened on December 10. The new store is located at 7550 NW 104 Avenue in the rapidly developing Downtown Doral area.

complement every themed event.

THE WINE DEPARTMENT offers an expanded variety of premium and specialty wines from the United States and around the world, along with a large selection of champagnes and sparkling wines. The selection also includes fine wines made with organic grapes. Wine specialists are available to assist customers in finding the perfect wines to pair with their food selections. A Chilla™ Wine Cooling Machine is on premise for the convenience of shoppers wanting to take their purchase home cold.

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

A FULL-SERVICE MEAT DEPARTMENT allows customers to have their order cut any way they like and trimmed to perfection. The

case will feature a variety of fresh meats as well as ready to cook items prepared fresh in store daily.

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

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

Rapid customer service is assured at the front-end which features eight conventional check-outs and two express lanes.



■ PHARMACY TEAM – Erica Philips, PharmD., Pharmacy Supervisor; Melissa Perez, PharmD., Pharmacy Manager; Julieisis Almeida, PharmD, Assistant Pharmacy Manager and Maria Galvez, PharmD., Pharmacy Supervisor.



■ FLOWERS BAKING COMPANY TEAM MEMBERS: Hector, Carlos C., Paul, Calixto, Pedro, Juan, Carlos D. and Peter.



■ DELI TEAM – Aaron Devore, Retail Coordinator; Nerla Pierre, Cheese Specialist; Linda White, Deli R.I.S. and Veronica Amato, Deli Manager.

New Wheat Thins

The Latest Snacking Innovation Is Here



Each year, the country thrills over the latest gadget that's thinner than its predecessor and instantly becomes a must-have. Now, the next dimension has arrived...for snacking. Sleeker, thinner, munchier and awesomier than ever before, it's the new Even Thinner Wheat Thins Limited Edition.

As the iconic snack you've known and loved for nearly 70 years, Wheat Thins is excited to introduce the next big thing in snacking innovation. Even Thinner Wheat Thins Limited Edition taste delicious and are made with 100% whole grain wheat, just like the Wheat Thins Original Snacks. But like

so many of the latest and greatest advancements, it's taking on a new, thinner dimension.

Giant/Martin's Customers Donate More Than \$630,000 to CMN Hospitals

Customers at Giant Food Stores and Martin's Food Markets gave generously this holiday season by donating \$630,028 to local Children's Miracle Network (CMN) Hospitals in their communities. As part of Giant/Martin's annual "Candles for Kids" campaign, customers could purchase a paper candle at the checkout between November 22 - December 5 for \$1 each.

"For nearly 20 years, our customers have embraced Giant/Martin's commitment to help build healthy communities," said Tom Lenkevich, Giant/Martin's President. "Combined with our CMN paper balloon campaign held in June, this year our customers donated more than \$1.1 million to support CMN Hospitals in saving lives and bringing health back to children."

The following CMN Hospitals in Giant/Martin's communities benefited from this year's Candles for Kids campaign: Penn State Hershey Children's Hospital, The Children's Hospital of Philadelphia, The Janet Weis Children's Hospital at Geisinger, Children's Hospital of Richmond at VCU, Children's National Medical Center, University of Virginia Children's Hospital, Pittsburgh Children's Hospital and Johns Hopkins Children's Center.

Since 1996, Giant/Martin's has raised more than \$37 million for CMN Hospitals in communities where it operates. Giant/Martin's is one of the top 10 fundraisers in the country for CMN and ranks #2 nationwide in per-store fundraising.

Men's Basketball, The Fresh Grocer Team Up to Hit Some Three's for Hunger



Temple Men's Basketball, Learfield Sports' Temple Sports Properties and The Fresh Grocer of Progress Plaza are working together to give back to Philabundance, the Delaware Valley's largest food bank. For every three-point basket made during the 2015-16 men's basketball season, The Fresh Grocer of Progress Plaza will donate one case of non-perishable food and goods to Philabundance.

"As part of our ongoing commitment to supporting hunger relief efforts in our community, The Fresh Grocer proudly sponsors 'Three's for Hunger,'" said Patrick J. Burns, president and CEO of Burns' Family Neighborhood Markets, owner and operator of The Fresh Grocer of Progress Plaza. "The food donations made through this program will help feed those who need it most through the great work of Philabundance, our region's largest hunger relief organization and long-time community partner."

All three-point baskets made during the 2015-16 season will count towards a donation to Philabundance. The last baskets counted will take place during Temple's final home game on March 3 against Memphis.

"We're proud to partner with The Fresh Grocer to help our neighbors in the Philadelphia area by doing what we love," said Temple head coach Fran Dunphy. "These young men are driven to be their best, as student-athletes and members of the community. The fact that we can pair these two things so seamlessly feels like a win for everyone involved."

"We're very excited about this wonderful partnership that provides us an opportunity to give back to the community which is so important to the University and Temple Athletics," said Temple University Director of Athletics Dr. Patrick Kraft.

Al Fresco All-Natural Launches Uncured, Fully-Cooked Chicken Bacon



Al Fresco All-Natural, best known for their gourmet chicken sausage, has just released a product that will spruce up every meal with two little words: Chicken Bacon. Al Fresco's new, uncured chicken bacon has 70% less fat and 40% less sodium than pork bacon, and 30% less fat than turkey bacon. The bacon is naturally cured, so no nitrates, nitrites or artificial ingredients, and it is gluten free. The only ingredients are chicken, water, a dash of raw sugar, sea salt and celery powder. Talk about a clean label. Two crispy slices boast a mere 30 calories and only 1.5 grams of fat. But most importantly, it's delicious. Al

Fresco is the first major brand to introduce fully-cooked chicken bacon to the market.

Not only is Al Fresco's chicken bacon all-natural and guilt-free, but it is fully-cooked and ready-to-eat. Snack right from the easy-to-open pouches or heat in the microwave for just a few seconds. Try it crumbled and sprinkled over a green salad, tucked inside a frittata, mixed into a veggie sauté or layered into a sandwich.

Each 3-ounce package of Al Fresco fully-cooked chicken bacon contains 14 slices in two convenient, 7-slice, easy open pouches (SRP \$4.49).



Giant Food Stores to Acquire Nell's Shurfine Market

Giant Food Stores it has entered into an agreement with C&S Wholesale Grocers, Inc. to acquire the Nell's Shurfine Market located at 951 Walnut Bottom Rd. in Carlisle, PA. The acquisition, expected to be completed by the beginning of March, will mark the second GIANT location in Carlisle.

The 51,800 sq. ft. store is planned to close temporarily on February 28 for conversion and reopen as a GIANT Food Store in late March. The pharmacy will remain open during the conversion. Nell's associates will have the opportunity to apply for positions at the new GIANT.

"GIANT has been proud to call the Carlisle com-

munity home for more than 90 years," said Tom Lenkevich, president. "We are always looking for ways to grow our business and provide convenient locations to help our customers save money, save time and eat well."

While plans are still being finalized, the converted store will feature GIANT's newest marketplace style produce section, the latest bakery department and offering, updated and expanded prepared foods and deli department, and an expanded natural and organic department.

Founded in 1923, GIANT Food Stores began as a meat market in downtown Carlisle, and today has grown to 196 stores in four states.

All-Natural

BerryBreeze Eliminates Refrigerator Bacteria, Mold & Odor

Extends Freshness of Fruits & Veggies 2-3 Times Longer

Introducing the gift that keeps on saving - BerryBreeze, deemed "the most exciting invention for the refrigerator in the last 100 years" by no less than iconic business leader Lee Iococca.

The perfect gift for a loved one, employee, work colleague, or to take home for yourself, BerryBreeze applies patented technology to deliver activated oxygen - the same gas that protects the planet from the sun's harmful UV rays - in order to eliminate, neutralize and sanitize undesirable microorganisms, germs, mold, yeast, fungus, bacteria, viruses and odors in the refrigerator.

Compact, lightweight and maintenance-free, BerryBreeze will not only improve the flavor, appearance and aroma of your holiday dishes, but make even leftover foods taste just as fresh as they did when they were first served. And at less than \$50, BerryBreeze is a true bargain that will quickly pay for itself by preserving fruits, veggies and other often-pricey foods that would otherwise soon go stale and need to be replaced.

The compact, lightweight and maintenance-free BerryBreeze



device (which only requires four "D" batteries to operate) gives new life to fruits, vegetables and virtually all refrigerated foods by generating activated oxygen for the initial 60 minutes of operation, then automatically switching to standby mode (170 minutes). After this process has been completed, BerryBreeze reactivates for ten minutes and then repeats the cycle for 230 minutes until the batteries need replacement (usually five to six months). Placed on the top shelf of your fridge, Ber-

ryBreeze works without requiring absorption packs or filters or using carcinogens, chemicals or harsh cleaners.

"BerryBreeze is simply a must-have for every home," says David Wolfe, noted raw food author and one of the world's leading health activists and Facebook personalities. "It's helpful for our environment and for our individual health. Furthermore, it's a great way to save more and waste less, starting from the convenience of your fridge."



Food Universe Celebrates New Location in Queens

7K Store Opens in Rego Park

A TODAY'S GROCER
Special Report

Key Food Stores Co-operative Inc., a chain of primarily independently owned and corporate grocery stores, recently celebrated the grand opening of Food Universe located at 63-76 Woodhaven Boulevard, Rego Park, NY 11374.

The grand opening celebration on November 13, featured a ribbon-cutting ceremony and vendor food sampling, as well as vendor food sampling, strolling performers, raffles, and an appearance by Z100's Skeery Jones. Senator Joseph P. Addabbo, Councilmember Elizabeth Crowley, and Key Food executives including Chief Executive Officer Dean Janeway, Chief Operating Officer George Knobloch, and Vice President of Business Development John Durante were among those in attendance.

"As this store transitioned from a Food Dynasty to a Food Universe, storeowner Enrique Abinader has



■ **OPENING DAY CONGRATS** - Store owner Enrique Abinader, Lucy Abinader, Councilmember Elizabeth Crowley, Vice President of Business Development John Durante, and David Vargas.

done a fantastic job of expanding this store's existing departments and adding new ones," Vice President of Business Development John Durante said. "This store has everything the Rego Park community needs and customers are sure to be satisfied with the remodel."

At 7,000 sq. ft., this Food Uni-

verse location has been remodeled to expand its beer, produce, grab-n-go, and cheese selections. In addition to providing top quality grocery, deli, dairy, and frozen selections, this location provides a unique shopping experience with a variety of new and expanded areas. Murray's Cheese Shop has



■ **KEY FOOD STORES CO-OPERATIVE INC.**, a chain of primarily independently owned and corporate grocery stores, recently celebrated the grand opening of this 7,000 sq. ft. Food Universe in Rego Park, NY.

been added to bring customers more than fifty types of cheese, including dozens of local varieties, plus a wide array of specialty items, including crackers, dried fruits, and an olive and antipasto bar. This store's grab-n-go area lets shoppers choose from products that are made fresh daily, such as handcrafted sandwiches, salads, sushi, and more. Customers will also find a natural and organic juice selection. In the produce and meat departments, customers will find ample fresh and organic options, with new products being delivered daily. Shoppers can also enjoy the conveniences of an ATM machine, lotto services, UPS drop-off, MetroCards, coffee machine, bottle return center, and free Wi-Fi.

"We could not be more excited to celebrate the grand re-opening of our Food Universe store in Rego Park," said store owner Enrique Abinader. "Our focus is on provid-

ing friendly customer service, a fresh and organic produce selection, as well as organic and imported European products. We strive to provide our customers with a great shopping experience at reasonable prices."



■ **Football themed end-cap display.**



■ **Frozen Food upright case.**



■ **Prepared Foods/Deli.**



■ **Attractive and innovative merchandising in the chilled juice case.**

■ New Study Reveals

What Prompts Dads to Make Impulse Purchases

Aside from a good deal, what motivates dads to make unplanned purchases? How can brands and retailers encourage dads to do more impulse buying? A new qualitative study by leading consumer insights firm iModerate reveals what spurs dads to make impulse purchases, what types of unplanned items they buy when they're alone versus with their kids, and the emotional drivers behind these purchases.

iModerate posed questions to 1,500 dads and found that there are six underlying reasons behind their spur-of-the-moment purchases.

- **PRICE:** Not surprisingly, price ranked first, cited by 51 percent of dads who said they often can't pass up a great deal.
- **CRAVING:** A craving for a salty or sweet item was second, mentioned by 19 percent of dads studied.

- **REWARD:** Reward-driven purchases were called out by 16 percent of dads who pick up items for their children or entire families to compensate them for good behavior, accomplishments or simply to avoid an in-store meltdown.

- **CONVENIENCE:** Dads like to make as few trips as possible to the store, so 7 percent said they often buy a product in anticipation of needing it in the near future, such as something for the grill or a new bone for their dog.

- **TREAT:** Six percent of dads report treating themselves or their families, either to commemorate a special event, cut tension at home or indulge their loved ones.

- **BRAND:** Two percent of dads make impulse purchases if they've had a previous, positive experience with a brand or just want to try a new product from

a certain brand. "Dads are taking on a larger role in the household, whether as primary shopper or as equal owners of family shopping responsibilities," said iModerate SVP Julia Eisenberg. "Self-reported data from a Y&R study shows that 80 percent of millennial dads are their households' primary or equal-share shoppers, which is why it's so important for brands and retailers to understand how to stop dad in his tracks in the aisle and boost those impulse purchases."

Ice Cream and Jerky When Solo, Toys and DVDs When Kids Are Along

The spontaneous items that end up in a dad's shopping cart are vastly different when he's alone compared to when he's with his children. iModerate found that dads shopping by themselves tend to impulsively

buy items such as ice cream, chips, jerky, beer or a tool they need. Those really ready to spend said they might splurge on bigger electronics such as a gaming system or a TV.

When dads shop with their kids, they report that their unplanned purchases look different. They're less inclined to buy beer or tools, and more likely to opt for toys, DVDs, clothes and video games.

Emotional Drivers Behind Impulse Buys

iModerate dug deeper with the research to learn how dads feel when they spontaneously buy something for their kids. The majority (71 percent) relayed that their kids made them feel 'amazing,' particularly after they bought an inexpensive item, a nostalgic toy or something they can experience with their child and create a shared memory. Another 19 percent said it makes

them feel 'appreciated' for providing for their children. The other most common descriptors were 'proud' and 'successful.' Success was interestingly not tied to financial success, but rather to doing a good job raising their kids.

iModerate offers these tips for brands and retailers to capitalize on dads' impulse-buying habits:

- Draw out the in-store cravings (e.g. "Hungry? Grab a Snickers!")
- Help dad imagine his kids' reactions
- Make him feel appreciated – the coolest/best dad on the planet
- Do everything possible to cut down dad's trips to the store, such as grouping products together
- Quell fears about spoiling kids with unanticipated purchases

■ Shrink up \$3 Billion

U.S. Retailers Estimated to be Losing \$60 Billion a Year to Fraud

Employee theft identified as the biggest cause of loss

The U.S. Retail Fraud Survey 2015 has estimated that U.S. retailers are losing \$60 Billion a year to shrink - up from \$57 Billion last year - and identified employee theft as the single biggest cause of loss to retailers.

Published by Retail Knowledge and sponsored by intelligent cash handling experts Volumatic for the third consecutive year, the Survey is the most extensive report into the systems, processes and strategies of

U.S.'s top retailers available.

"American retailers generally put losses owing to staff ahead of losses owing to external shrink. This is the opposite of the situation in the UK," commented Paul Bessant of Retail Knowledge.

"As economic conditions continue to be tough for retailers and consumers alike, it is perhaps not surprising that employee

U.S. retailers are losing \$60 Billion a year to shrink and identified employee theft as the single biggest cause of loss to retailers.

theft is such a big problem. Perhaps the poor economic situation has led to good people making bad decisions..."

James Harris of Volumatic, the U.S.

Retail Fraud Survey sponsor, underlined the value of the Survey, saying: "I am confident that the outputs of this Survey will help the loss prevention community benchmark themselves against their con-

temporaries and identify opportunities to engage with their businesses, as well as each other, to win back some of the multi-billion dollar hole in profits that is being created through shrinkage."

Whilst the Survey reported average shrink as a percentage of sales at 1.27%, very similar to last year, in cash terms this equates to an increase of \$3 Billion this year.

Further highlights of the Survey include the increase in return fraud; up from an average of 0.25% of sales last year to 0.31%, as well as the increased fraudulent use of credit cards (66%) up from 59% last year.

John DeLeu Steps Down at Flowers Baking Co. of Miami

Retirement Caps Successful 35-Year Career

The Florida Food Industry is bidding adieu to a good friend, following the retirement of Flowers Baking Co. of Miami President John M. DeLeu. DeLeu's retirement became effective December 31, 2015 following a career of over 35 years with the company.

"During my career in the Baking Industry I have made many great friendships...too many to mention," he told TODAY'S GROCER. "I have had the privilege of enjoying tremendous relationships within our customer base, their management, and within Flowers Foods" DeLeu continued.

"I've been fortunate to spend my career with a company like Flowers Foods which promotes from within and affords many opportunities for growth." DeLeu adds. "Promotion from within is one of our greatest strengths along with our network of sales management and independent distributor program."

Originally from Moline, IL, DeLeu worked at John Deere until the age of 28. "In 1979, following a 30 inch snow storm, I decided to move to Florida - without a job," said DeLeu. Arriving in South Florida, he had



■ JOHN M. DELEU

no idea what to do for work but knew a friend who delivered bread for a living.

DeLeu joined Flowers Baking Co. of Miami on October 6, 1980 as a route salesman. Within a year, he was promoted to District Manager. Within two years he was promoted to Retail

Sales Manager, in charge of all thrift store locations. He was named Sales Manager for South Broward/North Dade counties in 1984. He was promoted to General Sales Manager in 1987 and served as Vice President of Flowers Baking Co. of Miami from 1989 to 2003. In 2003, he

was promoted to the position of President for the Miami Bakery serving the South Florida market from Key West to Sebastian.

Flowers bakes and distributes many well known brands of breads, rolls and sweet goods, including Nature's Own, Dandee, Wonder Bread, Cobblestone Bread Company and TastyKake, among others. Flowers Baking Co. of Miami has 237 employees and 180 independent distributors. As President, DeLeu was responsible for the physical plant, engineering, manufacturing, shipping, sales and service.

"Our company is truly grateful for his many contributions, leadership, knowledge and, most of all, friendship," said David C. Scott, Senior Vice President for Flowers Bakeries. "John was instrumental in building a very successful market and team during a time of unprecedented growth in the Miami area," added Scott.

Over the years, DeLeu has witnessed many changes within the industry. Among those most significant, are the development of handheld computers for order placement, pay-by-scan and centralized buying. John is well-known throughout the South Florida Food Industry among both the retail and food service sides of the business. Over the years he has played an active role with many industry-based

organizations and outside of the industry with many civic and charitable organizations.

DeLeu states, "I am looking forward to spending more time with my family and the opportunity this will afford my wife, Charlotte and I to travel and pursue our other interests. John also looks forward to improving his golf game. John and Charlotte, a retired school teacher live in Palm Beach county where together they enjoy fine dining, travel and spending time with their three children: Tosha, Eillery, Christina, their son-in-law Jason Boshoff and their four grandchildren - Ayden, Angelina, Wyatt and Ryder.

Named to replace DeLeu as President of Flowers Baking Co. of Miami is Willie Prince. Prince began his career with Flowers in 1983 in Tyler, TX. He worked as a Route Salesperson, District Manager, Director of Sales and was the VP of Sales in Baton Rouge, LA. Since 2006, Prince has been VP of Sales at Flowers Baking Co. of Miami.

Peter Chao, a veteran of over 24 years with the company has been promoted to Vice President effective January 1.

"I am retiring confident in knowing that both Willie and Peter are very capable, qualified and well prepared for continuing the successful results that Miami has produced in the past." DeLeu says.

Goya Foods Hosts Holiday Parties



■ Brian Torres, Angel Iglesias pictured with Frank Unanue – Orlando.



■ Frank Unanue and Enrique Fernandez – Orlando.



■ GOYA FOODS OF FLORIDA President Frank Unanue addresses those gathered for the Miami Holiday Party.



■ Raquel and Luis Benitez – Orlando.



■ Francisco Cruz, Francisco Vazquez, with Angel Iglesias – Orlando.



■ Enrique Fernandez and Roberto Then – Orlando.



■ Luis Benitez, Hector Mora, and Ricardo Tamargo – Miami.



■ Hector Mora, Ricardo Tamargo, and Rodolfo Hernandez – Orlando.



■ Cynthia Chipi, Miriam McIntosh, and Ofelia Masson – Miami.

In Celebration of the Holidays, Goya Foods Held Holiday Parties in Orlando, FL on December 5, in Miami, FL December 12 and in Atlanta, GA on December 19.



Angel Portuondo, Raquel Benitez, Sheila Portuondo, with Luis Benitez – Miami.



Armando and Aleida Martinez – Miami.



Dancing the night away in Orlando.



Rodolfo Hernandez, Lenin Cardenas, Nicolas Cardenas, and Enrique Fernandez – Orlando.



Angel Portuondo, Herman Sotomayor, Frank Unarue, Luis Benitez, with Juan Valdes – Miami.

Bashas' Holds Two Grand Re-Openings with Double the Celebrations!

Bashas' recently celebrated two newly-remodeled grocery stores in Tucson, AZ. The celebrations which took place on December 2, were for a store located at the corner of Sunrise and Kolb, and the other store which is located at the northwest corner of Camp Lowell and North Swan Road.

Customers were invited to both stores on opening day to see their new look, grocery shop, and enjoy food samples, along with the opportunity to win fun prizes.

The newly-remodeled Bashas' grocery stores now have an expanded selection of products, including more organic and healthy options; A revamped deli and bakery; A brand-new Starbucks; and A revamped floral department with a variety of flowers and gifts.

The grocery stores also now feature made-from-scratch bakery items, including donuts and crusty bread; a full-service butcher shop, with in-house ground beef grinding every day; Fresh, local and organic produce; and a full-service seafood counter.



■ BASHAS' MEAT CUTTER from the 3275 North Swan Road store, Manny Altamarino.



■ PRODUCE CLERKS from the North Swan Road store: Caitlyn Allison and Julio Diaz.



■ BAKERY DEPARTMENT staff from the North Swan Road location: Bakery Clerk, Catalina Ross (left) and Bakery Manager, Debra Hudman (right)

Food City Celebrates Newly-Remodeled Store in Tucson

Food City celebrated its newly-remodeled grocery store with a grand reopening fiesta on December 2. Customers were invited to the store, located at 1221 W. Irvington Rd. (Southwest corner of Irvington Rd. and I-19) to experience the new look, shop for groceries, taste food samples, watch ballet folklórico dancers from Ballet Folklórico Tapatio, listen to live Mariachi music from Mariachi Azteca del Sol, and enjoy singing performances from Tucson singer Monica Trevino, who is best known from "Mariachi Los Camperos de Nati Cano," and is arguably the best female mariachi voice of today.

The newly-remodeled store has festive décor and expanded product and service offerings, including:

- A larger seating area at the restaurant-style Deli;
- An aguas frescas station, which serves fruit drinks;
- A larger produce department, which offers corn husks and many in-season products;
- An expanded bakery department, which features bolillos, Mexican pastries, and signature cakes, such as pifa colada, strawberry cream, cappuccino, chocolate delight, cookies and cream and dulce de leche;
- An expanded carnicería with many different cuts of meat, free marinades, Menudo, a variety of queso fresco, and an expanded seafood case; and
- A check cashing service.

The first 300 shoppers who purchase groceries at the store on opening day received a free reusable bag filled with goodies. Guests also had the opportunity to win fun prizes, including grocery gift cards and gift baskets.



■ Shoppers were entertained on opening day by performances from Ballet Folklórico Tapatio.

■ Monica Trevino, who is best known from "Mariachi Los Camperos de Nati Cano," and is arguably the best female mariachi voice of today, sang live accompanied by Mariachi Azteca del Sol.



TODAY'S GROCER

© T&P / Volume 57 / No. 11
Price \$5.00

THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

www.todaysgrocer.com

Chris Baldwin to Head BJ's Wholesale Club



Christopher J. Baldwin has been named President and Chief Operating Officer of BJ's Wholesale Club, succeeding Larry J. Sen, who is assuming the role of Non-Executive Chairman. The appointment is effective February 1. Baldwin will assume responsibility for the ongoing operations of BJ's, while Sen will long term strategic direction of the Company. Baldwin will report to the Company's Board members and both he and Sen will remain with the great company, and feel privileged to have led it for the last seven years. "I am grateful to have spent over 25 years together during those many years. I believe BJ's is a prosperously strong and well positioned for continued success. In a very short period time has demonstrated the necessary...

UNCOMMON Publix at Doral Commons Opens



SHANE NELSON
District Manager

KEVIN MURPHY
Vice President
Retail Operations
Miami Division

OCTAVIO ARGUELLO
Store #1492 Manager

JOHN GOFF
Regional Director

Pete Van Helden Named Stater Bros. CEO



Jack H. Brown, Executive Chairman of the Board of Stater Bros. Markets, announced that Pete Van Helden has been named President and Chief Executive Officer of Stater Bros. Markets. Brown has named Van Helden as the new Chief Executive Officer and will become the Executive Chairman of the Board of Directors of Stater Bros. Markets. Van Helden will continue to report to Brown. Helden is a 30-year veteran of the market industry and has served Stater as President and Chief Operating Officer since 2003. Van Helden joined Stater Bros. as Vice President of Retail Operations in 1977, working his way up to become a Senior...



8 Southern Wine & Spirits America and Glazer's Joining Forces



18 Rutter's Unveils 61st and Biggest Store



19 Flowers Baking Exec John DeLeu Retires



29 Publix CEO Ed Cronshaw Announces Retirement Plans

A Real Company For Real Merchants

Technica

...with real solutions

Info@technica-systems.com

Check Out TODAY'S GROCER

IN PRINT - ONLINE

Place your company and products in the spotlight when you advertise in TODAY'S GROCER Food Trade Magazine. Each issue is packed with exclusive news grocers need to stay informed in this highly-competitive market place.

- Each issue of TODAY'S GROCER contains:
- ✓ Exclusive news of interest to your customers from around the corner... and around the world!
 - ✓ Latest industry trends
 - ✓ New products and profit-makers
 - ✓ Latest technology
 - ✓ Exclusive guest editorials by industry authorities
 - ✓ Food Show reports & highlights
 - ✓ And much, much more!!!

This all means added sales for you when you and your products are included on the pages of TODAY'S GROCER - The Magazine Today's Grocers Are Sold On!

Don't Delay - To Be Included In Our Next Big Issue, Call VANESSA ACOSTA Now At: 305-994-8100 Ext. 252 Cel: 786-266-3804

24 Dairy & Deli

Stonyfield Organic Introduces Limited Edition Oh My Yog!



Stonyfield organic yogurt has introduced the latest offering in its Oh My Yog! lineup, limited edition New England Maple. Made from organic whole milk and featuring maple syrup sourced from New Englanders who have a passion for making organic syrup, Oh My Yog! New England Maple is an everyday indulgence consumers can feel good about choosing.

Stonyfield's Oh My Yog! line is known for its unique three-layer format - and with maple on the bottom, honey-infused yogurt in the middle and a decadent layer of cream on top - New England Maple is no exception.

"Oh My Yog! has been a big hit with consumers since we introduced the product earlier this year," shared Lizzie Conover, Brand Manager for Stonyfield. "It's the perfect blend of rich, satisfying flavors and wholesome organic whole milk. With the limited edition New England Maple flavor, we are thrilled to celebrate seasonal ingredients found right here in our own backyard in New England."

Stonyfield's Oh My Yog! New England Maple is organic, certified gluten-free, non-GMO and made without the use of toxic persistent pesticides, artificial hormones and antibiotics. Each 6 oz. container of Oh My Yog! New England Maple contains seven grams of protein per cup.

Easy to recognize in the yogurt aisle thanks to its colorfully striped packaging that was inspired by the three layers inside, Oh My Yog! New England Maple is available at select retailers nationwide now through March 2016 and retails for the suggested price of \$1.59. For those looking for another creamy treat, Oh My Yog! also comes in five other decadent varieties: Madagascar Vanilla Bean, Wild Quebec Blueberry, Pacific Coast Strawberry, Gingered Pear, and Apple Cinnamon.



The Better Chip's Better Bag

The Better Chip has introduced a 1.5 oz. bag, now available in the deli aisle, to hold the verified non-GMO and Gluten Free snack.

This size change (decreasing from an original 2 oz. bag) qualifies The Better Chip to participate in the Deli Section's store's sandwich/ lunch specials. By having The Better Chip, a chip exclusively sold in the deli aisle, participate in these specials, sales are kept in the deli aisle, as opposed to offering a chip normally sold in the grocery aisle, where that profit would be contributed to grocery's sales.

The Better Chip is a verified non-GMO and Gluten Free chip. Each chip is made with ingredients you can pronounce and recognize because the team only puts real vegetables inside the double-corn masa chip. The result is a salty snack that goes from farm-to-chip in one week! Current bold flavors include Chipotle, Jalapeño, Beet, Corn, and Spinach & Kale and two new flavors will be announced soon.



Tribe Debuts New and Improved Garlic Hummus

Tribe, the fast-growing hummus brand, recently upgraded one of its most popular flavors, Garlic.

Tribe's new and improved Garlic hummus features the heaping amounts of fire-roasted and minced garlic consumers love, but now includes a more flavorful and eye-catching topping of parsley with an extra virgin olive oil blend drizzle, which begs to be stirred into the creamy hummus.

Tribe's perfected Garlic hummus is rolling out to grocery store shelves now with a SRP of \$3.49 for an eight-ounce bowl.



Giant Food Stores Launches New Fresh Meal Kits

Giant Food Stores announced the launch of its new fresh meal kit program at its Camp Hill and Hampden Township stores. Available in the Deli or Prepared Foods departments, each kit features pre-measured fresh ingredients to make two servings of the selected meal as well as step by step instructions.

"Our customers are busy and these new fresh meal kits are another innovative way we are helping them to save time and eat well by getting a delicious and convenient home-cooked meal on the table," said Erik Keptner, senior vice president of sales, merchandising and marketing, GIANT. "We include only the freshest meat and produce, all pre-measured, at a cost less than if you were to buy all of the ingredients yourself."

The fresh meal kits, which will vary by season, are all ready to prepare and cook in 35 minutes or less. Varieties currently include:

- Pan seared chicken breast with creamy mushroom sauce, garlic roasted green beans and seasoned wild rice
- Baked chicken parmesan with rosemary Yukon gold potato wedges and fresh ratatouille
- Mini Italian style meatloaf with couscous and fresh vegetables
- Peppercorn steak with creamy blue cheese sauce, chive mashed potatoes, and garlic roasted broccoli and cauliflower
- Pan seared boneless pork chops with apple and honey mustard sauce, roasted Brussels sprouts and sweet potatoes

The cost for one kit, which serves two people, is \$14.99 and two kits to serve four people is \$24.99. The fresh meal kits will debut in an additional ten GIANT stores in the greater Philadelphia area in late January.



Rojo's Unveils New Line of Artisan-Crafted Salsas and Dips

Rojo's, leading maker of refrigerated salsas that are the gold standard in the marketplace, recently unveiled a new line of restaurant-quality salsas and dips featuring new flavors as well as a fresh, new look for the brand. Committed to bringing authentic Mexican flavors from restaurant tables to yours, the artisanal salsas are made in small batches using premium, fresh-cut ingredients to deliver delicious homemade taste and freshness in every bite. Available in 13 unique flavors, Rojo's delicious array of versatile salsas and dips will liven up any meal or social gathering.

Always cold-processed and never cooked, Rojo's restaurant-quality salsas and dips are crafted in small batches using premium, fresh-cut ingredients like diced tomatoes, flavorful chiles, onions and robust seasonings for unparalleled freshness and homemade taste. Rojo's foods contain non-GMO ingredients and zero fat or cholesterol, with the majority of its portfolio gluten-free and certified Kosher. A sampling of Rojo's 13 flavor varieties includes:

- **Homestyle Salsas** (mild, medium, hot, and single-serve)
- **Specialty Salsas** - Restaurant Style, Pico De Gallo, Fire Roasted, Southwest Fire Roasted, and more
- **Inspired Salsas** - Black Bean & Corn, Roasted Tomatillo Avocado, and more
- **Layer Dips** - 5-Layer Dip and Savory Black Bean Layer Dip

"Rojo's has a rich heritage in refrigerated foods and is devoted to creating fun, flavorful salsas and dips which embrace the authentic quality of the very first secret family recipe made in 1965," said Mark Miller, vice president of marketing at Simply Fresh Foods. "With its complexity of flavors, a tub of Rojo's has a way of bringing people together at parties, while also offering versatility in the kitchen that enables anyone to make zesty, healthful dishes, without adding unwanted fat and calories."

Rojo's is available in the refrigerated dairy/deli case.

Litehouse Expands Opadipty Greek Yogurt Dip Line

Adds Three New Savory and Sweet Flavors

Litehouse Foods, the leading salad dressing, dip, herb and cheese company, is expanding its top-selling Opadipty Greek Yogurt Dip line with three new flavor-packed options. Spicy Asiago Artichoke, Greek Olive and Cinnamon Swirl flavors give consumers even more ways to make parties and get-togethers stress-free and tasty by serving the low-calorie creaminess of Greek yogurt.

"The retail and consumer response to Opadipty has been amazing, and we are proud to continue to innovate with these latest flavor offerings," said Camille Balfanz, Brand Manager, Litehouse Foods. "These new dips continue to deliver on the promise of extraordinary everyday fun, giving consumers more better-for-you snack options that are not only convenient, but can be used in so many inspirational and delicious ways."

The new Opadipty Greek Yogurt dip flavors provide a thick, creamy consistency that fans love with fewer calories than traditional dips. They are also gluten-free with no preservatives or MSG. The three new flavors each stand on their own as instant crowd pleasers:

- **SPICY ASIAGO ARTICHOKE** (60 calories): Loaded with real artichokes and blended with mouth-watering Asiago cheese, each savory bite finishes with a slow kick of jalapeno heat that just screams to be paired with veggies and non-veggie snacks, including jalapeno poppers, stuffed zucchini and tater tots
- **GREEK OLIVE** (100 calories): More than just a veggie dip, this dip is loaded with real Kalamata olives, vibrant green herb flavors and lemon notes that make it perfect for spreading on sandwiches and gyros, or using as a dip with pita chips at your next party
- **CINNAMON SWIRL** (50 calories): This creamy, cinnamon-sweet dip is perfectly paired in your kid's lunch box with apple slices, served on a crepe, or added to your favorite smoothie for extra creaminess. In fact, this sweet dip was inspired by our employee-owner, Jake Oliver, who was looking for new ways to satisfy his own kids' cravings for delicious and healthy snacks.

The three new Opadipty Greek Yogurt Dips are available nationwide with a suggested retail price of \$3.99 for a 12 oz tub.



Finlandia Expands Product Line Launches of New Imported Butter

Finlandia, the renowned cheese maker noted for being one of the most highly regarded cheese brands in America, has introduced Finlandia Imported Butter. The brand is expanding its already abundant product line and launching the ultimate butter for baking, cooking and especially, eating. Finlandia Imported Butter is the all-natural choice for chefs, home cooks and foodies alike.

Crafted with pure, wholesome milk, rich and creamy, Finlandia Imported Butter brings butter from family-owned farms in Finland to the American table. Its mouthwatering butter is made with non-GMO ingredients according to European standards, and contains no artificial ingredients or added hormones.

"We're thrilled to introduce our new Finlandia Imported Butter here in the United States," said Emma Aer, Chief Executive Officer, Finlandia Cheese. "For decades, we have provided foodies with the quality products and finest cheeses to tantalize their taste buds and we're confident that our new butter line will not disappoint!"

Finlandia Imported butter is made with milk from cows that are not treated with rBst. The milk is patiently churned at the perfect temperatures for a light creamy and delicious flavor.

Finlandia Imported Butter is available in salted and unsalted varieties at select grocery stores and supermarkets nationwide. Average SRP: \$3.49.



■ **GALA FRESH GRAND OPENING** – The Jorge Family opened this impressive all-new 25,000 sq. ft. Gala Fresh store located at 2485 Grand Avenue, in Baldwin, NY on December 18.

Gala Fresh Celebrates First Location on Long Island

25K Store Debuts in Baldwin

A TODAY'S GROCER
Special Report

Key Food Stores Co-operative Inc., a chain of primarily independently owned and corporate grocery stores, recently introduced a brand new banner into its supermarket family – *Gala Fresh*. As this new banner continues to roll out, customers can expect to see a growth of locations, ensuring convenient access to Gala Fresh and its offerings. The new store which is located at 2485 Grand Avenue, in Baldwin, NY opened on December 18.

County Executive Ed Mangano, Comptroller George Maragos, Senator Michael Venditto,



■ **THE RIBBON-CUTTING** included (left to right): Omar Jorge of Compare Foods, his sister, Nathalie, mother, Ursula (in green), his brother Franky Jorge, owner/operator of the new Gala Fresh Farms, holding the scissors with his wife Jamie behind him, Dean Janeway of Key Food and Vice President of Business Development John Durante (behind him), and Jenny Jorge, sister of Franky and Omar, and Joseph Ponte of Island Park. Other well-wishers in the crowd included Msgr. Steven Camp of St. Christopher's Church, Baldwin, the Rev. Fernando Echeverri of Holy Name of Mary Church, Valley Stream, and Nassau County Legislator Laura Curran.



■ **CERTIFICATES OF APPRECIATION** were presented to Gala Fresh's Franky Jorge and members of the Jorge Family from a number of civic dignitaries including: County Executive Ed Mangano, Comptroller George Maragos, Senator Michael Venditto, Councilmember Erin King Sweeney, Legislator Laura Curran, and a representative for Congress member Kathleen Rice.



■ **A view of the expansive area** devoted to the Bakery, Cheese and Produce Departments.

Councilmember Erin King Sweeney, Legislator Laura Curran, a representative for Congress Member Kathleen Rice, and Key Food executives including Chief Executive Officer Dean Janeway, Chief Operating Officer George Knobloch, and Vice President of Business Development John Durante were all in attendance. The grand opening celebration featured a ribbon-cutting ceremony as well as an appearance by Z100's Greg T and free giveaways on Friday, pictures with Santa on Saturday, an appearance by Z100's Garrett Vogel, a Stuff-A-Truck food drive with Long Island Cares on Sunday, and vendor sampling all weekend-long.

"The Gala Fresh banner is a very welcome addition to the Key Food family of supermarkets," says Vice



■ **GET 'EM WHILE THEY'RE FRESH!** A view of the store's offering of freshly-baked breads and rolls.



President of Business Development John Durante. "The Jorge Family has worked so hard to create a shopping experience that answers all of the community's needs, and they've truly done just that. Customers are going to love the quality and selection Gala Fresh has to offer."

At 25,000 sq. ft., this new Gala Fresh offers customers an extensive selection of fresh seafood, delivered to the store each day. There is a large assortment of hot food, sushi, and fresh bakery items. The produce department caters to all customers' preferences with both organic and conventional produce to choose from. Fresh coffee is available for purchase by the pound. Every Tuesday, senior citizens and veterans

can enjoy a 10% discount. They're continuing to increase their kosher line and will soon offer customers a large beer department, featuring craft and local beers.

"We are very excited to open the doors of the first Gala Fresh. We have been working hard to bring the community something special, and are happy to finally give the area a great shopping experience," says store owner Franky Jorge. "Gala Fresh continues to adapt as our guests send us requests and feedback in-store and through Facebook. We bring new items in every day and continue to expand our selection. Gala Fresh thanks the community for all of the support and will continue to bring great quality products for a great price."



■ **GRAND OPENING RAFFLE WINNER**, Timothy Mangan, with his brand new 55" Samsung Smart TV presented by Boars Head.



■ **EASY TO NAVIGATE** Frozen Foods department.

First 7-Eleven Stores Open in Middle East

Seven Emirates Celebrates New Stores in Dubai

A TODAY'S GROCER Special Report

Residents, workers and visitors in Dubai can now enjoy convenience, 7-Eleven style. Seven Emirates Investment LLC, a master franchisee of 7-Eleven, Inc., recently celebrated the opening of its first 7-Eleven stores in the United Arab Emirates.

The first store opened for business October 6, and the company held an event October 13 with a ribbon-cutting, VIP attendance and celebratory dinner for suppliers, contractors and other guests. The location of 7-Eleven's first store in the Middle East is Bay Square, Building #4, near downtown Dubai and the world's tallest building, Burj Khalifa Tower.

The new 2,000 sq. ft. store carries some 2,500 products that are both typical of 7-Eleven stores and special



Customer Service/Check-out area at the Bay Square Store.



to that part of the world.

The currently company-operated store employs 18, who reflect the diversity of the United Arab Emirates.

"We worked closely with Seven Emirates and our parent company Seven-Eleven Japan to ensure we are providing the neighborhood with the products they expect from 7-Eleven as well as fresh foods typically consumed there," said Chris Tanco, 7-Eleven executive vice president and head of International. "Guests to this store can find 7-Eleven favorites like Slurpee and Big Gulp beverages, fresh foods and high-quality, value-priced 7-Select snacks."

The prepared fresh-daily foods include Arabian, Indian and Asian lunch-box meals, like chicken biryani and rice balls. Also for meal or snack times, the store carries samosas, curries and falafel wraps, hummus, Greek and tabouleh salads. Orange date muffins and Umm Ali are among the pastry and dessert selections. And 7-Eleven's iconic Slurpee drinks are already a hit with the locals.

The store boasts a number of special features and customer conveniences. For example, an indoor counter faces outdoors where customers can eat and charge their mobile devices; a mini-office area with ATM, bill payment and copier machines, and delivery bicycles outside for on-demand service.

The store is operated now by Seven Emirates and expected to be franchised in the future after the infrastructure that supports 7-Eleven stores is fully built. This includes partnerships with third parties that would make and deliver fresh foods daily and 7-Eleven's proprietary retail information system.

Seven Emirates opened a second 7-Eleven store in December in the high-profile Dubai Marina neighborhood. A third 7-Eleven in Dubai is expected to open in March.



RIBBON-CUTTING: Seven Emirates Investment LLC President Khamis Al Sabousi (left) and landlord pictured at ribbon-cutting ceremony for the Marina store location, the second 7-Eleven to open in Dubai.



Dining/Relaxation Area at the new Bay Square 7-Eleven Store. This is the first location to open in Dubai.

TODAY'S GROCER presents:

LUM and ABNER

BASED ON CHARACTERS CREATED BY CHESTER LAUCK & NORRIS GOFF
STORY AND ART BY DONNIE PITCHFORD

"Git Out th' Rope!" Chapter 8 LUM AND ABNER HAVE DIVIDED THEIR OLD COUNTRY STORE WITH A LONG ROPE!

ULYSSES, I'LL GIT THAT FEED OVER TA YER PLACE ON MY WAY HOME T'NIGHT!

OH-KAY. BETTER BE GITTIN' ALONG... GOT TA GIT THAT BARN PAINTED...

HA-HA! WHAT'RE YOU SO HAPPY ABOUT?

HA!

I DOGGIES, I BEEN OUTSELLIN' YOU LEFT AN' RIGHT! PROVES MY HALF O' TH' STORE IS TH' BEST!

WELL, YOU CAN'T SELL ULYSSES NO FEED!

WHY, I SHORE KIN! I'LL JEST PULL TH' FEEDROOM DOOR OPEN ON MY SIDE...

NO YA WON'T! THE HINGES ARE ON MY SIDE!

HUH?

"Lum and Abner"™ The Estate of Chester H. Lauck, Jr., used by permission. ©2016 The Estate of Chester H. Lauck, Jr. and Donnie Pitchford. All rights reserved.

Profit with LUM AND ABNER, a weekly comic strip and audio feature!

Contact: donniepitchford@sbcglobal.net



Brio Launches Healthy Ice Cream

Brio Ice Cream has launched a line of healthy ice cream! Brio Ice Cream offers six grams of protein per serving, a rich dose of calcium, magnesium and vitamin D as well as 24 other vitamins and minerals, the inclusion of Omega 3-6-9 and probiotic fiber, and a powerful boost of antioxidants like vitamins A, C and E as well as selenium.

Containing just 160-170 calories, Brio ice cream has half the fat, 75% less cholesterol and 10% less sugar than similar flavors of super premium ice cream. In fact, each four fluid-ounce serving contains only 17 to 19 grams of sugar, less than many fruit-flavored yogurts. Ingredients include rBST-free fresh milk from Wisconsin dairy cows, no GMOs, and a gluten-free certified-Kosher formulation that contains no artificial sweeteners, flavors or colors. The flavors in which it is available include vanilla caramel, tropical mango, spring strawberry, mellow dark chocolate and coffee latte. Now available to retailers nationwide for a MSRP \$1.99 4 oz. cup.



New Food Products by Rastelli Food Groups

Two brand new food products are making their way onto grocery store shelves, now. They're both made by Rastelli Food Groups.

- **ABSOLUTELY LOBSTER** – is a celebrity chef-inspired at-home lobster tail delight. Created in part by Chef Alison Barshak of Striped Bass in Philadelphia, it's quickly becoming a favorite to busy moms on the go, busy professionals and just about anyone who loves a meaty lobster tail! You'll find it delicious because:
 - Cold water Maine Lobster
 - Flavors: Truffle butter, Garlic Butter and Classic Butter
 - Chef-inspired, restaurant quality-at home
 - Microwavable – from freezer to fork in under 3 minutes
 - Freshly prepared and frozen within 24 hours of being caught
 - Individual packs retail for \$11.99

Another fast-favorite, also new to the marketplace and swiftly taking supermarkets by storm: **WICKED TUNA**. The name may sound familiar as it's named after the famous Discovery Channel program. It's an incredible tuna delight that comes in three flavors and is wild-caught and freshly frozen so it's as if it came straight out of the sea. Wicked Tuna is:

- Wild caught tuna, not farmed raised
- Freshly frozen – from boat to warehouse in 1 day
- Flavors: Lemon butter, smoky peppercorn and ginger teriyaki
- Launching 12/15, can be found online at or in-store.

As seen on the National Geographic hit show by the same name, Wicked Tuna, manufactured by Rastelli Food Group (an Island Brand Seafood license), delivers uniquely seasoned freshly frozen tuna designed as a main course. These are available in lemon butter, smoky peppercorn and ginger teriyaki flavors. Responsibly sourced utilizing only wild-caught tuna, Wicked Tuna entrees are available in a 15 oz package retailing for approximately \$9.99.

Post-Launch

Suji's Korean Cuisine Quickly Adds Accounts

Suji's Korean Cuisine, a line of true-to-the-culture prepared meals, entrées, and sauces, has officially debuted at Texas-area Costco's, as well as with a national frozen pizza powerhouse, and in foodservice products through the University of Nebraska's dining system, Suji Park, the company's founder announced. In addition, she said that the company expects products in-store at additional retail accounts over the course of the next two months in markets in the Midwest, Southeast, California and additional retailers in Texas.

"Suji's Korean Cuisine products have been very well-received, and our roll out is moving very quickly," Park said. "We are offering a line of authentic, exceptionally high quality, made in the U.S.A., shelf-stable, refrigerated and frozen Korean products. It's 'real food' from natural ingredients." She added that another important feature of Suji's traditional foods are that they are gluten free and use MSG-free ingredients and non-GMO soy sauces – all things many American consumers today view favorably.

In line with the company's commitment to "clean labels" of natural ingredients, Suji's Korean Cuisine further assures authentic flavor in some of their refrigerated products through the use of the latest preparation and processing technologies to naturally preserve food versus relying on preservatives.

Suji's Korean Cuisine is the brainchild of Founder and Chief Inspirational Officer, Suji Park, an international entrepreneur whose education at the French Culinary Institute honed her love of fine food and reinforced her appreciation of the cuisine of her native Korea. While her U.S.-based business may be new, she boasts an impressive track record as an international "food ambassador," having introduced New York-style deli and brunch to Korea and Japan through her popular Seoul and Tokyo restaurants and through retail outlets in Asia.



Authentic Russian Dumplings Ideal for Versatile, Quick, Nutritious Dishes



Hundreds of years ago, the women in Siberia and northern Russia would prepare thousands of dumplings to feed their families throughout the long winter. These dumplings were kept frozen outdoors or in unheated sheds or barns until they were ready to be cooked. Today, Popkoff's keeps the tradition alive with their frozen, all-natural Pelmeni (pronounced pel-MEN-ee) and Vareniki (pronounced va-REN-ik-ee), two types of authentic Russian dumplings filled with meat, vegetables, or cheese.

Popkoff's uses the highest-quality ingredients to make the best-tasting and cleanest products possible. Made with 100% all-natural ingredients and completely free of preservatives, artificial flavors or colors, soy, or fillers, Popkoff's Pelmeni and Vareniki are convenient, healthy options that go from frozen to cooked in only 5 minutes.

The Pelmeni, similar in appearance to Italian tortellini, are available with chicken, farmer's cheese, or beef fillings. The Vareniki, comparable to crescent-shaped Italian ravioli, are filled with either potato and onion or cabbage and carrot. Traditionally, pelmeni and vareniki are boiled, sautéed with butter, and topped with dill, sage, rosemary, or caramelized onions and a dollop of sour cream. However, they are extremely versatile and can be prepared in endless styles of cuisine from Chinese Chicken Salad to Mexican Sopa. They inspire innovation in the kitchen since they work well with a variety of herbs and sauces and can easily be added to soups and salads. They can even be fried for a texture and crunch. The Pelmeni and Vareniki can be prepared as a main course entrée, accompaniment, or appetizer, and are also great for entertaining.

Popkoff's Pelmeni and Vareniki are available in 10-ounce packages in stores nationwide.

Crush Cubes Launches

New Line of Individually-Sealed, Pop & Use Herbs, Butters, Sauces and Seasonings



Crush Cubes, an innovative food company with a fresh take on the frozen food cube, is introducing a new lineup of flash-frozen, individually-sealed, pop-and-use herbs, butters, sauces and seasonings. Made in the USA with the finest quality, locally-sourced ingredients, Crush Cubes is perfect for today's generation of busy, at-home cooks who crave the quality of a home-cooked meal but without the headache and hassle of peeling, chopping, measuring or mess. The products' convenient design brings variety and ease to the kitchen and allows consumers to spend less time cooking and more time living. Simply pop and use! It's that simple.

Crush Cubes' flash-freezing process preserves the true taste, beautiful colors and powerful nutrients of every fruit, vegetable and premium ingredient sourced. No artificial flavors, colors or preservatives are ever used, each variety is all-natural, gluten-free and hormone-free, and one cube equals one teaspoon of fresh and wholesome ingredients. Available in trays of 24 quick-and-easy, perfectly portioned, ready-to-use cubes, Crush Cubes current offerings include:

- **HERBS:** Garlic, Basil, Cilantro, Ginger, Parsley, Dill, Epazote, Shallots (all vegan!)
- **BUTTERS:** Garlic & Herb Butter, Maple Butter (Hormone free-no RBST!)
- **SAUCES & SEASONINGS:** Pesto, Teriyaki, Chicken (all-natural, no preservatives!)

Crush Cubes can be used in poultry, meats, seafood, stir-fry, pastas, sauces, dips, salads, soups, omelets, stews, curries and more. The 3oz packages, which take up little space in the freezer, are available to retail customers nationwide for an SRP of \$3.99 for the Herbs and Butters and \$4.99 for the Sauces and Seasonings. The products are also available in bulk sizes for foodservice customers.

Pillsbury Mini Pies Debut

J&J Snack Foods Corp. has announced a new partnership with General Mills to introduce Pillsbury Mini Pies. These perfectly portioned frozen dessert squares will be available in three varieties: Apple Cinnamon, S'mores and Chocolate Lava.

"Innovation is just starting to take hold in the frozen dessert category and there's no better way to shake up the freezer door than with an iconic and trusted brand such as Pillsbury," said Alissa Davis, Director of Marketing for J&J Snack Foods. "Consumers are looking for convenience and portion control in their dessert options, so we feel strongly Pillsbury Mini Pies provide an indulgent solution to meet those needs."

Each package comes with 4 - 1.8 oz. frozen mini pies and a flavored icing packet and can be ready in 15 minutes or less. These pies will be sold at retailers nationwide in frozen dessert sections, as well as in warehouse clubs.





French's Puts a Promise on the Table

Announces Commitment to Clean Labels and Social Responsibility

The French's Food Company has announced a promise to deliver real ingredients, great taste and added social responsibility. Supported by both consumer and employee values, French's commitment comes out of its long history. Since 1904, its iconic yellow mustard has always been made from what today would be considered "clean, simple ingredients." More than 100 years later, those ingredients remain in our products. The new French's Promise means that all of its products will be held to that same high standard.

■ **CLEAN INGREDIENTS, NO PRESERVATIVES** - The French's Promise will be evident in the brand's ingredients, recipes and community causes. While many companies are taking years to reach this achievement, French's is proud to confirm that its ingredient changes are nearly complete. The company spent 2015 refining its product recipes and, today, more than 90% of the company's products now include only real ingredients, without artificial flavors, colorants, dyes or high-fructose corn syrup (HFCS).

■ **COMMITMENT TO COMMUNITY AND SOCIAL CAUSES** Consumers are challenging brands and companies to do more than just produce and sell products. French's is taking the challenge to make this commitment a way of doing business. For example, French's manufacturing site in Springfield, Mo. sends zero waste to landfills by recycling all excess plastic and paper materials and contributing food waste to be used as animal feed. In 2015, French's partnered with Save the Children, Autism Speaks, and the Movember Foundation, an organization supporting men's health. French's is increasing these efforts by supporting Feeding America - a nationwide network of food banks that leads the nation in the fight against hunger - and providing 1 million meals* to families in need during the 2015

holiday season.

"Credit our employees for this amplification of our values," said Elliott Penner, president of The French's Food Company. "They want to work for a company that only uses ingredients they are proud to serve their family and friends and a company that thrives to make a positive impact on their communities."

■ **LOOK FOR THE "PROMISE SEAL"** - Signaling this commitment, a "Promise Seal" will soon begin appearing on French's product labels and across all of its communications, promising "Great Taste, Real Ingredients, True Commitment to our Communities." Only products living up to the promise will bear the seal. A new campaign will communicate this promise in online and broadcast channels throughout 2016.

■ **THE PROMISE EXTENDS TO NEW PRODUCTS** - With clean labels that include only simple ingredients, French's has created a new mustard and a new tomato ketchup:

• French's Super Yellow Mustard New French's Super Yellow Mustard takes French's Classic Yellow mustard with its clean ingredients and great taste, and makes it even better. With an extra kick of #1 grade mustard seeds and more turmeric spice - both popular with today's health-conscious consumers - Super Yellow is the best mustard possible. French's new Super Yellow Mustard is available in a 12-ounce bottle.

• French's Buffalo Ketchup "High-Fructose Corn Syrup Free" Earlier this year, in a category where more than 80% of the volume consumed contained HFCS, French's debuted its Original Tomato Ketchup, free from HFCS. In 2016, French's adds a bold flavor to its clean-label ketchup with French's Buffalo Ketchup, infused with Frank's RedHot.

Until now, HFCS-free and flavored ketchups were sold at a premium price. Now consumers can enjoy HFCS-free ketchup with specialty flavor at a fair everyday price. French's naturally-flavored ketchups are available in 20-ounce bottles.

Goya Foods Donates



■ **GOYA GIVES BACK** - Father Mark O'Malley, Archbishop's Liaison; Tony Rico, Director of Human Resources of Goya Foods; Rafael Toro, Director of Public Relations of Goya Foods; Most Rev. John J. Myers, Archbishop of Newark; and John Westervelt, CEO of Catholic Charities.

\$10,000 to Catholic Charities of the Archdiocese of Newark

Goya Foods, the largest Hispanic owned food company in the United States, headquartered in New Jersey, donated \$10,000 to Catholic Charities of the Archdiocese of Newark as part of the company's Goya Gives campaign and commitment as an institution in the community.

Catholic Charities of the Archdiocese of Newark, one of New Jersey's oldest and largest social service agencies, helps nearly 70,000 individuals and families each year to improve the quality of their lives and enhance their self-worth and dignity. "Supporting the work of community organizations like Catholic Charities and those who need help the most has always been a part of who we are and what we do at Goya Foods," said Rafael Toro, Director of Public Relations of Goya Foods. "For us, it's not just about giving a donation, but it's about making a difference and inspiring others to do the same." A portion of the funds from Goya Foods, Inc. will be used to purchase toys as part of Catholic Charities' Help a Family at Christmas project, which supports needy families who would not be able to celebrate Christmas without outside support.

Each year over 300 families are provided with gifts, including nearly 800 children. Funds will also be used to purchase blankets and other seasonal items for individuals in the Program for Assertive Community Treatment (PACT), which provides direct behavioral health and social service care to 274 severely and persistently mentally ill patients, some of whom are homeless and refuse shelter. "We are grateful to Goya Foods for this most generous donation. These funds are such a blessing for people in need during the Christmas season," said John Westervelt, Chief Executive Officer of Catholic Charities. "Goya Foods continues to be a compassionate partner with Catholic Charities as we live out the Gospel and serve those most in need."

The donation is part of the Goya Gives campaign, a series of annual donations that serves to encourage others to participate in the message and act of helping those in need.

Tetley Launches Tea's First Animated Sales Assistant

Tetley has unveiled another first for the tea industry with the appointment of a virtual sales assistant who will begin work for them in selected Cash & Carry and Wholesalers from next week. The first application went live in Bestway on December 1.

Featuring an attention grabbing animated Gaffer, the new assistant uses the best in technology to attract buyers and point them to the offers to be found in the tea aisle.

"The development is part of our program to create a sense of theatre at point of purchase and stimulate interest in tea," says Andrew Pearl, Director, and Customer and Shopper Marketing for Tetley. "It's a really engaging promotional tool. The built-in sensor tells Gaffer when he is on his own so he can call out to any passerby to get them to come over and look at the current tea offers he has on his iPad. A number of different scripts have been developed for him and we can manage these remotely to ensure that he is as up to the minute as possible."

Tetley's new Virtual Gaffer is being located in selected Cash & Carry areas initially with further roll out planned for the grocery environment in due course.



■ **THE TENSATOR VIRTUAL ASSISTANT UNIT** has a small footprint of just 50cm² so suitable to place in a variety of locations, but at 1.5m with Gaffer's animation accounting for nearly half of this, it has high impact.

"We shall monitor the impact of the new assistant on tea sales and use this to develop further applications," adds Andrew. "The technology has been proven to increase unit sales by 75% and dwell times by 50%*, so when you add to this the appeal and recognition that Gaffer has, you get a powerful marketing tool."

The technology for the Gaffer Virtual Assistant has been developed by customer journey specialist Tensator Group and the graphics by Tetley's ad agency

Creature.

Tensator Group Marketing Manager Rebecca Fennell added: "Our research shows that many of us are becoming desensitized to more traditional forms of marketing, so it's great to see Tetley embracing such an innovative approach."

The investment in Virtual Gaffer forms part of a wider program of activity in Cash & Carry and retail environments to stimulate growth in the tea market. Tetley is developing a number of initiatives to enhance shopper engagement with tea and is looking to work with a number of customers on specific activities in the coming year.



First Non-Dairy, Shelf-Stable, Portable Yogurt Alternative

Ruby Rockets, following the success of its popular Ruby Rockets Frozen Veggie & Fruit Pops, is shaking up the dairy aisle with the first non-dairy, shelf-stable, portable yogurt alternative.

With no added sugar, new Ruby Rockets Non-Dairy Fruit & Veggie Blends feature a creamy blend of veggies, fruit and plant-based protein, including creamed coconut, chia seeds and pea protein. Requiring no refrigeration and with a 90-day shelf life, this new Ruby Rockets product is the perfect grab-and-go snack for school lunches, family road trips and easy-to-reach at-home treats.

This launch couldn't come at a better time. According to "Yogurt and Yogurt Drinks" report by Mintel, yogurt sales continue to plateau and major brands in the category are looking for ways to address consumer demand for improved nutritional profiles and retailers' interest in boosting a category with product innovations.

This new, delectable yogurt alternative is packaged in a convenient tube and is available in three delicious flavors: Beam Me Up Berry, Stellar Strawberry and Telescopic Tropic (\$4.49 SRP/box). Ruby Rockets products are available at stores nationwide.

Publix CEO

Ed Crenshaw Announces Retirement Plans

New President and CEO Named

Ed Crenshaw has announced his plans to retire as CEO of Publix Super Markets effective April 30. Crenshaw began his Publix career in 1974 as a front-service clerk in Lake Wales, FL. After working in a variety of retail and support positions, he was promoted to Director of Retail Operations for the Lakeland Division in 1984. In 1990, he became Vice President of the Lakeland Division and was elected to the Board of Directors. In 1991, Crenshaw moved to Atlanta to start the Atlanta Division as Division Vice President. He was promoted to Executive Vice President of Retail in 1994 and to President in 1996. He was named CEO in 2008.



■ TODD JONES

While he has announced his plans to retire as CEO, Crenshaw plans to remain a member of the Publix Board of Directors. In addition, the Board of Directors asked him to accept the role of Chairman of the Board that will

be effective, May 3. Current Chairman of the Board Charlie Jenkins Jr. will become Chairman Emeritus.

"The Board of Directors is grateful for Ed's 42 years of dedicated service to Publix, our associates and the communities we serve," said Charlie Jenkins Jr., Publix Chairman of the Board. "He's been a strong leader keenly focused on our continued growth in current and new markets and committed to the development and promotion of our associates. He's provided invaluable insights to our industry, serving on numerous boards. The Board looks forward to working with Ed to continue the success of Publix."

Upon Crenshaw's retirement, President Todd Jones will become President and CEO.

Jones began his career in 1980 as a front-service clerk



■ ED CRENSHAW will step down as Publix Super Markets' CEO at the end of April.

in New Smyrna Beach, FL. He worked in a variety of store positions before becoming a Store Manager in 1988. He was promoted to District Manager in 1997, Regional Director in 1999 and Vice President of the Jacksonville Division in 2003. In 2005, Jones was promoted to Senior Vice President of Product Business Development. He was named President in 2008.

"I've been privileged to lead what could quite possibly be the best company in the world," said Ed Crenshaw,

Publix CEO. "Company ownership provides our associates amazing opportunities and with that comes the responsibility to continue to grow our company and invest in each other. The time has come to turn over the reins, and I am pleased to have a leader with the experience of Todd who is ready to take the next step in his career. I am confident in his ability to lead our company into the future and to continue to make Publix a great place for both customers and associates."

Publix Promotes Four Senior Executives

Names Executive V.P., Sr. V.P. of Retail Operations and Two New V.P.'s

Publix recently announced the retirement of CEO Ed Crenshaw, 65, after 42 years of dedicated service (see story above). His retirement is effective April 30. With Crenshaw's retirement came the promotion of company President Todd Jones, 53, to President and CEO effective May 1.

With Jones' promotion to President and CEO, Chief Financial Officer, David Phillips, will assume additional responsibilities and be promoted to Executive Vice President and CFO. Miami Division Vice President, Kevin Murphy, will be promoted to a newly created position, Senior Vice President of Retail Operations, reporting to Jones.

Phillips, 56, began his Publix career in 1984 as an internal auditor. He was named audit manager in 1986 and promoted to controller in 1990. In 1996, he was promoted to vice president and controller, and then in 1997 promoted to vice president finance and treasurer. He was named CFO in 1999.

Murphy, 45, began his career in 1984 as a front service clerk at store #0214 in Margate, FL. He worked in various positions before being promoted to Store Manager in 1995. He was promoted to Jacksonville Division District Manager in 2003, Atlanta Division Regional Director in 2009 and Miami Division



■ DAVID PHILLIPS



■ KEVIN MURPHY



■ SAM PERO



■ BOB BECHTEL

Vice President in 2014. Murphy and his wife, Christina, will soon be relocating to the Lakeland area.

With Murphy's promotion, Bob Bechtel will be promoted to Miami Division Vice President. Bechtel, 52, began his career in 1978 as a front service clerk at store #0029 in Sarasota, FL. He

worked in various positions before being promoted to store manager in 1991. He was named Lakeland Division District Manager in 1995. In 2008, Bechtel was promoted to his current position of Lakeland Division Regional Director. Bechtel and his wife, Kathy, will soon be relocating to South Florida.

After more than 47 years of dedicated service, Lakeland Division Vice President Tom McLaughlin, 65, has announced his decision to retire April 30.

"Tom has helped perpetuate our culture by investing in our associates," said President Todd Jones. "He has been able to identify

talented associates and provide the appropriate training in order to prepare them for opportunity. He's always led with a servant's heart. We thank him for his strategic contributions to our project teams, most notably our new store design team."

With McLaughlin's retirement, Sam Pero will be promoted to Lakeland Division Vice President.

Pero, 53, began his Publix career in 1977 as a front-service clerk at store #0176 in Miami, FL. He worked in various positions before being promoted to Store Manager in 1987. He was promoted to Lakeland Division District Manager in 1994, and in 2004 his district was moved to the company's Jacksonville Division. In 2005, Pero was named Jacksonville Division Regional Director. Pero and his wife, Marcy, will be relocating to Lakeland in the near future.

"We are excited to announce the promotion of four company leaders," said CEO Ed Crenshaw. "In order for our company to have continued growth and success, we need associates who are ready to take the next step in their careers. David, Kevin, Sam and Bob are dynamic leaders focused on leading successful and diverse teams. They are passionate about Publix and our associates. Their promotions will allow us to continue to perpetuate our Publix culture of developing associates and enhancing our customers' shopping experience."

The promotions of Phillips, Murphy, Bechtel and Pero are effective May 1.



It's Mardi Gras Time! NATIONAL SUPERMARKET ASSOCIATION



■ NSA OFFICERS – David Corona (Past President), Rafael Torres, Tony Diaz, Vladimir Baez, Rafael Castro, Carlos Hernandez-Florida Chapter Vice President (center left), Rodolfo Fuertes-President (center right), William Rodriguez (Past President), Richard Diaz, Raifiz Vargas, Francis Rodriguez, and Frank Espinal.

Hosts 5th Annual Banquet Gala

Featuring Rubby Perez

Miami Intercontinental Hotel
Miami, Florida
December 5, 2015

A TODAY'S GROCER SPECIAL REPORT



■ FEATURED ENTERTAINER for the evening...Latin Solo Artist Rubby Perez, popular Dominican meringue singer of such hits has Dame Veneno, Buscando tus Besos and Enamorado de Ella.



■ MEMBER OF THE YEAR AWARD – PLINIO "TONY" MEDINA: The NSA Florida Chapter is very thankful for Tony's continued support with the association. Tony is a successful business man with a beautiful family that has supported him in all his endeavours. It's his personal belief that: "Respect, honesty and dedication always carry you a long way in life."



■ NSA ANNUAL AWARD WINNERS: Associated Grocers of Florida, Inc. – PLATINUM RECIPIENT; All Florida Paper – GOLD RECIPIENT; Sun City Produce – BRONZE RECIPIENT; and Coca-Cola – BRONZE RECIPIENT



■ Florida Chapter Executive Vice President Carlos Hernandez (left) welcomes NSA National President Rodolfo Fuertes who flew in from New York for the occasion.



■ NSA President Rodolfo Fuertes addresses the crowd.



■ BOARD MEMBERS - Richard Diaz, Frank Espinal, Raifiz Vargas (General Secretary) and Tony Diaz (Treasurer).



■ NSA Past President David Corona



■ "We don't hide the crazy. We parade it down the street!"



■ Carlos Hernandez (right) welcomes AG of Florida's Amaury Portela.



■ A SPECIAL THANKS - Florida Chapter Executive Secretary Damaris Mateo was presented with a beautiful floral arrangement for her on-going daily contributions to the organization in the Sunshine State.



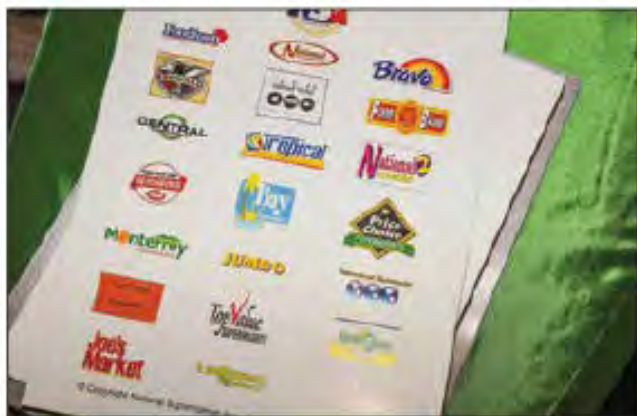
■ un bal masqué



■ NSA – Florida Chapter Vice President Carlos Hernandez and his wife Yvette.



■ NSA – Florida Chapter Executive Secretary Damaris Mateo (second left) welcomes guests to Mardi Gras!



■ Associated Grocers of Florida





NATIONAL SUPERMARKET ASSOCIATION

Florida Chapter Awards Tecnica Business Systems



Receives "Company of the Year" Honors

NSA OFFICER Raifiz Vargas (Bravo Supermarkets) presents the NSA – Florida Chapter 2015 "Company of the Year" award to Tecnica Business Systems. Accepting the honor, pictured holding the award, is Tecnica President Pedro Penton. "I am honored on behalf of our Tecnica Family to accept this prestigious award," Penton said.

34 **Book Review**

New Cookbook Affairs to Remember Makes Every Event Memorable

Have you ever thought about what happens behind-the-scenes at a catered event or dinner party? Have you ever thought you could do it better? Founder of Food and Fond Memories, a popular food website, Sandy Axelrod, a former caterer, has produced numerous parties and events. In her first cookbook, *Affairs to Remember*, she shares insider tips and advice, along with some of her best recipes for good eating and easy entertaining. Filled with beautiful photographs, Sandy has created a tasty as well as a compelling book that can provide home cooks with everything needed to create a memorable party or dinner.

The recipes in *Affairs to Remember* have been taste tested by literally thousands of guests at events that were catered by Sandy's company, *Affairs to Remember Catering* over 18 years. Only those that received rave reviews were included in the book. Many of her "small bites" are familiar crowd pleasers as well as many of her favorite recipes which can be served at a large party or can be halved and frozen for another time. Recipes are divided by category from Small Bites and First Courses to Pasta, Meat, Chicken, Seafood, Sides Dishes, Brunch and Sweet Endings.

"I love teaching people how to prepare restaurant quality food at home with ease," Sandy says. "Even though I am a professional chef, my goal is always to show my readers that you don't have to be a professional to create amazing food."

Affairs to Remember contains sample menus for parties large and small, a chapter on how to cater your own party and a detailed pantry guide so that you can have a delicious, restaurant quality meal on the table at a moment's notice.

Hardcover: \$34.95



Everyday Secret Restaurant Recipes

More Restaurant Secrets ... now for every day of the week!



When Leah Schapira and Victoria Dwek released their groundbreaking cookbook, *Secret Restaurant Recipes*, it made waves across the kosher food world, quickly selling out its first printing. Wildly-popular and critically-acclaimed, *Secret Restaurant Recipes* has helped tens of thousands of readers enhance their holiday and special occasion meals by recreating popular restaurant dishes from around the world. Over and over, readers had the same request for a follow-up volume: They wanted restaurant favorites they could make every day. And here it is: *EVERYDAY SECRET RESTAURANT RECIPES*.

Where *Secret Restaurant Recipes* focuses on upscale restaurants and fine dining, *Everyday Secret Restaurant Recipes* shifts attention to the unsung heroes of the food world: favorite neighborhood takeout spots, pizza joints, and other casual dining establishments, all beloved by the neighborhoods that support them, as well as by visitors willing to travel for their fantastic fare.

Everyday Secret Restaurant Recipes contains all the features that everyone loved about the first volume: cooking tips and advice from acclaimed chefs, mouthwatering photography accompanying every recipe, and, of course, in-

structions that recreate popular menu items from favorite restaurants. In addition, *Everyday Secret Restaurant Recipes* takes it up a notch with a great selection of family-friendly, quick and easy meals, a focus on food trends, including an entire chapter on sandwiches, and the authors' "Home Cook" tips, which simplify and aid the process of recreating restaurant dishes.

Everyday Secret Restaurant Recipes contains unique dishes such as Cali Love Panini from Holy Schnitzel, Sino Steak Sandwich from Essen New York Deli, and Chocolate Rye Cookies from Zak the Baker, as well as staple items such as Grilled Fish Tacos from Fish Plate, Potato Salad from Wandering Que, and Falafel from Pita Hut. Also featured are international dishes such as Gong Bao Chicken from Dini's in Beijing, China; Lamb Pie from Lechem Basar in Israel; and Chicken Pad Thai from The Kosher Place in Bangkok, Thailand. *Everyday Secret Restaurant Recipes* also provides recipes for a wide variety of sauces and dips, such as Smoked BBQ Hummus from Joe Bob's Barbecue; drinks, such as Crème Brulee Freezer from Crawfords; and sweets, like the Churros from T-Fusion Steakhouse. Each one has been carefully tested and adapted for the home kitchen by Schapira and Dwek, who went behind the scenes of restaurant kitchens to watch and learn from the chefs.

This beautiful 9"x9" hardcover cookbook makes an excellent gift for Hanukkah and year round.

ABOUT THE AUTHORS:

Powerhouse food writers Leah Schapira and Victoria Dwek are the co-authors of the hit cookbook, *Secret Restaurant Recipes*, and the popular *Made Easy* cookbook series, including *Passover Made Easy*, *Starters & Sides Made Easy*, *Kids Cooking Made Easy*, and *Dairy Made Easy*. The cookbook duo has a secret to their recipe success: Chat about food all day — by the time they get to the kitchen, they know just how the dish should be made. They have been featured in *The Washington Post*, *The Los Angeles Times*, *The Star Ledger*, and *The Blue Lifestyle*, among many others.

Hardcover: \$34.99

New Weight Loss and Health Book from Life Renovator Michelle Armstrong

Offers a Unique and Empowering Approach to Creating the Body and Life You Want

Internationally renowned mindset expert and health and fitness coach, Michelle Armstrong, recently published *Transform: Reclaim Your Body & Life From the Inside Out*, which introduces a refreshing new approach to achieving your health and weight-loss goals.

"Transform is more than a traditional 'eat this meal plan' and 'follow this workout' book. Transform is about how to create a radical change in how you think and believe, how you feel and react — which, when understood and properly directed, cause major positive changes in one's life," said Maureen Hagan, author and award-winning fitness instructor.

Transform highlights why traditional approaches produce temporary results and aren't sustainable over time. Transform teaches readers something new and empowering: how to make long-lasting changes to their bodies and lives by making powerful and profound modifications to their mental, emotional, physical and spiritual blueprints.

"We are more than just a body," says Armstrong, "And it's essential we understand the interconnectedness of all aspects of our nature and how everything affects our health. True health is more than clean eating and regular exercise — it's also about living from your truth and being free to be who you want to be in the world. It's not about a number on a scale or looking good in a bikini for 5 minutes."

Through Armstrong's unique experiential approach, she empowers her readers to transform their entire lives by discovering how to tap into and modify limiting mental and emotional programming that inhibits successful weight loss, wellness, happiness and desired transformation.

Paperback: \$21.95 | Pages: 300



Video

Dark Film Mysteries

16+ Hours of Classic, Film Noir Suspense & Intrigue (11 Films)

From Film Chest Media Group comes *DARK FILM MYSTERIES*, a robust collection of film noir classics available in a special, three-disc DVD collector's set, on sale now.

A genre that became a cinematic staple for American audiences during the mid '40s through late '50s, film noir is best known for stories featuring suspicious, male characters who maintain unsympathetic, doom-filled attitudes that manifest upon encountering a beautiful woman of questionable character. The femme fatale uses her sexuality to manipulate and maneuver her male counterpart into the unsuspecting fall guy for a crime—generally involving a murder.

Shot in a low-key, black-and-white, gloomy style with roots in German Expressionist cinematography, these films showcase the dark, callous side of human nature and are filled with an oppressive atmosphere of pessimism, fatality and doom enhanced by shadowy characters and locations swirling with moody dialogue and cigarette smoke.

16 hours (11 films) of classic, noir cinema, including *Woman on the Run* (1950), *Quicksand* (1950), *Detour* (1945), *Inner Sanctum* (1948), *Kansas City Confidential* (1952), *The Stranger* (1946), *Fear in the Night* (1947), *The Strange Woman* (1946), *The Red House* (1947) and *The Strange Love of Martha Ivers* (1946). Also included is one of the moodiest, blackest thrillers ever made, Fritz Lang's steamy and fatalistic *Scarlet Street* (1945).

Running Time: Approx. 968 Minutes | Suggested Retail Price: \$19.98



Kansas City Confidential

The Dirtiest Double-Cross of Them All!



One of Film Noir's defining movies, *KANSAS CITY CONFIDENTIAL* explodes on Blu-ray — transferred from 35mm archival film elements — now from The Film Detective (distributed by Allied Vaughn). A gem from Film Noir's golden era, *Kansas City Confidential* (1952) is a taut and gritty melodrama, reportedly an inspiration for Quentin Tarantino's *Reservoir Dogs*.

Ex-con Joe Rolfe (John Payne, *Tennessee's Partner*, *Miracle on 34th Street*, *The Razor's Edge*) is on the road to rehabilitation. Framed for a \$1 million robbery, he gets off for lack of evidence ... but with his face plastered in the headlines and still hurting from a brutal beating in police custody, he's already lost all that he's doggedly worked to achieve.

Embittered and with steely determination, he sets out to track down the real criminals and render his own justice. Clues trail over the border to a Mexican fishing resort ... and straight into the path of an inconvenient beauty (Coleen Gray, *The Killing*, *Red River*, *Nightmare Alley*).

The seductress' ties soon pit Rolfe — who has nothing left to lose — against a crooked ex-cop (Preston S. Foster, *My Friend Flicka*, *Annie Oakley*, *Doctor X*) and some of the ugliest, most-menacing thugs in the cinematic underworld, portrayed by Lee Van Cleef, Neville Brand and Jack Elam (all extremely well known to classic film fans as villains, henchmen, gangsters and tough guys).

Has the hunter now become the hunted?

Running Time: Approx. 99 Minutes | Suggested Retail Price: \$14.99

Susie's Hope

Sometimes We all Need to be Rescued ...

The motion picture *SUSIE'S HOPE* — which portrays the real-life story of a pit bull-attack survivor, a brutally abused, pit bull-mix puppy and their journey to heal and forgive together — is now available on DVD from Green Apple Entertainment.

Based on a touching, true story that led to the successful passing of Susie's Law in North Carolina — which seeks stricter punishment for animal abusers — *Susie's Hope* brings to life the inspirational relationship between pit bull-attack survivor Donna Lawrence and a pit bull-mix puppy found beaten, burned and left to die.

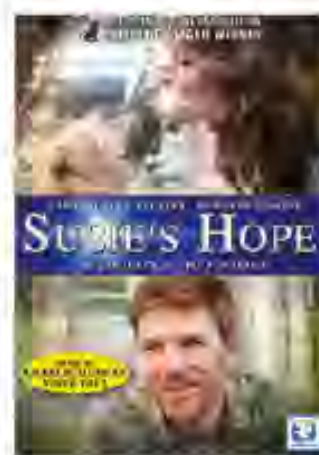
The eight-week-old puppy had licked the face of her owner's newborn baby and, for the offense, was beaten so severely that her jaw was broken and her teeth knocked out. She was then set on fire and left for dead. Ten days later, the puppy was discovered in a Greensboro, N.C., park, barely alive. She was suffering from second- and third-degree burns over 60 percent of her tiny body—leaving the young animal with egregious injuries that would cause permanent damage and scars across her back and with her ears burned beyond recognition.

Realizing neglect and abuse were to blame for the tragic pit bull attack that Donna had endured just 10 months earlier — which nearly claimed her life, caused her to miscarry her baby and left her with the inability to have children — Donna rescues the puppy, naming her Susie.

Despite a veterinarian's recommendation to euthanize the critically injured puppy, Donna raises the funds for Susie's extensive treatment (daily over the course of two months) and — despite objections from family and friends — welcomes Susie into her home. Together, they learn to heal and forgive as they lead a historic effort to seek justice and protection, not only for Susie, but for all animals, in this incredible story of love, loss and redemption.

The *Susie's Hope* soundtrack features recordings by Charlie Daniels ("Susie Q") and Vince Gill ("Wake up Little Susie").

Running Time: Approx. 105 Minutes | Suggested Retail Price: \$9.96





the best produce under the sun



At Sun, we work hard to earn our reputation for excellence

Sun International Produce is the leading exporter of fresh premium produce in the international marketplace. Sun City Produce is the leading distributor of fine produce in the southeastern U.S. With over 100 years of experience, we provide the best quality produce to our customers. Located in South Florida, the gateway to the Caribbean and Latin America, the Sun Companies maintain an enhanced leadership position in the domestic and international marketplaces.

Our commitment to your satisfaction is unrivaled in the industry.

Our commitment to providing "the best produce under the sun" is equaled only by the knowledge and energy of our on-site inspectors, the expertise of our administrative staff, and the experience and skill of our customer service personnel. Your satisfaction is important to us. Your order will receive our full attention and will arrive on time and in excellent condition.

Your satisfaction is always our top priority.



Offering the newest, largest, most state-of-the-art produce facility in the southeastern U.S.!

OUR FACILITIES FEATURE

- 144,000 square feet of refrigerated warehouse space
- Temperature controlled loading area to maintain cold chain
- The capacity to handle over 200 loads of produce at a time
- A great location! We're near all international airports, major ports and expressways
- Back-up generators – we're never without power!



OFFERING YOU QUALITY PRODUCE AND FULL RETAIL ASSISTANCE

*We can help build your business.
Please call now to learn more to or place your order.*

exclusive distributors for



2230 SW 2nd Street • Pompano Beach, Florida 33069 • Tel: 954-972-8383 • Fax: 954-545-6495
www.sunexp.com • www.suncityproduce.com

36 Technology

Reno Grocer Launches Reality App

Introducing Shoppers to Local Produce Farmers

A Reno grocer is combining the growing "know your farmer" trend with mobile technology to create an entirely new way for its customers to meet and interact with local produce growers. Great Basin Community Food Co-op is launching a first-of-its-kind "Meet Your Farmer" app - where by customers will be able to point their phones to signs throughout the grocer aisles, learn about the local grower who produced the food, and watch a quick video from the farmer.

Do you know where your produce comes from? To help customers answer that question, the Great Basin Community Food Co-op in Reno, NV, has launched an innovative app that allows shoppers to virtually connect with the producers of their food. Launching in-store later this month, the Meet Your Farmer app is the first-of-its-kind for a U.S. grocery store - designed to increase awareness and appreciation of local food.

The Meet Your Farmer App features 25 producers local to the Reno area sharing their love of farming with consumers. With facts about their history, farming practices and produce, these growers will connect with individuals to tell



MEET YOUR FARMER - The free app enables shoppers to connect with local farmers simply by pointing their smart phones at Meet Your Farmer signs throughout the store. An introduction video from that farmer will instantly play on their smart phone or tablet. Shoppers will be able to literally meet their farmers and see where their produce was grown.

a story not only about the produce, but also the farmers working behind the scenes to deliver fresh, healthy foods to the store.

Steve Cook, creative director of NEON, a Reno-based marketing agency, is the architect of the idea. "I went on a farm tour and saw how people really enjoyed getting to know their farmers and seeing how their food was produced," he said. "It set me off thinking of ways to use new technology so it could be done easily in-store by potentially thousands of people."

Even as consumers become increasingly conscious about

where their food comes from and how it is produced, he continued, few will ever have the chance to visit a farm or interact with those who bring their food to market. Meet Your Farmer will connect shoppers to their local producers right in the produce aisle.

"We are excited to be the first grocer to incorporate this technology," said Amber Sallaberry, general manager of the Great Basin Community Food Co-op. "It reinforces our emphasis on local food and community, and our core belief in complete transparency about what we sell to our customers."

Lucky Supermarkets and EVgo Opens

Nation's Largest Public Electric Vehicle Fast Charging Site

The 100th EVgo Freedom Station in California is now open to the public and is the nation's largest publicly-available multi-standard fast charging site able to serve any vehicle on the road. Located in the hottest electric vehicle (EV) adoption area of the country, the Lucky Fremont location at 5000 Mowry Ave. features four 50kW DC Fast Chargers able to charge vehicles at the same time! Not only are all the chargers equipped with CHAdeMO and DC Fast Combo, the station is also pre-wired for

as many as four more chargers, which can be added in just days as demand requires.

"This station is the first of a new generation of EV charging in America," said Terry O'Day, EVgo West Region Vice President. "With this installation, EVgo is crossing a threshold. We are already the largest provider of public DC fast charging. This station is the first of its kind to serve not only this generation, but the next generation of EV's with more power and range."

"Lucky is thrilled to offer the

convenience of electric car charging stations right at our store. These chargers are so fast, the car should be completely charged by the time a shopper stocking up on groceries for the week is finished," explained Mike Haaf, General Manager of Lucky, a subsidiary of Save Mart Supermarkets.

With the amount of demand for fast charging shown in Fremont and the location of Lucky, just off Interstate 880, EVgo and Lucky believe this will quickly become the busiest public DC Fast charg-



Terralux Debuts Linear Stairwell & Garage Fixture Series

Terralux's SL Fixture Line is a significant upgrade for tired and flickering stairwell and garage lights.

Energy use can be reduced by as much as 80%, as stairwells and garages are illuminated 24 hours a day, 7 days a week, and are not frequently occupied spaces in commercial buildings.

"We developed the SL series from the ground-up, with the commercial building owner and electrical contractor in mind," said Cedric Van den Haute, Director of Product Development for Terralux. "They are available with a wide variety of options, they install incredibly quickly using existing conduit, pendant and junction box locations, and they are built to last."

Available in one, two and four foot lengths, the SL12, SL24 and SL48, all have options for an integrated occupancy sensor and battery backup. Lumen outputs range from 1500 lumens to 4000 lumens, and efficacy is > 100 lumens / watt. The SL Fixture Line is ADA compliant. The SL Fixture Line is backed by Terralux's industry leading 7-year warranty.



QUICK CHARGE - Located in the hottest electric vehicle (EV) adoption area of the country, the Lucky Fremont location at 5000 Mowry Ave. features four 50kW DC Fast Chargers able to charge vehicles at the same time.

ing location in the nation. This Freedom Station is equipped to charge any EV on the road today. DC Fast Charging allows most EVs to get a nearly full charge in less than 30 minutes. With the ability to plug in 9 vehicles, this location offers both the CHAdeMO and DC Fast Combo charging standards, in addition to Level 2 charging.

"With such rapid growth in EV adoption, it is important that EVgo's stations be able to grow guest as fast, O'Day said. "That

is why this station is designed and built not just to double in size in a matter of days if needed, but to also add power capacity easily up 150kW when that technology is available."

EVgo has now completed 103 charging locations in California and has another 28 in the construction and permitting process. Nationwide, EVgo Operates 500 Freedom Stations with more DC Fast Chargers than all other public providers combined.

New Vision Full Commercial Cleaning
Serving South Florida

Licensed & Insured
Uniformed Employees And Competitive Pricing
24 Hrs - Monday thru Saturday - Se Habla Español

<p>Services:</p> <ul style="list-style-type: none"> • Commercial Housekeeping • Event Cleaning Services • Stone & Marble Care • Carpet Extraction Services • Floor Waxing And Polishing • Tile And Grout Cleaning • Restroom Sanitation & Deodorization • Exterior Pressure Washing & Sealing • Parking Lot Maintenance • Pre-Moving Cleaning • Post-Construction Cleaning • Foreclosure Cleanup 	<p>Facilities:</p> <ul style="list-style-type: none"> • Education Institutions • Churches And Synagogues • Medical Institutions • Stadiums & Arenas • Office Buildings • Industrial Sites • Condominiums & Hotels • Recreation Centers • Fitness Centers
---	--

Contact Information:
Phone: 786.333.9780
Email: newvisioncleaners@gmail.com
Web: www.newvisioncleaningservices.com



Retail Is Detail

As retail goes through a fundamental shift into the digital world LOC Software and the high standards of customer service provided by Técnica will become a powerful retail solutions package hard to compare



Hardware



Software



Merchant Services



Service & Support



Retail Equipment & Accessories



POS Consumables



A Leader in Point of Sale Solutions...

305.477.5617 • 800.423.4046
 7959 NW 21st Street Doral, FL 33122
 info@tecnicasystems.com • www.tecnicasystems.com



38 Hospitality

Cunard Announces the Launch of the Verandah on Queen Mary 2



■ THE VERANDAH RESTAURANT onboard the Cunard flagship, Queen Mary 2 is getting a new look after her significant refit, exactly 80 years after the first Cunard Verandah Grill went to sea on Queen Mary in 1936. The restaurant is expected to reopen in June.

Contemporary, premium French cuisine to be offered in flagship's new signature restaurant

Cunard has announced the launch of the Verandah restaurant onboard its flagship, Queen Mary 2, to open in June 2016 after her significant refit, exactly 80 years after the first Cunard Verandah Grill went to sea on Queen Mary in 1936.

The Verandah, a favourite among guests onboard Queen Elizabeth and Queen Victoria, will replace the Todd English restaurant onboard Queen Mary 2 and will evoke the special personality and flavour of French regional cooking with seasonal influences.

Set within light and elegant dining rooms, impeccable service with attention to every detail



will make this an unforgettable dining experience, available at a surcharge for lunch and dinner. A bar will be available for pre- and post-meal drinks.

"We are proud to continue the legacy of our earlier ships while

adapting for today's discerning luxury traveler," says Richard Meadows, president, Cunard, North America. "Today's Verandah concept will be a must-experience culinary event on every voyage."

The original Verandah Grills were exclusively reserved for First Class guests and were considered the most exclusive dining rooms at sea, on par with esteemed private clubs in London, New York and Paris. The restaurants offered a

truly exclusive experience, as well as extra privacy for the rich and famous, including frequent Hollywood stars and royal visitors such as: Winston Churchill, Fred Astaire, Charlie Chaplin, Marlene Dietrich, Greta Garbo and Elizabeth Taylor.

Small Plates Will Continue to Rise in Popularity



■ The left side of the menu (LSM)--particularly starters, small plates and sides--as "extras," the LSM is uniquely positioned to serve consumers' shifting dining needs. Small plates offer incomparable opportunities for personalization, socialization and flavor experimentation.

Replacing Traditional Mealparts

Though some food-service consumers still view the left side of the menu (LSM)--particularly starters, small plates and sides--as "extras," the LSM is uniquely positioned to serve consumers' shifting dining needs. According to Technomic's Starters, Small Plates & Sides Consumer Trend Report, the LSM offers incomparable opportunities for personalization, socialization and flavor experimentation, providing fun, unique and memorable experiences both during and between traditional mealtimes.

"As diners become increasingly adventurous, the LSM is a place for operators to stand out by featuring unique, signature

and bold flavors that cater to demands for customization," explains Kelly Weikel, Technomic director of consumer insights. "Allowing consumers to express themselves through low-risk experimentation creates a 'connection' with a restaurant. Modular pick-and-choose menus are an area of opportunity: both consumption and menu presence of small plates, for example, has increased since 2013, and interest in these versatile offerings shows no signs of waning."

Compiling findings from more than 1,500 U.S. consumers, as well as Technomic's MenuMonitor, Digital Resource Library and Top 500 Chain Restaurant Report, the Starters, Small Plates & Sides Consumer Trend Report also reveals:

- 53 percent of consumers order sides, 39 percent order appetizers and 30 percent order small plates on all or most of their restaurant

visits;

- Nearly half of consumers (47 percent) say that happy hour deals would encourage them to order appetizers more frequently;

- The fastest growing sides include non-breaded vegetables, deli salads, fruit and beans at limited-service restaurants and pasta/noodles, other potato (au gratin, hash browns, home fries, tater tots, etc.), fruit and rice at full-service restaurants.

The Technomic Starters, Small Plates & Sides Consumer Trend Report is one of 12 topics in our 2015 Consumer Trend Report series, offering the most current analysis, insight and opportunities to help grow your business. Our best-in-class intelligence combines 50 years of foodservice expertise with critical findings from over 7,000 menus per year and nearly 30,000 annual consumer interviews.

World's Largest Cruise Ship Made of Canned Food

Carnival Cruise Line capped off a Holiday Food & Fund drive in New Orleans benefiting the Second Harvest Food Bank by constructing the world's largest cruise ship made of canned food which was displayed on Monday night, December 22 at the New Orleans Saints game.

Carnival is the "Official Cruise Line of the New Orleans Saints" and the 30-foot-long cruise ship built from more than 17,000 cans of food was the culmination of a Holiday Food & Fund drive involving New Orleans-area schools that was sponsored by Carnival and the NFL franchise.

The can structure was built in consultation with the New Orleans chapter of the American Institute of Architects (AIA) and required more than 100 volunteers who expertly positioned the cans — one at a time — to create a reproduction of a Carnival cruise ship featuring such design elements as the line's signature winged funnel, running lights and more.

Both Carnival and the New Orleans Saints provided incentives to students in New Orleans-area



schools to participate in the food drive by awarding classroom prizes including free pizza parties, Saints lithograph footballs and free cruises to schools who collected the most cans of food. The winning schools were announced during half-time at the game. The joint initiative will provide more than 75,000 meals for those in need in the greater New Orleans area this holiday season.

"Carnival has been a part of New Orleans for more than two decades and we greatly value the opportunity to give back to our homeport communities," said Christine Duffy, President of Carnival Cruise Line. "This Holiday Food & Fund drive in

partnership with the New Orleans Saints and Second Harvest was a fun and rewarding way to provide tens of thousands of meals to those in need this holiday season," said Christine Duffy, Carnival's President.

"We are so proud to have worked with Carnival Cruise Line

and Second Harvest on the successful build of the largest cruise ship made out of cans, but even more excited about the amount of food donations made through the build and the food drives at local schools that will help fight hunger throughout this holiday season," said Jean-Paul Dardenne, New Or-

leans Saints' senior vice president of corporate partnerships. "Carnival Cruise Line demonstrated their leadership and dedication throughout this project and we are proud to continue to work together to make a difference in the New Orleans community."

Added Natalie Jayroe, President and CEO of Second Harvest Food Bank, "We are so thankful for wonderful opportunity with Carnival, the New Orleans Saints and AIA to team up with us to lead the fight against hunger in Southern Louisiana by providing incentives for schools to participate in our Holiday Food & Fund Drive. Our work together ensures that meals make it to the dinner tables of thousands of families struggling with hunger."

Albertsons Culinary Kitchens & Technical Center Gets \$4.8 Million Upgrade

Continued from [PAGE 2](#)

Sampson, Chief Marketing and Merchandising Officer. "As grocers, we love challenging our culinary team to come up with new Own Brands products that keep pace with the changing tastes and preferences of customers in every neighborhood we serve. Our Culinary Kitchens & Technical Center helps make that happen across all of our stores."

The Culinary Kitchens & Technical Center is a state-of-the-art facility that enables the com-

pany's stores like Albertsons, Safeway, Jewel-Osco, Vons and Carrs to provide customers with products developed to their tastes. The facility has sophisticated capabilities in culinary development and food technology, with a special focus on fresh selections in our Service Deli, Meat, Seafood, Produce, and Bakery departments. In addition to its staff of 70 culinary specialists, the facility also contains equipment to replicate manufacturing plant, store and home kitchen environments.

Chris Baldwin to Head BJ's Wholesale Club

Continued from [PAGE 1](#)

vision and leadership to take BJ's to the next level. Together we have laid out a strategy for the Company that will serve us for many years to come, and I believe now is the right time for Chris to assume his place as leader of BJ's," Ms. Sen concluded.

Baldwin joined BJ's in September as President and Chief Operating Officer. He brought more than 30 years of experience as an executive in the retail and consumer products industries. Before joining BJ's, he was CEO of Hess Retail Corporation, prior to its successful sale to Marathon Petroleum Corporation. Before joining Hess, Baldwin served in a variety of executive level roles at Kraft Foods (Nabisco), The Hershey Company, and Procter and Gamble.

"I am humbled and excited by

this opportunity to lead BJ's," said Baldwin. "This is both a challenging time for retail and one full of opportunity. Our guide over the next several years will be a vision that is steadfastly focused on offering a distinctive shopping experience and deep value proposition to BJ's millions of loyal members. With the support of BJ's team members, I look forward to leading our company to even higher levels of achievement," Baldwin concluded.

Cameron Breitner, Partner of CVC Capital Partners, said, "We are extremely grateful for Laura's leadership over the past several years and her many contributions to BJ's success. Chris is an inspired leader and his broad experiences qualify him to step in to this role. He is well-respected within BJ's and across the industry, and his personal style fits well with the company's core values."

Pete Van Helden Named Stater Bros. CEO

Continued from [PAGE 1](#)

Montana. In 1978, he relocated to Bozeman, Montana where he joined Albertsons as a clerk. During his 38-years in the Supermarket industry, Pete has held a variety of leadership positions, including leading Albertsons' Florida operations.

Pete holds a Bachelor of Science Degree in Business Administration from University of Phoenix. He also serves as Vice President of Stater Bros. Charities.

"Pete is well-respected and will do an outstanding job as President and Chief Executive Officer," Brown states.

Stater Bros. was founded in 1936 in Yucaipa, California, and has grown through the years to become the largest privately-owned supermarket chain in Southern California and the largest private employer in both San Bernardino County and Riverside County. The company currently operates 168 supermarkets.

Staten Island's First Artisanal Food Hall Announced

Continued from [PAGE 2](#)

to eat and gather. With over 12,000 sq. ft. and another 3,000 sq. ft. of outdoor dining MRKTPL will be curated through a lifestyle process, dedicated to fitting in with the local community, giving out-of-towners an authentic New York feel.

"As we continue to program Empire Outlets as not only a tourist destination from visitors arriving from around the world, we are thrilled to be able to bring such lifestyle expertise from Manny Del Castillo and Jamie Hinojos the Creative Director and Director of Operations from the Gansevoort Market team to our center with the addition of MRKTPL," said Joseph Ferrara, a partner with Don Capocchia and Brandon Baron at BFC Partners, Empire Outlet's developer."

Michael Brais and Louis Puopolo with Douglas Elliman Commercial have been selected by BFC to serve as the exclusive leasing agents for the food and beverage

component at Empire Outlets.

"Bringing MRKTPL to Staten Island is a game-changer for the borough," said Brais. "We want to create a compelling range of experience with each concept we bring to this project a destination in its own right. Empire Outlets is creating the opportunity for residents and visitors coming to Staten Island to step right into an authentic New York shopping and dining experience on the waterfront with one of the greatest urban views in the World. We're proud to represent the venture on this distinctive assignment, and look forward to more exciting announcements in the months to come."

In total, Empire Outlets will include 340,000 sq. ft. of prime retail space with approximately 100 designer outlet retailers; a 190-room hotel; 40,000 sq. ft. of food & beverage space; and a 1,250-space structured parking garage. The project — which is currently more than 50% leased — will be adjacent to the New York Wheel, which will be one of the

tallest observation wheels in the Western hemisphere.

BFC Partners' Empire Outlets will be an approximately 340,000 square foot retail complex, comprised of 100 designer outlet retailers and a variety of restaurants and cafes. Plans also include a 190-room hotel that will provide extraordinary views of the Manhattan skyline. BFC Partners will also build a 1,250-space structured parking garage below the retail and hotel components to accommodate commuters and tourists alike. Designed by SHoP Architects, Empire Outlets will feature expansive open corridors to the water, contemporary materials reflective of the industrial waterfront, and a sweeping sustainable green roof visible from the harbor. Celebratory vertical circulation elements such as grand staircases, elevators, and streamlined escalators will guide shoppers as they move from the waterfront up to Richmond Terrace, creating a dynamic and easily navigated pedestrian experience.

Southern Wine & Spirits of America and Glazer's To Combine

Continued from [PAGE 2](#)

on a global basis, and will assist with the strategic direction of the company as well as select key supplier relationships.

Harvey R. Chaplin, Chairman of Southern, said, "We are delighted to combine with Glazer's. Together, these two family-owned, industry leading organizations—each with a great history, strong values and entrepreneurial spirit, unmatched talent, and a track record of successful performance—will solidify our standing for years to come as the most capable and effective distributor in the industry."

Bennett Glazer, Chairman of Glazer's, commented, "We are embracing a uniquely compelling opportunity to unite our proud family traditions and create an undisputed industry leader for years to come. Our mutual dedication to integrity and transparency, our commitment to our communities, the talent and professionalism of our people, and our drive to add value to our partners' businesses will continue to differentiate us clearly from the competition."

Wayne E. Chaplin, President and Chief Executive Officer of Southern, added, "The combination of two of the wine and spirits industry's leading distributors will create unmatched value for our business partners and position us for broader supplier align-

ments, which will translate into even greater opportunities for our team members. Southern and Glazer's have highly complementary cultures marked by an uncompromising commitment to superior service, driven by the most talented and experienced teams in the industry. Our new company will have the exceptional opportunity to build a combined organization that capitalizes on the extraordinary legacies and best practices of both companies. Quite simply, we will have the best team and the most extensive reach in the business."

Shelly Stein, President and Chief Executive Officer of Glazer's, concluded, "This is a historic day for our companies and for our industry. With our complementary footprints, Southern Glazer's will be the first truly cross-continental wholesaler. Our combined solution will offer suppliers a more efficient and effective route to market that will help their brands reach their fullest potential. By drawing from the best talent pool in the industry, strong customer relationships, and robust business intelligence products and services across both companies, we intend to build on our combined footprint, and enhance our current strategic relationships while forming new ones. We are excited to establish Southern Glazer's as the distributor of choice for valued customers and

suppliers across North America."

Additional leadership roles at Southern Glazer's, reporting to the CEO, will include: Brad Vassar as Executive Vice President and Chief Operating Officer; Mel Dick as Senior Vice President and President, Wine Division; Steven Becker as Executive Vice President, Treasurer & Compliance; Thomas Greenlee as Executive Vice President, Finance; Lee Hager as Executive Vice President, Secretary and Administration; and Alan Greenspan as Executive Vice President and General Counsel. Furthermore, Glazer's Executive Vice President, Chief Operating Officer Rob Swartz will lead the Integration Management Office (IMO), partnering with Southern's Executive Vice President, Commercial Strategy Kevin Fennessey.

The majority of Glazer's malt beverage distribution business is not included in the transaction. The business within Glazer's existing MillerCoors footprint will operate as a separate company, Glazer's Beer & Beverage, under the continued ownership of the Glazer family. The remainder of Glazer's malt beverage business and Southern's malt beverage business will become part of Southern Glazer's.

The transaction is expected to be completed in the second quarter of 2016.



Dale vacaciones a tu hamburguesa de siempre

Prueba esta deliciosa versión de la clásica hamburguesa enriquecida con el sabor ahumado de los Chiles Chipotles Adobados GOYA.

Hamburguesa Chipotle

Rinde 6 porciones Tiempo de preparación: 15 min. Tiempo total: 30 min.

Ingredientes

1/4 de taza de Mayonesa GOYA®
 1 lata (12 oz.) de Chiles Chipotles Adobados GOYA®
 (1 chile chipotle finamente picado) más 1/4 de
 taza de la salsa
 3 cdas. de Ajo Picado GOYA®, dividido
 1 cda. de cilantro fresco finamente picado
 Adobo GOYA®, al gusto
 2 libras de carne de res molida (80% magra)
 1 cda. de Aceite Vegetal GOYA®
 6 rebanadas de queso cheddar
 6 panes para hamburguesa
 6 rebanadas de cebolla roja de 1/4"
 6 rodajas de tomate de 1/2"
 6 hojas de lechuga

Instrucciones

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



©2015 Goya Foods, Inc.

Descubre más recetas en goya.com

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