

TODAY'S GROCER

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PepsiCo Names Indra Nooyi as Chairman

PepsiCo's board of directors announced on February 5 that it has elected Indra K. Nooyi, Chairman of the Board, effective when Executive Chairman Steven S. Reinemund retires on May 2, as he announced last August. Mrs. Nooyi is currently Chief Executive Officer of the more than \$32 billion global convenient food and beverage company, a role she assumed on October 1, 2006. She becomes the fifth Chairman and Chief Executive Officer in PepsiCo's 42-year history, following Reinemund (2001-2006), Roger A. Enrico (1996-2001), Wayne



INDRA NOOYI



STEVE REINEMUND

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Food Lion Launches New Stores Across Upstate S.C.

With three back-to-back groundbreaking ceremonies and a grand opening celebration, Food Lion LLC launched a total of four new stores in South Carolina late last month. Construction will begin soon on new Food Lion stores in Anderson, Union and Woodruff. Bloom, the company's newest supermarket concept, also opened a third store on 3093 S. Highway 14 in Greer.

"We are firmly committed to our South Carolina customers and are excited to be making a big entrance in the Upstate region," Ruth Kinzey, Food Lion LLC director of corporate communications, told TODAY'S GROCER.

The newest Bloom store, located in the Pelham Road area of Greenville County, officially opened January 24 and promises consumers a specialty

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JIM RINES CHAIRMAN OF THE BOARD

**Both Retailer and Wholesaler-
He Leads the
Way for Florida
Independents**

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"Rebel"
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4.8% Growth Forecast for 2007 Retail Sales

Soft Landing Should Poise Economy for Accelerated Growth

The National Retail Federation (NRF) has released its 2007 forecast today, predicting that retail industry sales (which exclude automobiles, gas stations, and restaur-

rants) will increase 4.8 percent from last year. According to its quarterly Retail Sales Outlook report, released last month at NRF's 96th Annual Convention & EX-PO, NRF expects subdued first half economic growth to give way to accelerated sales in the second half.

Retail sales increased 6.3 percent in 2006. The stronger-than-expected sales surge

was fueled by robust consumer spending in the first half of the year. As expected, the sales picture weakened in the second half as consumer spending power was challenged by the housing slowdown, high energy costs and lackluster employment growth.

"This year, slow economic growth will be reflected in moderate consumer spending and retail sales gains," said NRF Chief Economist Rosalind Wells. "The quarterly industry sales pattern will be the opposite of last year with modest gains early in the year and better increases in the second half."

As a result of the slowdown in housing, sales increases at building material and garden equipment stores experienced a sharp deceleration last year. Strong gains

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■ GMA President and CEO

Manly Molpus Receives FMI Wm. H. Albers Award

Long-time President and CEO of the Grocery Manufacturers Association (GMA) C. Manly Molpus received the Food Marketing Institute (FMI) 2007 William H. Albers Industry Relations Award on January 22 honoring his statesmanship and commitment to forging alliances that benefit the entire food industry and consumers. FMI President and CEO Tim Hammonds presented the award at the association's Midwinter Executive Conference in Grand Lakes, FL.

Molpus was an extraordinary leader for the industry during a period of tremendous change, according to Hammonds. He served as GMA's chief executive from 1990-2006, a time marked by consolidation, increasingly diverse consumers and intense competition, particularly among retailers.

These forces of change could have sharply divid-



■ Presentation of the William H. Albers Award for Industry Relations to retiring GMA President and CEO Manly Molpus (center) by Tim Hammonds, president and CEO of FMI (right) and FMI Board Chair Jeff Noddle (left) of SUPERVALU.

ed the industry, Hammonds said, but Molpus helped unify suppliers, retailers and wholesalers through numerous initiatives. In fact, he brought to GMA a strong retail background, having worked at The Kroger Co. as vice president of corporate affairs and served as one of the initial chairs of FMI's Government Relations Committee in the late 1970s.

During Molpus's tenure at GMA, the two associations led industrywide efforts to cut costs, streamline operations and standardize technologies across the supply chain. These included the Efficient Consumer Response (ECR) program from 1992-1999 and the ongoing Global Technology Initiative.

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SUPERVALU Launches in-Store Program for Customers

Invests \$1 Billion in for Remodeling and New Stores in Fiscal 2007

SUPERVALU has unveiled "Premium Fresh & Healthy," a customized remodeling and new store program designed to enhance its customers' shopping experience. Premium Fresh & Healthy highlights the best of the combined efforts of SUPERVALU's Merchandising, Marketing and Store Development teams and applies it to SUPERVALU's \$1 billion remodeling and new store campaign.

Premium Fresh & Healthy harnesses local market insight and corporate centers of excellence in Merchandising and Marketing to deliver the right store, the right offer and the right product mix to fit the neighborhood demographics of each store.

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TODAY'S GROCER

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COMING EVENTS:

ESPAÑOL:
AG of Florida anuncia promociones.

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4 On the Promotional front

Florida Woman Expands Tea Business

Opens Office in China



BETH JOHNSON

Teas Etc., Inc., Lake Worth, FL has announced the opening of a Shanghai, China, office and the hiring of Ms. Amy Zhang, Quality Assurance Manager. In a move to expand the company's wholesale presence,

they have begun production of original design tea ware in the glass, ceramic, cast iron and Yixing clay categories.

Ms Zhang will oversee the production of the new line of tea ware as well as expanding the Company's existing network of tea growers and factories, many of which specialize in the production of small harvest, organic and flowering loose leaf teas.

"Having Amy in Shanghai gives us a clear cultural advantage. It allows us first pick on new harvests and a 'hands on' presence. All this brews up to better pricing, higher quality and priority service for our customers and an edge on the competition," said Beth Johnston, owner of the company.

Teas Etc., Inc., started in 1998, was motivated by a cup loose leaf Mango Ceylon tea and now imports teas from around the world distributing to wholesale and retail customers. The company can be found online at <http://www.TeasEtc.com>

Save Money At The Pump By Filling Cupboards With Groceries

Winn-Dixie Offers Additional Bonus for Using Customer Reward Card - Free \$25 Gas Cards

The holidays are a wonderful season of giving, and this year was no different. Americans spent an average of \$850 on holiday gifts. In fact, according to ShopperTrak,¹ retail sales were up more than five percent over last year's holiday season. So it's not surprising that paying off debt and saving money in the New Year is among the top three of the most common resolutions (www.mygoals.com).² Now, Winn-Dixie is offering customers one way to keep that resolution — by giving them a little relief at the gas pump.

Winn-Dixie customers using their Customer Reward Cards will accumulate points equal to the dollar amount of shopping they do, now through Feb. 21. Once they accumulate 450 points, customers can receive a \$25 gift card for fuel purchases at any BP gas station.

"With the high price of gas, families and shoppers are seeking ways to save," said Terry Derreberry, director of neighborhood marketing for Winn-Dixie. "Each week, we offer our customers special savings by using their Customer Reward

Cards. This free gas program goes one step further in rewarding our customers for their loyalty. We want to help them stretch their budgets and make shopping at Winn-Dixie even better with something everybody will appreciate — free gas for their car or truck."

Customers will be able to redeem their accumulated points during a two-week period between Feb. 21 and March 6.

The Winn-Dixie Customer Reward Card is free to customers and offers special savings and discounts on select products each week. Customer discounts are automatically deducted at the register when the Reward Card is scanned by the cashier, and card holders also automatically participate in special promotions like the free gas program.

Customers can sign up for a Reward Card by filling out a quick and confidential application at their local store and immediately begin saving.

Winn-Dixie

1: ShopperTrak is the world's foremost provider of shopper traffic counting information, technology and decision support software for businesses in the retail, gaming, hospitality and entertainment industries.

2: mygoals.com is a Web site for setting and managing personal and professional goals. Resolution prediction based on an anonymous, random sample of goals people have set at the site.

Food Manufacturers & Retailers Launch National Campaign

Campaign Helps Consumers Incorporate Dietary Guidelines into their Daily Diets

The Grocery Manufacturers Association/Food Products Association (GMA/FPA), the Food Marketing Institute (FMI) and MatchPoint Marketing have unveiled Take a Peak, an innovative initiative by the food and beverage industry to promote the U.S. Department of Agriculture's MyPyramid, the government's food guidance system, in grocery store aisles, where consumers ultimately make their food choices.

Through clear and simple in-store messaging, Take a Peak will provide easy-to-follow advice that shows consumers how small, progressive changes in their purchasing habits and diets can improve their health.

"I am very pleased to see the food industry taking up the challenge to help consumers make healthier choices," said Mike Johanns, Secretary of U.S. Department of Agriculture. "We've had a tremendous response to MyPyramid and I'm confident that as awareness increases, so will the health of Americans."

"GMA/FPA and its member companies are committed to providing consumers with the tools they need to make healthful and informed food choices," said Cal Dooley, president and CEO of GMA/FPA. "This one-of-a-kind program, which combines the government's nutrition expertise and our industry's marketing prowess, is an important collaboration that will benefit individual consumers, as well as our nation's public health."

"All our research shows that consumers are eager for healthy food choices and dietary information that will help them control the ingredients in their meals and support healthy eating at home," said Tim Hammonds, president and CEO of FMI. "Take a Peak is an excellent example of a valuable collaboration that can reach millions of consumers and change behavior."

Take a Peak, initially launched in 17 states and 2,000 retail locations, will reach millions of consumers through point-of-purchase messages and materials, including aisle banners, informational kiosks, floor graphics, educational coupon booklets and other displays in grocery stores nationwide. The number of retail locations is expected to grow throughout 2007.

Take a Peak provides consumers with ways to steadily transition to healthier diets in a way that fits their lifestyles. The products featured in Take a Peak provide consumers with realistic and practical solutions to their food and beverage needs consistent with meeting the aims of MyPyramid. The featured foods will show how small changes in product choices can help consumers enjoy the foods that provide the most nourishment for themselves and their families. Only food and beverage products that meet specific nutritional criteria and provide a meaningful contribution toward helping consumers meet the goals of MyPyramid are eligible for the Take a Peak program.

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6 Beverage

**TODAY'S
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New Coffee Helps Rare Songbird

Shade Grown Coffee to Protect Cerulean Warblers Launched

American Bird Conservancy (ABC) has announced that Cerulean Warbler Conservation Coffee is now available for sale to the public. Cerulean Warbler Conservation Coffee is shade grown coffee from plantations in Central Colombia that the Cerulean Warbler - a declining songbird that nests in North America - depends on during the winter. Proceeds from the coffee sales will be used to maintain the shade plantations and an adjacent Cerulean Warbler forest reserve.

"By purchasing this premium coffee, you are helping traditional coffee cooperatives maintain shade plantations, and preserving habitat for the Cerulean Warbler and other migratory songbirds," said George Fenwick, President of American Bird Conservancy.

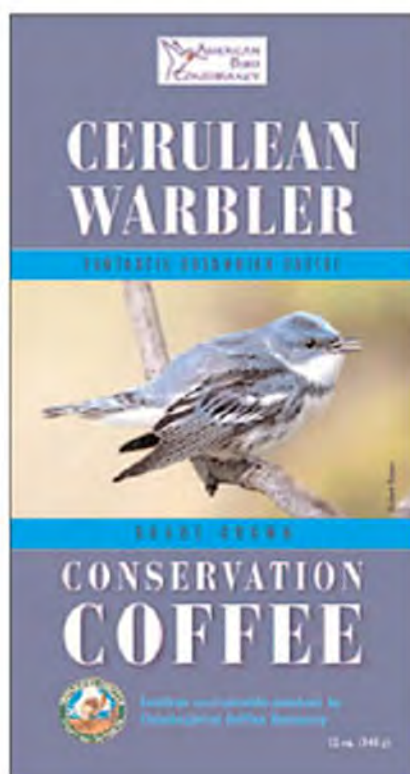
Shade grown coffee plantations are at risk of being converted to sun coffee and other cash crops, resulting in a loss of forest cover and bird habitat. The loss of these plantations is cited as a reason for the bird's decline.

"This is the best Colombian coffee I have tasted, and I have been roasting coffee since 1969," said Paul Katzeff, roastmaster for Thanksgiving Coffee. "The flavor is deeply blessed with heavy body, silky smooth

notes of cashew and apricot, and has a long fruity finish. If you like coffee ice cream, you will love this classic Colombian Coffee."

ABC has teamed up with its Colombian partner, Fundacion ProAves, local growers' cooperative COOPERAN, American Birding Association, and the Thanksgiving Coffee Company to bring this high-quality, shade grown and organic coffee to market.

"The Cerulean Warbler is North America's fastest declining neotropical migratory songbird - loss and fragmentation of its wintering habitat is a major reason why its population is down 80% since 1966," said Fenwick. "ABC is working to reverse this trend by bringing shade grown coffee benefiting birds and local communities to market and by raising funds to conserve the warbler across its range."



O Beverages Launches O Infused Waters

In Custom PowerFlex™ PET Bottle

O Beverages, Cambridge, MA, has launched its new infused water line in a custom, PowerFlex™ polyethylene terephthalate (PET) bottle from Amcor PET Packaging.

The bottle is the first 17-ounce PowerFlex size (previous launches were 16.9) and also is the first to feature etching on the shoulder and base. (The bottle has a 38mm finish.) The larger capacity further pushes the envelope on panel-less, hot-fill bottle technology.

Luckily, the development of O Infused Waters coincided with the commercialization of Amcor's PowerFlex™ bottle. The company that brought the two together was bottle distributor, Zuckerman-Honickman, King of Prussia, PA.

Amcor's PowerFlex bottle features a revolutionary patented panel-less design which takes hot-fill (185° degrees Fahrenheit) bottle options to a new level. Amcor's structural design not only eliminates the panels, but unlike recently launched competitive containers, PowerFlex has a large, completely smooth label panel - free of any kind of ribbing.

The end result is a bottle that is already receiving rave reviews.

O Beverages was founded in September 2004 by Tom First and Ed Slade. First is one of the two "Juice Guys" who co-founded Nantucket Nectars in 1989. Slade was formerly the president and chief operating officer of FIJI water.



O Infused Water is available in seven different flavors—Hydrate in black raspberry and orange; Vitalize in blueberry and peach mango; Replenish in lemon-lime; Sooth in lemon, and Energize in strawberry.

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We had to place our previously announced South African Adventure in dry-dock for awhile due to the exchange rate of the South African Rand and the American Dollar which made the trip cost prohibitive. We'll keep you posted on its future status, as more information becomes available. In the meantime, we are launching an exciting 7-night Western Caribbean Cruise aboard Princess Cruises' beautiful "Caribbean Princess." Deluxe accommodations feature ocean view balcony staterooms, Category BB. Each stateroom features a private balcony, sitting area, 2 twin beds that convert to a queen, refrigerator, private bathroom, vanity area, television, radio and phone.

We will embark from Port Everglades for an adventure with stops at Princess Cays, Bahamas; Ocho Rios, Jamaica; Grand Cayman, Cayman Islands, and Cozumel, Mexico.

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This retailer incentive program allows you to earn ALL or PART of your journey with us to the beautiful Western Caribbean.

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Johnsonville Sausages Big Taste Grill



■ JOHNSONVILLE SETUP - The Big Taste Grill setting up on the Quirch Foods' parking lot.

Quirch Foods Hosts Smokin' Hot Event in Miami

Johnsonville Sausages' Big Taste Grill paid a visit to the Quirch Foods' Miami office on its way to the Super Bowl recently. The Big Taste Grill, a custom tractor-trailer which Johnsonville touts as the world's largest grill, took some time to cook up bratwursts and sausages for lunch for over 150 Quirch Foods employees on January 24. Buns for the event were provided by Flowers Foods. Johnsonville's stadium-style bratwursts were a big hit with the crowd, as were their original and Italian sausages.

All Quirch Foods employees were treated to lunch and over 450 bratwursts were served up by the crew of the Big Taste Grill, which is capable of serving over 750 brats per hour. Quirch Foods invited their local customers to the event, and several took them up on the offer to stop by and have lunch with the crew.

For more information on Johnsonville products in the Florida market, contact Quirch Foods at 800-458-5252. For more information on Johnsonville's Big Taste Grill, contact Johnsonville Sausages at 800-382-6187.



■ Ignacio Quirch, Quirch Foods, pictured with Eddy Arrazola, Presidente Supermarkets; Ramon Valle, Quirch Foods.



■ Jorge Prado, Quirch Foods; Evello Paez, Quirch Foods; Ricky Martinez, Ricky's Meats, and Aramis Perez, Quirch Foods.



■ Damian Rodriguez, National Supermarkets with Maritza Guillen and Ernesto Lopez, Quirch Foods.

Video & Music

TODAY'S
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Image Entertainment Bows

Indie Filmmaker Andrew Bujalski's Mutual Appreciation On DVD



Image Entertainment, Inc. has announced the DVD release of *Mutual Appreciation* by independent filmmaker Andrew Bujalski (Funny Ha Ha). The title is being released through the company's Home Vision Entertainment imprint.

Mutual Appreciation follows Alan (Justin Rice, a real life musician in the band Bishop Allen), whose quest for success in music and love is hampered only by himself. Centering on Alan's half-hearted romancing of radio DJ Sara (Seung-Min Lee) and promoting his fledgling band, the film is less a love story than an insightful and hilarious portrayal of the art of awkwardness. A critical favorite, *Mutual Appreciation* is a cleverly written, utterly timeless snapshot of post-college angst.

In addition to the 109-minute R-rated feature film, *Mutual Appreciation* DVD includes several unique special features: "Interjections and Observations from Parents of a Cast and Crew"; the first DVD commentary ever to be recorded entirely by the parents of a film's cast and crew; "People's House", a short film written and directed by Andrew specifically for this DVD release; and "Film Festival Dispatch in the Form of a Children's Book", a story about Andrew's preoccupation with Dutch dessert cookies written and illustrated by Andrew's friends. The DVD also includes two theatrical trailers and poster art, and carries a suggested retail price of \$26.99.

Andrew Bujalski's debut feature *Funny Ha Ha* made numerous Top 10 critics lists and earned him the "Someone to Watch" Award at the 2004 Independent Spirit Awards. The twenty-something director, dubbed "a (John) Cassavetes for the MySpace generation" by *Time* Out NY, enjoys developing characters and stories inspired and acted out by his friends, and making micro-budget films utilizing minimal resources.

Included in over twenty "Top 10 Films of 2005" critics lists, *The New York Times* declared of *Mutual Appreciation*, "This wonderful independent film...may make your heart swell."

'Travel With Kids'

Traveling With Children Made Easier!

New DVD Series Explores Hawaii's Big Island, Kauai and Mexico's The Yucatan

Traveling with children can be challenging, but the award-winning, visually stunning, "Travel With Kids" DVD series maps out the best of each fascinating destination and shows

how families can make their trips entertaining and educational while introducing young adventurers to local customs, food, and breath-taking scenery.

Filled with fun facts, traveling tips, and a thorough exploration of each destination, the live-action "Travel With Kids" series releases three new titles on DVD February 27: "Travel With Kids Hawaii: The Big Island," "Travel With Kids Hawaii: The Island of Kauai" and "Travel With Kids Mexico: The Yucatan," each available for a suggested retail price of \$14.95.

Young globe-trotters won't realize how much education they will absorb from the "Travel With Kids." Narrated by the Roberts family, they take viewers along on a real family vacation exploring each country's stunning landscape, accompanied by festive, upbeat music in the flavor of the local culture. Through colorful, simple narration, the series introduces the geographical, geological and governmental histories of the featured region and provides dozens of facts and tips—including statistics, ticket/admission prices, Web sites, etc.—that pop right up on screen in amusing, easy-to-read graphics.

Destinations are covered in depth, including lodging, museums, attractions, restaurants, suggested ages, best times to visit, etc. The "Travel With Kids" series makes planning any travel adventure fun, educational and a treasured family affair.



Playing with Your Food is O-K-A-Y with Funster Natural Foods



Parents can now feel great about kids playing with their food, thanks to Funster Natural Foods Mashed Potato Letters. Getting a healthy and all-natural food into kids' busy bodies has never been easier with this scrumptious alternative to french fries.

Funster's Mashed Potatoes

to Letters are now available in the U.S. market and are a healthy and delicious food for everyone, especially Celiac disease sufferers and others on a restricted diet. Manufactured in Funster's own dedicated gluten-free facility in London, Ontario, Mashed Potato Letters are free of GMO, preservatives, trans fat, saturated fat, artificial colors and flavors, and additives. The frozen letters are served oven-baked, not fried, making them even healthier.

Because Funster knows how picky young eaters can be, they've created a product that is not only good for the body, but also good for the taste buds. Made from U.S.-grown Russet potatoes with kid-friendly seasoning infused throughout, Mashed Potato Letters disappear off the plate faster than you can spell "Y-U-M." The 80 frozen letters found in each bag bake-up with a crispy outside and a soft, mashed-potato inside.

"With all sorts of junk food and fast food out there, it's important that parents have a healthy option their kids will actually want to eat," said Don Bartlett, president of Funster Natural Foods. "Kids and families on gluten-free diets will especially love our Mashed Potato Letters, because they are a tasty snack or side dish that's easy to prepare."

Funster Mashed Potato Letters come frozen in 18-ounce bags and retail for \$2.99 to \$3.49. They are available in three flavors: Original (lightly seasoned with sea salt), Cheddar (with a hint of blue cheese), and BBQ Lite.



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Now Available At Your Local Supermarket

10 Meat

**TODAY'S
GROCER**

Greg Norman Signature Wagyu Beef Gains Initial U.S. Distribution

Released in June to U.S. food service and hospitality markets, Greg Norman's high end beef venture with Australia's AAco has secured retail distribution through the Bristol Farms supermarket network of 14 stores in California. Greg Norman Signature™ Wagyu is now available as part of Bristol Farm's "Flavors From Australia" promotion, centering on the foods, beverages and intrigue of all things Down Under.

"Greg Norman's super premium Wagyu beef has the exceptional quality and taste our customers have come to expect," says Kevin Davis, President, Chairman and CEO of Bristol Farms.

Mark Mitchell, president of Greg Norman Signature Wagyu's master distributor Broadleaf USA, adds, "We've had a long-standing relationship with Bristol Farms and are proud to partner with such an exceptional retailer to bring this super premium Wagyu beef to U.S. consumers."

Greg Norman Signature™ Wagyu is a 350-day, grain-fed line of imported Australian

Wagyu. Pronounced WAG-oo, it's a super-premium beef known not only for its generous marbling, but also for its fat quality; Wagyu cattle produce beef that is lower in saturated fats than other beef. Bristol Farms is the first retailer to carry the line's Wagyu tri-tip, a California favorite, which earns a marble score 7 on the 12 point Japanese marbling scale. Greg Norman Signature™ Wagyu is produced under "farm-to-plate" standards for a consistently high quality of marbling and flavor.

Said Greg Norman, "I'm very pleased that our flagship line will be sold through one of California's leading food retailers, particularly one that is synonymous with exceptional standards of product quality and service."



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PRODUCT INTRODUCTIONS

New item presentation with a high rate of success by tailoring programs to the retailers needs

MERCHANDISING, REPORTING AND TRACKING

Web Based Reporting
Real time insight – "Field Radar™"
Manufacturer specific retail
Communicating valuable information
Enhancing ROI

PRODUCT ANALYSIS AND DEVELOPMENT

Ensuring products are ready for market requirements

PROMOTIONAL MARKETING

Tailored marketing programs to develop consumer awareness and brand loyalty
In house demo management and partnering

SALES OPPORTUNITIES

Combining trade and market intelligence to create opportunities for your products

Bringing the industry market focus

Your sales arm in the retail grocery business



**PAN AMERICAN
FOOD BROKERS**

12 Produce

**TODAY'S
GROCER**

Fresh Express to Provide \$2 Million to Fund Study of E. Coli in Produce

Scientific Panel to Guide Research to Improve Food Safety for Consumers

Fresh Express, the No. 1 producer of value-added salads in North America and an industry leader in food safety, announced that it will provide up to \$2 million to fund research to help the fresh-cut produce industry prevent contamination by the deadly Es-

cherichia coli 0157:H7 pathogen, which has caused numerous outbreaks over the past decade, including the recent occurrence related to fresh spinach. The company is funding – and, in a unique move, will share this research publicly – in recognition of the benefits it may achieve for both the industry and consumers alike.

An independent scientific advisory panel comprised of six nationally recognized food safety experts from both federal and state food safety-re-

lated agencies and academia has been meeting on a non-paid, voluntary basis since May 2006 to develop the most productive research priorities related to the source, mode of action and life cycle of E. coli 0157:H7 and the pathogenic contamination of lettuce and leafy greens. The panel is chaired by Dr. Michael T. Osterholm, Ph.D., M.P.H. and director of the Center for Infectious Disease Research and Policy, University of Minnesota.

"At Fresh Express, food

safety has been and will always be our No. 1 priority in every phase of our operations," said Tanios Viviani, president of Fresh Express. "We have long been dedicated to food-safety innovation, and this research effort is part of that ongoing commitment. We are grateful to these leading experts for their generous contribution of time and expertise to guide this initiative."

Viviani continued, "We are hopeful that this research will yield new knowledge, prac-

tices and technologies that the entire fresh-cut produce industry can use to provide consumers with ready-to-eat produce that is consistently safe and healthy."

According to Dr. Osterholm, the group evaluated the existing body of knowledge relating to E. coli 0157:H7 contamination in fresh produce and collaborated on the most critical research gaps in fresh produce contamination ranging from growing and harvesting to cooling, transporting, processing and packaging.

Spinach Information Available on New Web Site

A healthy, flavorful vegetable is making a comeback to grocery store produce departments, and a new web site is providing meal planners with everything they need to know when adding spinach to the menu.

"Sales of all spinach have been affected. We hope the web site will reassure consumers and grocers that curly leaf spinach, when handled properly, is a nutritious, great-tasting addition to meals," said Jennifer Verdelli, spokeswoman for Verdelli Farms, Harrisburg, PA.

Curly leaf spinach, also known as Savoy or semi-Savoy spinach, is grown in the East, Midwest, South, and Mountain States regions of the United States, and is placed in highly sophisticated, ice-packed, sanitized containers when it is harvested. The containers en-

sure the safety and quality of the product, and curly leaf spinach is available year-round to grocers and consumers across North America.

"It's unfortunate that the recall was so broad at first," said spinach grower Dondee Lindborn of Pentagon Produce, Uvalde, TX. "All spinach got a bad rap when, in reality, the cause for concern was very isolated. Consumers need to know they can trust the high-quality curly leaf spinach that is being sold at their favorite grocery store."

The www.curlyleafspinach.com web site advises consumers to wash all greens before storing them in the refrigerator. Curly leaf spinach should be washed, dried, packed loosely in a plastic bag, and then stored in the refrigerator crisper at a temperature of



40°F or below. Properly stored, curly leaf spinach should last 3-4 days.

"We are partnering with growers, industry trade groups, and the government to develop new processing and handling standards

to ensure even greater consumer confidence. Grocers want to sell spinach. We want grocers and their customers to be absolutely certain their curly leaf spinach is safe," Verdelli says.

Grocery

**TODAY'S
GROCER**

Holland House Debuts New Premium Vinegars



Mizkan Americas, Inc. has announced five new Holland House Premium Vinegar varieties: Red Wine, Garlic Flavor Red Wine, White Wine, Malt Vinegar and Balsamic Vinegar. The products respond to increasing consumer demand for convenience, variety and personalization when preparing meals.

Holland House recognizes that Americans prefer to add personal touches to prepared meals rather than cooking from scratch. Research also indicates that consumers largely opt for meals that require no longer than 28 minutes to cook, with

12 additional minutes allotted for preparation.

"The U.S. has always been a cultural melting pot, where demand steadily grows for more flavorful and exotic foods," said Craig Smith, CEO of Mizkan Americas, Inc. "Our new vinegars allow consumers to add the perfect touch to their favorite meals, and also to make dishes in new ways. The importance of convenience and personalization gives Holland House the perfect opportunity to introduce our new products."

"We're very excited to offer these premium vinegars to the public," Dennis Dedmond, Vice President of Marketing for Mizkan Americas, Inc., added. "Our commitment has always been to helping consumers not only create tastier food, but also improve the overall cooking experience. These new products allow us to accomplish both goals with a product that upholds Holland House's standards for excellence."

Snyder's of Hanover Rolls Out



Industry's First Full Line of MultiGrain Snacks

Snyder's of Hanover, has announced the rollout of a new line of MultiGrain Snacks, the first and only full line of whole grain snacks to enter the snack food category. The MultiGrain line is the first assortment of snacks to combine great taste with the natural health benefits of whole grains.

The MultiGrain Snack line includes a variety of flavored and natural Tortilla Chips, Tortilla Strips, Sunflower Chips, Pretzels, Cheese Puffs and Cheese Crunchies. Each product in the new MultiGrain line offers

between 8 and 20 grams of whole grains per serving and 25 to 80 percent less fat than comparable salted snacks like potato chips.

Snyder's of Hanover will be supporting the MultiGrain Snacks rollout with a multimedia blitz that includes national print ads in major publications, internet advertising, FSI coupon inserts, a multi-market radio campaign; point of purchase displays such as floor graphics, end caps and headers; and in-store promotional sampling.



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Cover Story

■ Jim Rines

Chairman of the Board

For This Independent Operator, It's Been a Long and Successful Career in Both Retail and Wholesale Food Sales

Story and photos by
DENNIS KANE, Editor

Most independent grocers spend their time immersed in meeting the day to day needs of their own retail store operations, only peripherally cognizant of the activities of the competition which surrounds them. Only the exceptional grocer moves beyond the norm to broaden his observations and involvement in a larger universe. Such is the case with Florida retailer Jim Rines of Indiantown. But, when described as a retailer, alone, you the reader are only given a partial picture of his talents, involvement and success.

Rines owns and operates a full size supermarket and convenience store in his small, rural hometown in South Florida. For the last nine years, he has also played a pivotal role in the Florida Food Industry as Chairman of the Board of Associated Grocers of Florida, Inc.

Rines first arrived in Indiantown in 1959 from his hometown of West Palm Beach, accompanied by his wife Fran and their three small children: Debby, Terri, and Jamie.

"I thought Indiantown would be the bedroom community for the new Pratt & Whitney plant, which was being built west of West Palm Beach – but closer to Indiantown," he recently told TODAY'S GROCER. That didn't exactly turn out as he originally envisioned, but our story is only beginning.

A year after his arrival in Indiantown, he was one of seven men to begin the Kiwanis International Club of Indiantown – serving as its fourth President in 1964.

"We are a very small, rural community and have always been involved with civic organizations such as the Chamber of Commerce, Little League, and numerous other community activities."

Rines is a man of many talents and has always worn a number of hats – one of them being a fireman's hat, serving for a number of years as a volunteer driver on the community's all volunteer fire and emergency department, before the city made a switch to paid employees.

In 1975, Rines was named a Director of the Retail Grocers Assn. of Florida [RGAF] Board. "I had the privilege to serve the organization as

Chairman in 1981-82," he said of the former organization whose board he remained active on until 1986.

During the National Grocers Assn. [NGA] annual convention in San Francisco in 1983, he was admitted into membership in the prestigious Asparagus Club. In recognition of his significant contributions within both the community and the industry, he was presented the *Spirit of America* Award in 1988.

Jim Rines has been a stockholder of Associated Grocers of Florida since 1959 and has served as a board member since 1976. Following the retirement of former Chairman Ernie Harris of Food Spot Stores in 1998, he was elected AG of Florida's Chairman.

James Henry [Jim] Rines was born in West Palm Beach, a second generation "Florida Cracker" on his father's side. His Dad had been both a plumber and a painter and at one time operated three fishing boats. Using a dredging boat he owned, he was responsible for building up Singer Island on the Intracoastal Waterway.

At the age of 13, young Jim Rines went to work as a general all-round clerk at Boulevard Supermarket at the intersection of Military Trail and Southern Blvd. "I was paid out of the drink box," he says of that early job. The store was owned and operated by the son and son-in-law of noted West Palm Beach eye doctor, 'Doc' Henry. Eventually 'Doc' Henry re-acquired the store from his two sons and one day told young Jim he had sold the store to some "yankee from the north." The so called "yankee" was Darrell Miller, who had just moved to Florida from Toledo, Ohio, and who – years later – would garner legendary status in the South Florida Food Industry.

It was Miller who would largely be responsible for giving his young employee, a direction in life.

Jim continued with Miller throughout junior and senior high school. "I started out as a trumpet player in the school band," he says, "but soon changed to baritone." Following graduation from Palm Beach High, the young man got a job in sales/service with the local Cadillac dealership. To earn extra money he joined the U.S. Navy Reserve, never



■ DYNAMIC DUO – Associated Grocers of Florida Board Chairman Jim Rines [right] and President/CEO Cal Miller [left] are leading a wave of dramatic growth – both domestically and internationally, for the Miami-based distribution company.

thinking he would be called up. Then the Korean War came along, and did he get a surprise. His experience at the car dealership served him well with his new career as a gasoline and diesel mechanic in the Navy SeaBees. He spent two years in Mobile Construction Battalion #4, serving in Newfoundland, Guantanamo Bay and French Morocco in North Africa. It was while in the service he got the nickname "Rebel," because he was from the South.

Returning stateside after his discharge, he was separated in Bethesda, MD near Washington, DC. It wasn't long before he headed due South and re-joined Darrell Miller, the man he credits for being his mentor in life, at the food store.

Included among his many duties at the store were home deliveries to customers. One of the homes where he regularly made deliveries was that of well-known Palm Beach socialite Madam Farnell.

The well-to-do widow had a number of financial and business related interests in and around the small community of Indiantown. These included banking, a hotel, and a newspaper. She and her son-in-law also owned a grocery store in a strip shopping center. Madam Farnell's business adviser Bob Post, Sr., at first tried to convince Darrell Miller in taking over the store, but he was not interested.

Miller spoke to Jim Rines about the little 6,000 sq.ft. store, cautioning him "when you go broke – come back to me." At the time, Miller was building a bigger market and hoped that Jim would rejoin him. Over time, Jim acquired the store, and from that day forward the little market has grown and prospered. Today's supermarket, which opened in December 1994, totals approximately 28,000 sq.ft., and has become the centerpiece of a

family run business for the Rines.

Champ is President of the operating company, Rines Market, Inc. Debby is Vice President/Secretary/Treasurer. Granddaughter Jennifer is Operations Coordinator and Fran remains actively involved in the company which also includes a Food Shop, Inc. convenience store featuring Shell branded gasoline and a Subway Restaurant. Both stores are situated in Rines Plaza on a five-acre parcel of land owned by Rines Properties, Inc., which also includes a Family Dollar Store, beauty shop, pizza parlor, laundromat and tire dealer.

Jim married "Francy" Parker in 1951. His and Fran's family now includes, in addition to their three daughters, three sons-in-law and three grandchildren. Deborah's husband William "Champ" Hardee is President of Rines Market, Inc. and heads Rines IGA Supermarket. Debby and Champ have a daughter Jennifer. Terri and her husband Dennis Foster reside in Melbourne, Florida and Jamie and her husband Steven Jones of Blairsville, Georgia, are the parents of Jarad age 20, and Justin age 18.

The Rines IGA Family totaling over 50, includes: GROCERY MGR. – Neil Kilborne, MEAT MGR. – Dan Bartelt, PRODUCE MGR. – Lupe Garcia, and FROZEN FOOD MGR. – Hans Malchow. The C-store is managed by Santiago Manuel.

Indiantown grew as a farming and citrus community. It is 20 miles southwest of Stuart, 20 miles southwest of Jupiter, and 30 miles northwest of West Palm Beach. Today, much of the cattle ranching and dairy farms are gone, replaced by commercial land development.

Rines IGA, which is located on Hwy. 710 at 15500 SW

Trail Drive, is part of the fabric of its community. The local fire department regularly conducts blood pressure readings in the store and the store is the site for various Church and school bake sales. "We're very community minded," Rines says. Included among the store's numerous civic involvements is a home currently being built by Habitat for Humanity, they are sponsoring. The home, being built for longtime Indian Town resident, Tonya Molini and her family, is scheduled for completion around mid-March. The store serves a wide variety of clientele of all socio-economic types, including a large number of retirees. Many years ago, The Palm Beach Post described it as the place "Where the millionaires and the locals shop." Hot prepared foods such as spare ribs, beef and chicken are popular with shoppers. Many employees report for duty as early as 4 am to prepare for business which begins at 5:30 in the morning, daily. The store operates two shifts per day, closing at 9 pm. It is open seven days a week, closed only on Christmas Day.

The store is not without competition. A Thriftway operates down the street and Mac's Market, a neighborhood market is a short distance away. In spite of this, the Rines' insistence on selling quality products and friendly, courteous and unrivaled customer service has enabled the store to grow regularly over its long history. With the family owning five acres of land directly across the street, its long term future is squarely in the hands of its owners.

As Chairman of the Board of Associated Grocers of Florida, working in conjunction with President/CEO Calvin Miller, Rines has been instrumental in the dramatic growth the members owned co-op has enjoyed in recent years. This includes such significant steps as the acquisition of the former Certified Grocers of Florida distribution center in Ocala, the recent purchase of its new headquarters and distribution center in Pompano Beach from Winn-Dixie and its latest – and potentially greatest endeavor, the establishment of International Distributors of Grand Bahama Limited [IDGBL], a third party logistics, purchasing and distribution company headquartered in Freeport, Grand Bahama.

As a retail grocer, Jim Rines remains fully committed to supporting the AG of Florida warehouse program. Supporting the program has enabled Jim and Fran to further one of their favorite interests – traveling. "I believe that we have been on just about every trip that AG has had," Jim says, referring to Associated Grocers Annual Retail Incentive Trip Program.

Summing up his long and unique career in both retail and wholesale food sales, Rines says, "I'm just kind of a grocery store guy. I must like it – I'm still at it!"

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Associated Grocers of Florida Goes International

Island Dreams Trade Show Gives Retailers a First Look at IDGBL's New Home

The Westin at Our Lucaya and Sheraton at Our Lucaya Beach & Golf Resort
Grand Bahama Island
January 31- February 1, 2007

Story and Photos by -
DENNIS KANE, Editor

Associated Grocers of Florida, Inc. retailer-members from across the Sunshine State and export customers from throughout the Caribbean, Central and South America, and The Middle East all gathered in Freeport, Grand Bahama, as the co-op hosted its big Annual Spring Trade Show, January 31-February 1.

Over 1,000 were on hand at the luxurious Westin and Sheraton Resorts for two days of intense buying activity, featuring a Wednesday afternoon "power buy" session, a Wednesday evening reception and banquet featuring Guest of Honor and dinner speaker Bahamian Prime Minister The Honorable Perry G. Christie who delivered a speech broadcast live throughout the Bahamas, members of his cabinet and other government officials, an unbelievable evening of entertainment and spectacle as only Roy Deffler can produce - fol-

lowed by a Thursday day-long trade show in the Westin Conference Center.

Following dinner and welcoming addresses from International Distributors of Grand Bahamas Limited President Roy Deffler, AG of Florida, Inc. President/CEO Cal Miller and Betty Bethel from the Bahamian Ministry of Tourism, the audience stood to welcome the entrance of Prime Minister Christie.

"You are welcome in the Bahamas," Christie told his new friends from AG of Florida, IDGBL, and the audience. "The success of IDGBL," he continued, "will be the catalyst to insure the success of other development in the Bahamas."

"I am sharing with you the story of a journey...how important investment in the Bahamas is," Christie continued. "The government will lend our support to insure the success of this company [IDGBL] in our country."

Christie announced to his audience that the Port of Freeport will undergo \$100 million expansion - commencing immediately, to



■ IDGBL President Roy Deffler addresses those gathered for the Thursday evening banquet.



■ Bahamian Prime Minister The Hon. Perry Christie tells his new friends from IDGBL, "You are welcome in the Bahamas." As his address continued, he told the audience, "the government will lend its support to insure the success of this company [IDGBL] in our country."



■ "This is a very exciting day for me. It's a dream come true," AG of Florida President/CEO Cal Miller tells the audience.



■ ASSOCIATED GROCERS OF FLORIDA President & CEO Cal Miller and his wife Carol with Bahamian Minister The Hon. Perry Christie.



■ DEEP IN DISCUSSION - AG of Florida President/CEO Cal Miller, Bahamian Minister The Hon. Perry Christie and IDGBL President Roy Deffler.



■ Bahamian Deputy Controller of Customs, Nehemiah Francis; IDGBL President Roy Deffler, and Bahamian Assistant Director of Immigration, James Rolle and his wife Ernestine.



■ Over 1,000 gathered for the event held under a tent on the grounds of The Westin at Our Lucaya at Breakers Cay, which was televised live throughout the Bahamas.



■ BETTY BETHEL— Bahamian Ministry of Tourism, welcomes attendees to Grand Bahama Island.

cope with anticipated growth fueled in a large part by the soon to grand opening of IDGBL's formal activities in his island nation.

Christie, speaking both to the gathered audience and his television audience, said he anticipates IDGBL creating over 200 jobs for Bahamian citizens.

Work is already well underway on the IDGBL offices and showroom, with anticipated completion date in building occupancy set for August 1. Currently a 10-acre site on the island is being developed with existing acreage making for a possible expansion of up to 1.4 million sq.ft. for the



■ Highlighting the evening's entertainment was one of the largest authentic Bahamian Junkanoo bands ever assembled.



■ IDGBL President Roy Deffler [center, right] and Associated Grocers of Florida President/CEO Cal Miller [center, left] at the IDGBL Freeport construction site with [left to right]: Ocala Div. General Mgr. Lou Moore, Executive Assistant Nancy Helmich, COO Chris Miller, Sr. Executive V.P. Georgina Perez, and Associated Grocers retailers/board members Allen Milam, Jim Sapp, Jimmy Weekley, Manuel Herran and Francis Bailey.

company.

With an economy largely dependent on tourism, Christie said that expansion of industry in the islands is vital to the nation's growth. He stated that according to International Monetary Fund projections, the Bahamas can expect growth of between 6.5 - 7% annually.

Currently there is \$18 billion inflow into the country.

Christie said he is hoping the development of this new business [IDGBL] will translate into seeing that food supplies become cheaper for Bahamians.

"Mr. Cal Miller, you are the defining leader who will make this happen," he said,

referring to his vision for growth in Grand Bahama, the nation as a whole, and the well being of Bahamian people.

"You have the support of the people and the government of the Commonwealth of the Bahamas, as you embark on this new venture."

TG



■ THE BAHAMIAN BEAT has already captured the spirit of IDGBL President Roy Deffler and his wife Jackie.



■ BAHAMIAN PRIME MINISTER The Hon. Perry Christie [center] with AG of Florida President/CEO Cal Miller [left, center] and AG of Florida Board Members: Jim Sapp, Francis Bailey, Jimmy Weekley, Carlos Bared, and Allen Milam.



■ AG OF FLORIDA President/CEO Cal Miller with Board Member Allen Milam and Raymond Jones, COO Hutchinson Holdings.



■ Members of the Bahamian media surround Minister The Hon. Perry Christie following his live address to the nation delivered at the Associated Grocers of Florida/IDGBL banquet on Wednesday evening, January 31.



■ Dinner entertainment was provided by the Ultra Vibes Band, fronted by band leader Methice Rigby and singer Sharone Sweely.



■ SMILING FACES APLENTY at the Thursday evening banquet.





Construction Underway at IDGBL Facility in Bahamas

Dignitaries Get a First Look at New Distribution Center in Freeport

International Distributors of Grand Bahamas Limited [IDGBL] President Roy Deffler and Associated Grocers of Florida President/CEO Cal Miller recently hosted a special preview tour to the IDGBL headquarters/distribution center currently under construction in Freeport, Grand Bahama, Bahamas. The bus tour to the construction site was Thursday morning, February 1, in conjunction with the AG of Florida Island Dreams Trade Show held on the island, January 31-February 1.

On hand for the trip were a number of AG of Florida retailers – including Board Members, suppliers, industry dignitaries, and special friends of AG of Florida and International Distributors of Grand Bahama Limited.

Construction on Phase I of the new complex is well underway. Initial construction includes an 86,542 sq.ft. building highlighting 86,000 sq.ft. of offices and show rooms. The new complex is being built within a 10-acre fenced area off of Queen's Highway by All Bahamian Construction Co. [ABC] of Freeport. Target date for completion is August 1. There is adequate existing acreage to allow for a potential expansion of the complex to 1.4 million sq.ft.

The headquarters/show room/distribution center complex is being built of steel imported from Austria and will be furnished with fixtures also imported from Austria.

IDGBL is a new third-party logistics warehousing, distribution, buying/selling/procurement company established by Associated Grocers of Florida.



■ Standing inside the job site with their backs to what will be the IDGBL corporate offices, are IDGBL President Roy Deffler and AG of Florida President/CEO Cal Miller.



■ PHASE ONE of the new Freeport facility will include 86,000 sq.ft. of offices and showroom.

da in Freeport, Grand Bahama, the fourth largest of the 36 inhabited islands of the 700 total islands incorporating the Bahamas.

To assure the safety of goods held in its facility, the new building is being built 12 feet above sea level using 1,800 dump truck loads of fill brought in from across the island. Over ten thousand yards of solid poured concrete are being used in construction. It will be the safest, most modern facility of its kind on the island.

IDGBL will provide the parties it deals with a number of benefits, including: 1] – better variety, 2] – better service, and 3] – the ability to purchase product near Florida without the need to travel long distances.

According to IDGBL President Roy Deffler, the August 1 completion date for construction of the new facility is assured. Work currently is ahead of schedule. He said the August 1 completion date includes move in of furniture



■ IDGBL President Roy Deffler [second, right] discusses work in progress at the job site with Jim Sapp, Manuel Herran, Chris Miller and Richard Johnson.



■ Off the bus, and on their way to the construction site are AG of Florida members, board members, personnel and related industry dignitaries attending the special "sneak peak" on February 1 as construction rises in Freeport, Grand Bahama.

and fixtures. "We'll be ready to go at that point," he says. It will be only a matter of days – not weeks before the company is fully functional at its new home.

In the meantime, IDGBL is staffing up its personnel – both in the Bahamas and the U.S. as it commences full operations. [Editor's note: see related story, this issue].

Persons interested in learning more about IDGBL

should contact President Roy Deffler at 786-228-9129 or 242-352-7734, or email: deffler@idgbl.com. You may also contact IDGBL Vice President-Natl. Sales Manager Jack Swart at Tel: 242-352-7734, email: jswart@idgbl.com. Or contact: Mohamed Bouras at Tel: 242-352-7734, email: mbouras@idgbl.com or IDGBL Business Manager Jackie Deffler at Tel: 242-352-7734, Fax: 242-352-7738. TG



■ TO THE SHOW – The group from Farm Stores, Inc.; Joseph Brendecke, Dio Castillo, Jill Chaskin, and AG of Florida Board Member Carlos Bared.



■ ACTION AT THE POWER BUY SESSION



■ Buyers are intense as they go over the best deals at the Wednesday afternoon Power Buy session.



■ TABULATING THE SALES.



■ Gabriel Malengo, Ricamar Supermarket #99, Luis Martinelli, Carlos Effil; Cal Miller; and Roberto Luzzardo.



■ SMILING FACES - AG of Florida Sr. V.P. of Finance Al Sutherland with Javier Valentin, Pan American Grain Co.



■ Brent Hester, GoldKist with AG V.P. Meat, Larry Gherardini and Robert and Barbara Cochrane, George Smith Brokerage.



■ Elda Gonzalez pictured at the Bar-S exhibit with Katrina Pass, Broward Food Brokers and Larry Gherardini, AG of Florida.



■ The Carlos Alvarez family, new owners of Tropical Supermarket, 60th St. in Hialeah, FL.



■ AG of Florida V.P. Export Sales José Capellades [center, left] pictured with Plaza group members and Goisco group members,



■ Almost everyone was there - were you?



■ BAY FOOD BROKERAGE, INC. - Mark Woolever and Cammie Chatterton.



■ TRES CRUZ FOOD BROKERS - Dick Briggs and Jim Bush.



■ Mitch Terry [left] and Mike Aguirre [center] pictured with Sonny Ellis, Personal Care Products and Darrell Reese, Larry Reese, David Farley and Billy Sweatt, the Reese Group.



■ AG OF FLORIDA- Retail Counselor [Ocala] Ron Dix, HBC/GM Buyer, and Mitch Terry AG V.P./HBC/General Merchandise.



■ Cal Miller [standing], José Capellades and Carolina Savignon, AG of Florida Export, welcome Richard Hernandez and John Klip, Crossmark [Venezuela].



■ Jeannie and Edwin Rodriguez, Universal Supermarket [Lake Worth, FL] with Mike Aguirre, Associated Grocers of Florida.



■ AG OF FLORIDA V.P. EXPORT SALES José Capellades [left] and Jorge Benítez, ConAgra.



■ SUN INT'L PRODUCE - Benny Carmona and Ira Bernhard.



■ TYSON DELI - Segundo Cancio.



■ HISPAMER CORP. - Oscar Serna.



■ TROPICAL SHIPPING - Dominique Norris.



■ ADVANTAGE SALES - Oscar Ura.



■ Cal Miller pictured with Vicki Monteiro and Mercedes Corona, ISE Corp.



■ Cal Miller greets ISE Corp. President Pedro Penton.

20 Frozen Foods

**TODAY'S
GROCER**

Dean Makes Breakfast More Convenient

Introduces New Breakfast Bowls

Jimmy Dean has announced the launch of Jimmy Dean Breakfast Bowls. Available in three varieties — Sausage & Egg, Bacon & Egg and Pancakes & Sausage Links — each Jimmy Dean Breakfast Bowl comes in a microwave-ready bowl that can be prepared in two to three minutes. Jimmy Dean Breakfast Bowls are a convenient breakfast solution for the whole family.

Every Jimmy Dean Breakfast Bowl is made with the highest quality ingredients:

- **SAUSAGE BREAKFAST BOWLS** contain real scrambled eggs, diced russet potatoes, Jimmy Dean sausage and cheddar cheese;

- **BACON BREAKFAST BOWLS** contain real scrambled eggs, diced russet potatoes, Jimmy Dean bacon and cheddar cheese;

- **PANCAKES & SAUSAGE LINKS BREAKFAST BOWLS** contain pancakes, Jimmy Dean sausage links and syrup.

"Our Jimmy Dean Breakfast Bowls have everything that you love for breakfast in a quick and convenient package, without any mess or dirty dishes," said Jim Ruehlmann, vice president, Jimmy Dean. "They contain the finest ingredients and deliver the great flavor that our consumers expect from Jimmy Dean, and are available in several varieties that are sure to please any breakfast lover."

New Gelato Merchandiser Combines Serving Convenience and Hassle-free Maintenance

This new Gelato Merchandiser (Model G24F), part of Structural Concepts' Encore product group, is the optimum combination of quality, durability, price, and after-market availability of parts and service. Plus, Structural Concepts' careful attention to design details allows operators to elegantly showcase their gelato while providing easy serving access.

The Structural Concepts Gelato Merchandiser features a hassle-free, no-rear-door design. Even without doors, the case maintains an even temperature while allowing for quick access to the display area, facilitating service. Energy is saved thanks in part to a dual coil system that creates a "refrigerated air curtain." Plus, the case features lift-up, curved front glass—heated for condensation-free operation—making replenishing this case quick and easy.



Steak-umm

Frozen Sandwich Steaks That Aren't Just for Sandwiches

Where is it written that frozen sandwich steaks can be used only for their original purpose — to satisfy Philadelphians' craving for Philly Cheese Steak sandwiches? Steak-umm® Sandwich Steaks can anchor just about any beefy meal, from breakfast burritos to shepherd's pie, American chop suey, sloppy joes and stroganoffs.

Each Steak-umm steak is 100% beef, sliced as thin as deli meat, 120 calories with just 10 grams of fat, and ready to cook straight from the freezer.

Cook them whole, slice them into strips, break them into pieces for casseroles, or even roll them cylinder-style and fasten them with toothpicks. Marinate them in teriyaki, stir-fry them with vegetables, simmer them in barbecue sauce, toss them into eggs, layer them in a lasagna, tuck them into a warm tortilla with fajita fixings, or — yes — serve them piled sky-high on a hoagy roll with melted cheese and sautéed onions and peppers for a classic Philly Cheese Steak sandwich.

Steak-umm steaks cook in 90 seconds or less, and they quickly take on the flavor of whatever seasonings are added because of their fraction-of-an-inch thickness. That makes them perfect for a last-minute family meal, a quick college pick-me-up, or any time consumers don't have the ingredients for an elaborate dinner. Additionally, they contain no gluten, wheat, MSG, casein, starch or enzymes, and they're processed on a line that's free of allergens including dairy, eggs, wheat, barley, peanut, tree nut, mustard, pea or garlic.

Steak-Umm Sandwich Steaks are available in 7, 12, 16 and 24-steak boxes.



To learn more about how you can increase your coffee sales and profits, contact: BENNY AGUIRRE, Vice President Sales Southern Division, Caribbean or EDDIE DUYOS, General Manager, Café Bustelo at 1-800-990-9039, 305/594-9039, or Fax: 305/594-4549

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30 Strictly Natural

TODAY'S GROCER

New Twist on 5000-Year-Old Product

Extra Virgin Olive Oil from Australia



Extra Virgin Olive Oil is getting a lot of buzz lately. Whether being touted for its health benefits, its superior flavor or its multi-tasking personality, this ancient ingredient essential to Mediterranean cooking since 3000BC is riding a swell of popularity with American foodies and spilling into main street kitchens from coast to coast.

OLLO Extra Virgin Olive Oil spokesperson, Roger Ley, says that his cold pressed Extra Virgin Australian olive oil not only delivers expressive flavors in both OLLO Fresh & Fruity (from early harvest olives) and OLLO Mild & Mellow (pressed from fully ripened olives) for salads, dipping and drizzling, but also provides a great foundation for sautéing and other high heat cooking by using

his product to pop batches of popcorn.

Ley explains that there is a popular misconception that Extra Virgin Olive Oil be reserved for use as a gourmet condiment. "This probably stems from the traditional price point for Extra Virgin. OLLO is strategically positioned as a premium mass market product with a suggested retail of \$9.99 for 500mL," said Ley. "Great taste needn't be associated with astronomical prices. I think we Australians proved that with our wine," he smiled.

Ley wants Americans to feel free to experience the exceptional flavor of OLLO Extra Virgin in all gastronomical pursuits. "People need to try OLLO on everything—from drizzling over garden-ripe tomatoes, warm fish or seafood and freshly steamed vegetables—to using it as a stand alone salad dressing, a marinade base and the ideal bruschetta ingredient. Instead of butter or vegetable oil, people need to taste the flavor difference OLLO Extra Virgin makes when sautéing or baking," says Ley.

As an insight to the benefits and flavor of this amazing food, Ley points out that olive oil is a fruit juice. "Fruit juice is at its flavor and nutrition peak when it's made directly after picking from the tree. That is one of the reasons OLLO Extra Virgin is so flavorful. OLLO olives are cold-pressed within a couple hours of picking," explained Ley.

How Big is Your Bowl?

Flax Plus® Pumpkin Raisin Crunch – Now That's a Mouthful!

Nature's Path Foods, Inc. has introduced FlaxPlus® Pumpkin Raisin Crunch, an extension to its popular line of Flax Plus products. This new cereal is a unique combination of the company's two top-selling cereals Pumpkin FlaxPlus Granola (ranked by Consumer Reports in September 2006 as "excellent in overall flavor and texture") and its top-selling FlaxPlus Flakes cereal.

This is more than just a great tasting cereal – FlaxPlus Pumpkin Raisin Crunch is rich in Omega 3s fatty acids (the good fats), boasting 650 mg per serving. It also has 16 grams of whole grains per serving – an excellent source and one that will please discerning consumers. This new cereal is an excellent source of fiber with 9 grams, that's 36 percent of your daily allowance in each 55-gram serving. In addition, pumpkin and flax seeds are good sources of not only Omega 3s, but also iron, zinc and potassium. Each serving of FlaxPlus Pumpkin Raisin Crunch provides up to 20 percent of the daily requirement of iron, and 340 mg of potassium – an important spark plug for metabolizing proteins, fats and carbohydrates.

Each spoonful of the new FlaxPlus Pumpkin Raisin Crunch cereal is designed to stimulate your taste buds and add organic goodness to your morning meal.

The suggested retail price of this Kosher and USDA certified organic cereal ranges from \$3.29 to \$3.69.



Madhouse Munchies All Natural Tortilla Chips Debut



Madhouse Munchies has announced the formal launch of their all natural, stone ground White and Blue Corn Tortilla Chips this month.

"The same recipe and philosophy that has made our potato chips so successful—all natural, high-quality ingredients and 100% pure mono unsaturated canola oil—have been applied to our Tortilla Chips," stated Jim Ehlen, founder and president of Madhouse Munchies. "The result is a superior flavor profile and the lowest saturated fat content of any fried chip on the market."

Madhouse Munchies premium quarter cut White Tortilla Chips are brought to life by all natural stone-ground corn

masa, and the Blue Tortilla Chips are made with organic blue corn. Madhouse uses only 100% high mono unsaturated canola oil in their chip recipes, resulting in a light, natural flavor and a clean crisp chip.

Madhouse Tortilla Chips have zero grams of saturated fat, zero grams of trans fat, and only 110 mg of sodium per serving. Madhouse Munchies does not use any artificial ingredients or flavorings in any of their chip recipes.

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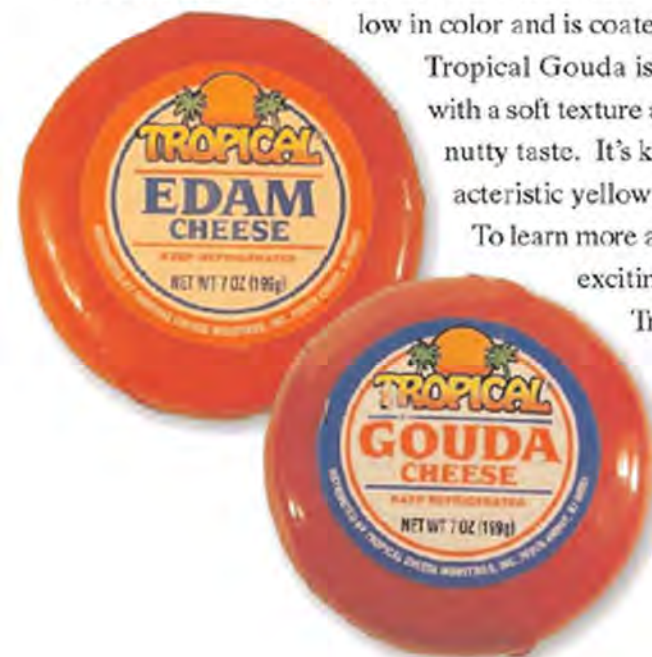
TROPICAL CHEESE offers these two profit-making cheeses for your dairy case, each in the 7oz. size.

Tropical Edam is referred to as Queso de Bola [Cheese Ball] by those of Caribbean and South American ancestry. Tropical Edam is a natural, semi-hard cheese with a mild taste. Edam is pale yellow in color and is coated in red wax.

Tropical Gouda is a natural cheese with a soft texture and a mild buttery, nutty taste. It's known for its characteristic yellow interior.

To learn more about each of these exciting cheeses, contact

Tropical Cheese National Sales Manager, Alex Fernandez at Tel. 305-598-2665, or fax him at 305-598-0218.



Great American Appetizers Debuts

Betty Crocker® Mashed, Sweet and Twice Baked Potatoes



Now appearing on dinner tables across the country: Betty Crocker® Mashed Homestyle Potatoes, Mashed Sweet Potatoes and Gourmet Twice Baked Potatoes from Idaho-based Great American Appetizers, Inc.

Licensing the Betty Crocker name from Minneapolis-based General Mills, Great American Appetizers created the Betty Crocker Mashed Homestyle and Betty Crocker® Gourmet Twice Baked Potatoes from all natural ingredients and 100 percent Idaho® Russet Burbank potatoes. Both lines are fire-roasted, which maximizes the fresh potato flavor, delivers richer nutrients than boiling and provides a lighter, fluffier texture.

Great American Appetizers President Ellen Meyer believes that the new products will soon be popping up in unexpected places.

"Mashed potatoes have long been part of America's dinner table," says Meyer. "But these new Betty Crocker potatoes are so easy to prepare and so delicious, that I predict they'll soon be lunch favorites as well."

Betty Crocker Homestyle Mashed Potatoes and Mashed Sweet Potatoes are available in 24-ounce microwaveable and oven-ready trays. Betty Crocker Gourmet Twice Baked Potatoes contain 4 individually wrapped 5-oz potatoes.

Coming soon to your refrigerated section will be 20-oz trays of Betty Crocker Homestyle Mashed Potatoes and Mashed Sweet Potatoes, and 2 individually wrapped 5-oz Betty Crocker Gourmet Twice Baked Potatoes.



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Candy Shoppe

TODAY'S
GROCER

Choosing the Right Chocolate

Definitions Help Consumers Understand the Growing Language of Chocolate

As consumers face a large and expanding selection of premium/specialty chocolates and many new choices, the Chocolate Manufacturers Association (CMA) has put together an online consumers' guide, "Making Sense of % Cacao." The information is designed to help chocolate lovers better understand the cacao or cocoa percentage labels that appear on a growing number of chocolate and cocoa products.

The term '% cacao' refers to the total percentage of ingredients (by weight) which come from the cacao bean (or cocoa bean) such as chocolate liquor, cocoa butter, and cocoa powder found in a chocolate product. The term is being increasingly used in connection with premium chocolates — including dark chocolate.

"The '% cacao' number is a key part of what consumers should consider when searching for specific flavor intensity, whether eating a bar of chocolate or consuming it in other forms such as baking and drinking," said Dr. Leah Porter, vice president of the American Cocoa Research Institute (ACRI), the research arm of the CMA. "In general, the '% cacao' number can guide you towards milder or deeper chocolate flavor intensity, depending on your taste preferences or the needs of your recipe."

% Cacao - Characteristics of Chocolate
 ● **The Higher the Cacao Percentage, the Greater the Flavor Intensity:** In gener-

al, a higher '% cacao' means a more intense chocolate flavor. For example, the U.S. cacao standards require a milk chocolate to contain at least 10% chocolate liquor. Semisweet or bittersweet chocolate must contain at least 35% chocolate liquor, resulting in a higher '% cacao' and a more intense chocolate flavor. White chocolate has a very different flavor profile because its entire '% cacao' comes from only cocoa butter.

● **Higher Percentage Equals Less Sweetness:** A higher '% cacao' means less added sugar. For example, a 72% cacao dark chocolate has less sugar than a 60% cacao dark chocolate. Unsweetened baking chocolate is a 100% cacao product with no added sugar, and is very bitter.

● **Cacao Percentage and Flavanol Content — Not Always Related:**

Much of the recent positive news from the health research community is linked to the presence of certain flavanol compounds in chocolate and cocoa products.



Key Terms

The U.S. Food and Drug Administration (FDA) has established Standards of Identity (food standards that ensure consumers get what they expect when purchasing products) to designate the names of the cacao products and the percentage of key ingredients that must be present.

In response to consumer interest, many chocolate manufacturers are now referencing these terms on their products' labels. Key terms include:

Cacao — Refers to the bean, which is the source of the cacao components of chocolate liquor, cocoa butter, and cocoa powder.

Chocolate Liquor — Produced by grinding the cacao bean nib (or center) to a smooth, liquid state. In the U.S., chocolate liquor is also called chocolate, unsweetened chocolate, baking chocolate, or bitter chocolate. In Canada and Europe, other names include cocoa (cacao) mass and cocoa liquor.

Cocoa Butter — The fat natural-

ly present in cacao beans that melts at body temperature and gives chocolate its unique mouth feel. The amount of cocoa butter in cacao beans typically ranges from 50 to 60%.

Cocoa or Cocoa Powder — The product made by removing part of the fat (i.e., cocoa butter) from the cocoa bean and grinding the remaining material to a powder. Under U.S. regulations, "cocoa" and "cocoa powder" can be used synonymously.

"To minimize confusion in the market among consumers, we encourage use of the term '% cacao' rather than '% cocoa,'" added Dr. Porter.

Background of Cacao and Cocoa

The use of '% cacao' originates in Europe where chocolates must be labeled to indicate the minimum total cocoa solids. 'Cocoa solids' are often stated as '% Cacao' (France, Spain), '% Kakao' (Germany), or '% Cocoa' (UK).

In the U.S., chocolate manufacturers are not required to declare the '% cacao.' However, due to the increased consumer interest in learning more about chocolate, some manufacturers are choosing to provide more information that enhances the chocolate experience.

"Similar to the surge in consumer interest in origin and taste experiences that the wine and coffee industries have seen, so too has people's curiosity evolved about their chocolate," added Lynn Bragg, CMA President. "We wanted to provide consumers with useful information for a greater appreciation of this trend, as cacao terminology becomes increasingly more important."

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Pepsi-Cola Unveils New Global Look and Marketing Approach

Beginning this month, Pepsi-Cola is reaching out to consumers in a different way than ever before. Pepsi will connect with consumers via a global brand restyle - a 360-degree marketing campaign that will be reflected all over the world on TV, radio, in print, packaging and online.

The first, most visible piece of this effort will be new package graphics for Pepsi-Cola that change every few weeks to reflect themes close to the hearts of teens and young adults, such as sports, music, fashion and cars. The new graphics will be on more than eight billion Pepsi-Cola cans, bottles and cups throughout the world.

The iconic Pepsi globe logo and name lettering will remain the same, but the background graphics will change every few weeks, marking the first time Pepsi has altered its look so frequently. In its 109-year existence, Pepsi-Cola's look has changed just 10

■ The first, most visible piece of this effort will be new package graphics for Pepsi-Cola that change every few weeks

times, but this year alone, it will change more than 35 times. This steady rotation of designs reflects the fast, ever-changing interests of the elusive "millennial" generation.

Not only will the packages look different, but they'll be different. Pepsi bottles, cans and cups will give consumers access to exclusive online content, games, contests and sweepstakes through unique web addresses on each of the designs.

Pepsi's global brand restyle will be highlighted in new thematic ad campaigns. The TV, print and out-of-home advertising will utilize the iconic Pepsi globe in whole new ways to represent the fun, optimistic, and

youthful spirit that consumers have long associated with Pepsi. The restyle will come to life in-store with merchandising, account-specific promotions and point-of-sale materials that will showcase an array of packaging representing the wide range of design graphics.

Examples of the upcoming packaging designs and promotions:

In the U.S., the first can, titled "Your Pepsi," will link to a website inviting consumers to help design a Pepsi billboard ad which will run in New York City's Times Square in April.

Consumers in the U.S. will also have a chance to design a special paint scheme for NASCAR driver Jeff Gordon's car that will race later this year.

In many international markets, designs will link to websites that enable consumers to create music and video that they can share with others.

Consumers will also have access to packaging designs by some of the biggest names in sports and music.

"On the surface, this might look like a packaging update, but it's much more than that. We're changing the way we interact with consumers - and now we're doing it on their terms," said Cie Nicholson, senior vice president and chief marketing officer of Pepsi-Cola North America. "When people pick up a Pepsi, they'll be getting much more than a great tasting cola. They'll be getting a passport to the things they enjoy most."

"We've learned that young people embrace change and seek discovery, connectedness, personalization and multiculturalism. We believe this restyle touches on all these trends," said Ron Coughlin, chief marketing officer, PepsiCo International.

"Now our consumers will have a different experience each time they buy a Pepsi."

Food Lion Names Davis V. P. Business Strategy

Food Lion LLC has named Charles Davis vice president of business strategy and analytics. He will report to Mike Haaf, senior vice president of sales, marketing and business strategy.

In this role, he will be responsible for research, analytics and business strategy within the organization.

Davis most recently served as Food Lion's director of pricing, where he was responsible for directing and executing pricing strategy, ensuring the company's position as a great price leader.

He joined Food Lion in April 2004 as director of business strategy and analytics, where he was instrumental in the company's customer segmentation work.

Prior to joining Food Lion LLC, Davis was vice president of marketing and product development at PRG-Schultz. He holds a bachelor's degree in Economics from Swarthmore College and a master's degree in Business Administration, with honors, from Emory University. He currently resides in Chapel Hill, N.C.

Kroger Names New Vice President Of Corporate Brands

The Kroger Co. announced that Linda Severin has been named Vice President of Corporate Brands, a new position for the company.

Ms. Severin will lead the company's Corporate Brands team. Kroger's corporate brands are a key part of the company's growth. The company's three-tier program - Private Selection, Banner and Value brands - enables Kroger to serve a broad and diverse customer base.

"Linda's passion for translating what customers tell us they want into quality products and getting them on store shelves - at the right price - will enable us to expand what we offer our customers today," said Don Becker, Executive Vice President of Merchandising. "We look forward to her expertise in leading our corporate brands strategy."

Ms. Severin joins the company from ConAgra Foods Inc. in Chicago where she served as Vice President of Marketing. She has held leadership positions at Campbell's, Dean Foods, Sara Lee and Rand McNally. During her career, her focus on customer insight has driven her success in marketing and brand management initiatives. A native of Michigan, she earned a bachelor's degree from Tufts University and a master's of business administration in marketing from the University of Michigan.



Seafood



**TODAY'S
GROCER**

■ Seafood Community:

Consumers Benefit from New Labeling for Fish Proteins

The National Fisheries Institute (NFI) has commented on the U.S. Food and Drug Administration (FDA) recently approved labeling change that stands to benefit millions of seafood consumers across the nation. In a letter to NFI, FDA approved for a change in the statement of identity for surimi seafood to remove the word "imitation" from packaging and instead use "_____ flavored seafood, made with surimi, a fully cooked fish protein."

Following more than 10 years of effort through two comprehensive consumer studies and extensive research for crab- and lobster-flavored surimi products, NFI and the Genuine Alaska Pollock Producers (GAPP) provided FDA with infor-

mation necessary to make the decision regarding the name change.

"Our research revealed that the use of the word 'imitation' on the product label negatively affects perceptions of the product, thereby reducing consumer purchasing," said NFI technical expert Bob Collette. "The new statement of identity for surimi seafood better informs consumers about surimi and should encourage more people to eat this nutritious protein, low in calories, fat and cholesterol and easy to prepare at home."

The studies were designed to determine whether the names enabled consumers to understand the basic nature of the product. "We are greatly energized that the FDA has taken note of more consumer-

friendly labeling for seafood products made with surimi fish protein," said GAPP's President Rick Muir. "This is a benefit to Alaska Pollock producers whose product will now be more accurately identified in the grocery aisles."

Surimi seafood products are sold in many forms, including packages of crab- and lobster-flavored surimi sold in leg and flake styles to be used by consumers and the restaurant industry in seafood salads and many other recipes. Currently, the wholesale value of the domestic surimi industry is about \$300 million. The United States produces about 185 million pounds of finished surimi products, purchased by approximately 10 percent of U.S. households.



AG of Florida Announces Promotions, Staff Additions

Associated Grocers of Florida, Miami, FL, has announced a number of key personnel changes as it gears up for expected growth – both domestically and internationally. Company President/CEO Calvin J. [Cal] Miller has revealed to TODAY'S GROCER a number of key personnel appointments which will serve to benefit the company in Florida and its new offshore subsidiary – International Distributors of Grand Bahama Limited [IDGBL].

International Distributors of Grand Bahama Ltd. is now operational in Freeport, Grand Bahama under the leadership of President Roy Deffler. IDGBL recently played host to over 800 retailers, vendors, suppliers and their families and friends attending AG's Spring Trade Show "Island Dreams," held at Westin and Sheraton of Our Lucaya Convention Centre in Freeport on Grand Bahama Island. In addition to the trade show and Wednesday afternoon Power Buy Session, those in attendance had enjoyed the beautiful beaches, shopping, casino and many other fabulous things to do in Freeport, all the while realizing tremendous savings on purchases for their stores. In addition to domestic U.S. retailers, store owners/operators from over 30 countries throughout the Caribbean, Central and South America were in attendance.

"I am pleased to announce these personnel changes," Miller told TODAY'S GROCER. "as they will position both companies for the anticipated growth that lies ahead." All appointments became effective January 15.

JACK SWART formerly Vice President-Sales Miami Div., has been named Vice President-National Sales Manager of IDGBL. Reporting to IDGBL President Roy Deffler, Swart will be responsible for developing sales programs, managing sales efforts and opening new markets for the company which expects to maintain a high profile in the global world trade market.

Swart is well prepared for his new position at his IDGBL. Swart's background in the food industry spans over 40 years, including 28 years with Winn-Dixie, Inc., 12 years at Acosta Sales, and on the manufacturer/packer side has seen service with both Georgia-Pacific and MW Polar Foods. At AG of Florida Swart has continued his sales career in a number of capacities. For over a year he was Director of Store Brands and Coordinator of IGA. Most recently he has been Vice President of Sales for the Miami Division. "Jack's positive sales attitude, experience and knowledge of the grocery

Company Gears for Growth – Both Domestically and Internationally

business is a real plus for our company," Miller says. "Now Jack will be able to expand his contributions as he uses his many talents for us on a much broader scale."

Replacing Swart as Vice President-Sales for the Miami Division will be **GREGG A. YOUNG**. Young joins AG of Florida with a proven track record of over 30 years food industry experience. Born in Detroit, MI, where his father was an executive with Allied Grocers, Young graduated from Algonquin High School in Algonquin, IL. He joined A&P as a teenager working part-time for the company in Springfield, IL. Moving to Chicago, he studied at Elgin Community College. Following completion of his studies there, he moved to Buffalo, NY where he joined the Peter J. Schmidt Co. He obtained his Bachelor of Science Degree in Business in 1983 from

the company at the time it opened its new grocery distribution subsidiary – Southeast Wholesale Foods.

Gregg and his wife Kimberly reside in Plantation where they have three children: Sons Daniel, a student at University of Central Florida and Matthew, currently attending Florida Atlantic University. Daughter Erika is a sophomore in high school.

CHRISTOPHER K. [CHRIS] LAVOY has been elevated to Vice President in charge of IGA stores and all store brands, including IGA, Shurfine, and Valu-Time [controlled label].

Lavoy's new responsibilities include developing and growing store brands which he will do by working closely with the AG of Florida Sales and Procurement Departments.

Lavoy, son of former Foodtown CEO Peter Lavoy, counts nearly 25 years food industry experience. As a student he worked part time with Grand Union and later Publix. He attended Mohawk Valley Community College in Utica, NY and then the State University of New York at Albany. Lavoy was a Retail Sales Rep. for Nabisco where he was responsible for cookie and cracker sales in three northern New Jersey territories. Moving to Florida in September of 1990, he joined Southeast Frozen Foods where he was responsible for distribution, sales and marketing in the central and west coast of Florida markets. In April of 1991, he was named buyer and during the next 10 years with the company gained experience in all categories of frozen food distribution, ice cream, grocery, meat, seafood, bakery and deli. In April 2001, he was named Senior Buyer/Merchandiser at Southeast Wholesale Foods where he helped centralize supply chain procurement for five distribution centers located in the southeastern U.S. Chris joined Associated Grocers in the fall of last year. Chris makes his home in Fort Lauderdale.

New to the AG/IDGBL family is **CHARLIE CORDERO**. Cordero brings an extensive and lengthy resume in merchandise procurement to his new position as IDGBL Vice President.

Born and raised in the New York City area, he joined the banking industry in New York after graduation from Brooklyn Technical High School. Cordero joined the management training program of a young Jetco Cash & Carry in 1979. He went to work for the company's origi-



■ AG OF FLORIDA President/CEO Cal Miller pictured with a scale model of the new International Distributors of Grand Bahamas, Ltd. [IDGBL] World Headquarters/Distribution Center currently under construction in Freeport, Grand Bahama. AG of Florida recently held its Spring Buying Show in Freeport with many attendees having the opportunity to personally experience progress on the new facility. Construction on the building will be completed by August 1.

Buffalo State University. He completed the Peter J. Schmidt Management Training Program and went into the buying department. In 1984 he was placed in charge of store brands where he was responsible for handling private label lines. Young moved to Florida in 1985 where he had a similar position in charge of private label procurement and merchandising for Certified Grocers of Florida in Ocala. In 1989 he accepted a sales position selling supermarket store supplies with Colonial Paper Co. Two years later, he joined Damon Associates where he returned to Ocala-based Certified Grocers as an account manager handling the co-op's private label sales.

Young moved to South Florida in 1991 at which time he joined Southeast Frozen Foods. He was in charge of ice cream procurement for the distributor until 2004 when he was named Head Buyer/Merchandiser for

MUING UP...



■ JACK SWART



■ GREGG YOUNG



■ CHRIS LAVOY



■ CHARLIE CORDERO



■ AMAURY PORTELA



■ OSMIL ALONSO



■ BOB LONGTEMPS



■ IVONNE MILAN

inal Hamilton Ave. location in Brooklyn. Eventually he moved into the buying office as an Assistant Buyer, spending the next six years with the company before leaving to join Metro Spanish Dist., a Cash & Carry located at the Bronx Terminal Market, which catered to the greater New York area Hispanic market. Two years later he became a buyer for General Trading Corp. in Carlstadt in Carlstadt, NJ. He was later recruited by McCrory Stores, York, PA to become buyer in its Dollar Store division based in Brooklyn. He then was recruited by Dollar Bills in Chicago, prior to the company's acquisition by Dollar Tree Stores, Inc. When invited to make a move to the company's Chesapeake, VA headquarters, he elected to stay in the Chicago area and began consulting and buying for small Dollar chains located in the Midwest area.

He returned to McCrory's in 1987 as V.P.-Merchandiser and spent the next three years developing Dollar programs and gaining experience in import buying.

In 2000 he was recruited to Bill's Dollar Stores, Columbia, MS where he became Director

of Operations for the company's Bonus Dollar Stores, operator of 19 stores in Florida. For the past four years he has been employed by Boca Raton-based .99 Cent Stuff Stores as Vice President-Merchandising and Director of Store Operations. Charlie and his wife Bessie reside with their family including sons Andrew, Joshua and Ernest, and daughters Sara and Lauren, in Royal Palm Beach.

AMAURY PORTELA, former Business Development Mgr. has been named Retail Supervisor in charge of all retail counselors. Prior to being named Business Development Mgr. last year, Portela served the company as Retail Counselor for three years.

Portela brings a wealth of experience to his new position, having been in the food business for over 16 years. He began in the brokerage business at Acosta Sales in 1992. He left the brokerage business years later for Best Foods where he spent six years as an account executive in the Miami market. After leaving Best Foods, he spent the next four years as a retail counselor at Fleming Co.-Miami Di-

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■ AG OF THE SOUTH President/CEO Gerry Totoritis [right] with Board Member Bob Perry, Perryland Supermarkets [Wedowee and Lineville, AL].



■ Brenda and Mike Fuller, Fuller's Supermarket [Greensboro, AL] with Gerry Totoritis.



■ Gerry Totoritis [second, left] with Jimmie Coleman, Andrew Carlisle, and Phyllis Peirce, Calhoun Foods.



■ ALL SMILES – Charles Vacarella, Advantage Sales; Gavin Edgar, Edgar's Foodland, Inc. with Gerry Totoritis.



■ SUNSET BRAND FARMS – Charles Harrell and Rudy Wilson.



■ MAYFIELD DAIRY FARMS – James Creel and Terry Prestor.



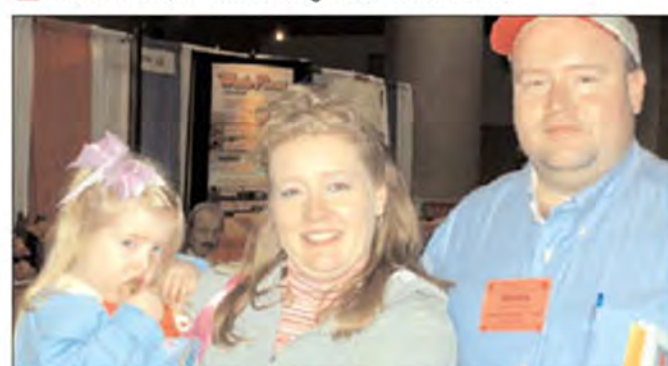
■ BTC WHOLESALE DISTRIBUTORS – Larry Mason.

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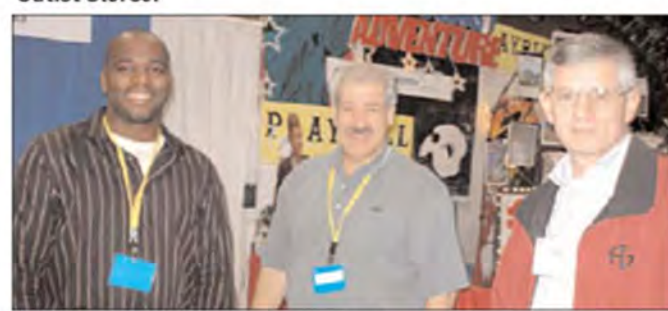
■ COINS 2 Ca\$h – Mike Krogh and Dena Grant.



■ Kaitlyn, Cindy and Shane Cowan, GMC Valumart [Rome, GA].



■ Jeff Forman, Advantage Sales [left] and Gerry Totoritis, AG of the South [right] with Kent Forster and Jack Howell, Grocery Outlet Stores.



■ Fred James and Jack Perry, P&G, with Ken Miller AG of the South Merchandising.



■ CROSSMARK – Jack Taylor, Jason Raddiff, Roy Sweat, Carol Harris and Chip Whiteside.



■ FOX BROKERAGE [Rainbow City, AL] – Bonnie Forman, John Fox and Ken Crowder.



■ MCGRIFF, SEIBELS & WILLIAMS, INC. [Insurance] – Jerry Jackson.



■ Board member John Davis, A&R Supermarkets/Sav-Mor Assoc. Foods [center] with Benny Crowe [left] and Gerry Totoritis [right].



■ Gerry Totoritis greets Board Member Greg Crook, Crook's Inc., Senoia, GA. [left].



■ Ellie Taylor, Alabama Grocers Assn. pictured with Jeff Parnell, NexCheck Electronic Check Verification.



■ ALLIANCE SALES – Mark Gallivan, Frank Mayer, Wayne Johnson and Lamar Wilson.



■ MILLBROOK DISTRIBUTING – Dale Dugruise, Marilyn Morris, Bill Evans and Tim Herrington.



■ RUSHING ENT.- Ted McCoy.



■ Steve Stevnon, Cash Bargains #72, Joe Vaitis, Levi Huffman, and Kenya Vaitis.



■ **AG ADVERTISING** – Hubert Stafford, Colquitt Pic n' Sac; Tom Keller, G.W. Johnson, AG of the South Advertising/Graphics Mgr., with Melvin Baker.



■ **Gerry Totoritis** with Don Thorne, Forster & Howell, Inc. Perishable Supervisor.



■ **Joseph Fuller**, Norman Foods #309 [Waynesboro, MS] pictured with Larry Sheffield, Norman Foods #310 [Thomasville, AL].



■ **LANDMARK INCENTIVE** – Nicole Abate and Daniel Ecklund. Landmark Incentive Travel will be hosting the AG of the South Annual Retailer Incentive Trip program this spring, to New York City and Washington, DC.



■ **PAUL PRODUCTS** – Col. William Paul.



■ **AG OF THE SOUTH REGISTRATION** – Ken Burgess, Yolanda Spencer, Melissa Burns, and Belinda Brennan, [Food Show Coordinator].



■ **DUTCH FARMS** – [seated] Renée Pollisier and Dana Weldon-Ramsey with [standing] Jimmy Freeman, Freeman's Shur-Valu Foods, Dothan, AL and Gerry Totoritis.



■ **Benny Crowe**, Food Market #68 [Leeds, AL]; Kay Jenkins and Bryan Wilson, Advantage Sales.



■ **ADVANTAGE SALES** – Gail Ingram and Charles Vacarella.



■ **Gary Warden**, Ready Flow Signs; Eddie Jones, Crown Poly-Bunzl; Robert Gamble, Bunzl; and James Gullo, Commodore.



■ **Steve Grossman**, Microwave Roasters [Selma, AL]; with broker reps Bill Lawrence III and Bill Lawrence, Bill Lawrence & Co.LLC [Birmingham, AL].



■ **GEORGIA-PACIFIC** – Monica Finegan.



■ **KRAFT** – Mike Curtis, Willie Thomas, Mike Blanton and Mike Hayes.



■ **MILLER, STABLER & SMITH, INC.** Brokerage Co. – Kevin Smith and Kevin Miller.



■ **GRAHAM FOOD BROKERAGE** – Hoyt Haynie, Golden Donut, Inc.; with Walt Graham and Tracey Pool, GFB.



■ **Nick McKelvain**, Barnes Supermarket #13, Charlene Bright and B.J. Franko, Barnes Supermarket #14 [Pensacola, FL].



■ **PEAKE & ASSOC.** – Sonny Baird, PNA, Marty Collins, PNA; Wayne McGill and Jerry Reid, Moo & Oink.



■ **SOUTHERN SALES FORCE** [Birmingham, AL] – Don Holley, Steve Gottlieb, and Charlene Keith.



■ **WELLS BLUE BUNNY** – Phillip Ray and Mike Conrade.



■ **DENNY KADINGER SALES CO.** [Rome, GA] – Denny Kadinger.



■ **RAM, INC.** Food-service Brokers [Birmingham, AL] – Lisa Murray, Rhonda Chamblee, Shirley Dowsell, Brittany Hawsey, Michelle Dickerson, Theresa Pursor, and Tammy Smith.



■ **AG OF THE SOUTH** – Jonathan Ary, Melissa Wynn, and Eric Heinemann.

AG of Florida Gears Up For Growth

Continued from PAGE 26

vision. Prior to joining AG of Florida in September 2003, Portela also had been a grocery buyer with Navarro Discount and a retail counselor at Southeast Wholesale Foods.

Originally from Havana, Cuba, Portela arrived in the U.S. in 1985. A 1991 graduate of American Senior High, he also studied at Miami Dade Community College.

Today, Amaury and his wife Gladys reside in Miami Lakes with their children, daughters Amanda and Sofia. During his off hours, he enjoys following sports, especially the Miami Dolphins.

Replacing Portela as new Business Manager is **OSMIL ALONSO**. Alonso will work closely with both current and prospective Associated Grocers of Florida members and customers and all those desiring dependable service for their retail operation.

Alonso brings nearly 30 years food industry in the Florida market to his new position. Alonso joined Associated Grocers of Florida in 2002 as a Retail Counselor and has also served as a Sales Manager and Account Manager. A graduate of Miami Springs Senior High, he began his career as a food broker sales representative in 1978 with the Budd Mayer Co. where he was responsible for over 60 retail stores, both chain and independent, in the Miami area. In 1985, he joined Gerber Products Co. as sales rep.

responsible for over 100 stores in the Miami area. He spent two years with the baby food company as a sales rep. before being named Senior Sales Representative in 1987. In this capacity, he was accountable for sales and marketing at three major headquarters accounts and four independent wholesalers. He developed strong working relationships with area accounts as well as headquarters and field sales personnel, to assure implementation of marketing programs. He received the distinguished Gerber "Salesman of the Year" award for exceeding objectives in 1994.

Prior to joining AG of Florida, he served as Senior Account Mgr. in Miami for GLC&D.

He was responsible for leading major accounts in the market, made headquarters calls, planned seasonal items, promotion, scheduled ads on promotional items, and was accountable for training new sales personnel.

Today, Osmil and his wife Ana [who works in the office at Blue Ribbon Meats] reside in Hialeah Gardens. They have a daughter, Yandie and son, Damir and are proud grandparents to Damir's son, Giovanni. Osmil enjoys following baseball and is a longtime New York Yankees and Florida Marlins fan.

Longtime member of the South Florida food industry and native born Floridian, **ROBERT [BOB] LONGTEMPS** is being counted on to play a key roll

in the development and growth of IGB-DL. Most recently, Retail Supervisor at AG, Longtemps counts over 45 years in the food industry in the South Florida market.

He joined AG three and a half years ago as Sales Counselor and has demonstrated his wide ranging versatility in such capacities as Bravo Coordinator/IGA Coordinator, Promotional Director/Ad Coordinator, Store Brands Buyer/Grocery Buyer and Store Brands Coordinator, prior to being named Retail Supervisor in September 2006.

Before joining AG of Florida, Longtemps was with Fleming Companies, Inc. Miami Div. for 16 years in positions including Purchasing Specialist, Category Advisor, Retail Pricing Manager, and ultimately, Promotional Manager.

Longtemps began his career as a part-time bag boy who was quickly promoted to Produce Manager by Winn-Dixie while still a student at Miami Senior High. He enjoyed a long and successful career, spanning 26 years with the retailer, and gaining experience in capacities such as Store Manager, Area Supervisor, Work Methods Supervisor, Grocery Buyer, and DSD Buyer.

Bob and his wife Letty have two grown children, son Bob, Jr. and daughter Rebecca. They reside in the Redlands area where he enjoys fishing and hunting.

IVONNE MILAN has been named Senior

Account Executive in the AG of Florida Export Dept., where she will oversee account executives coordinating activities between Vice President-Export Sales, Jose Capallades and customers throughout the company's wide ranging export sales area. Milan brings an interesting, varied and impressive resume to her new position. Originally from Havana, Cuba, she came to the U.S. in 1967 and was raised in South Florida, graduating from Hialeah High School and attending Miami-Dade Community College North Campus.

She began her career in Miami in 1983 with KFI International Sales as an Export Clerk for Col. Saunders wide-ranging franchise restaurant empire. She spent the next five years with Kentucky Fried Chicken before joining Fleming International, the export sales arm of Fleming Companies as an Account Manager. She spent the next 15 years at Fleming International in such areas as customer service, export logistics and documentation before the company ceased operations, and she made the move to Associated Grocers of Florida.

Ivonne and husband Jose reside in Hialeah where their family includes daughter, Ginelle and son, Peter. Thanks to Ginelle, Ivonne and Jose are proud grandparents of one-year old grandson, Xavier.

When time permits, Ivonne enjoys pursuing her interest in crafts. **TG**

PepsiCo Names Indra Nooyi as Chairman

Continued from PAGE 1

D. Calloway (1986-1996) and Donald M. Kendall (1971-1986.) Herman W. Lay served as PepsiCo's first Chairman (1965-1971), while Kendall served as CEO.

"I'm incredibly honored by the board's confidence, and extraordinarily fortunate to follow in the footsteps of Steve Reinemund and all my illustrious predecessors," said Nooyi. "PepsiCo is on a sound strategic course with solid momentum thanks to Steve's leadership, and along with every PepsiCo associate, I'm looking forward to building on the lasting legacy created by him, Roger, Wayne, Don and Herman."

Mrs. Nooyi joined PepsiCo in 1994 and directed worldwide strategy for over a decade. She was

the primary architect of PepsiCo's restructuring and transformation, including the merger with Quaker Oats and the acquisition of Tropicana, which added some of the world's strongest health & wellness brands to PepsiCo's portfolio. She also led the divestiture of PepsiCo's restaurants into the successful YUM! Brands, Inc., and the spin-off and public offering of company-owned bottling operations into anchor bottler Pepsi Bottling Group (PBG.) Prior to being elected CEO last year, Mrs. Nooyi served as President and Chief Financial Officer. She was elected to PepsiCo's Board of Directors in 2001.

"PepsiCo is in extraordinarily gifted and capable hands," said Reinemund. "Indra's record of transformational leadership is second-to-none. She and her team will take this great company to

an unprecedented level of success, and I look forward to continuing to cheer their continued achievements."

Steve Reinemund, a 23-year PepsiCo veteran, led the corporation since 2001. From 2001 to 2005, PepsiCo's revenues increased by more than \$9 billion, net income increased by 70%, earnings per share increased by 80%, its annual dividend doubled and the company's market capitalization surpassed \$100 billion. During Reinemund's PepsiCo tenure, he also served as the corporation's President and Chief Operating Officer, as well as Chairman and CEO of its Frito-Lay division. He started his PepsiCo career in 1984 at the company's former Pizza Hut division, where he also served as CEO.

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45K Publix Opens in Boynton Beach

Opens at Quantum Village on Gateway Blvd.

Story and Photos By: **DENNIS KANE**, Editor

Publix Super Markets Miami Division opened the doors to its newest supermarket on Saturday, January 13, at the all-new Publix at Quantum Village shopping center in Boynton Beach, Florida. The new 45.2K store is located just west of I-95 on Gateway Blvd. at 1005 NW 22nd Ave. It is the first store to open in the all-new Publix at Quantum Village and will anchor the center.

The new store opened early Saturday morning with much fanfare and brings with it the famed "Where Shopping is a Pleasure" shopping experience to residents of the nearby homes, apartments and condos rapidly going up in the neighborhood immediately west of the interstate.

Nick Goodwin, who counts over 25 years service with the company, heads a staff of approximately 170 associates at the new store. He will be assisted by ASSISTANT MGR.- Ron White, GROCERY MGR.-Hernan Lopez, BAKERY MGR.-Daisy Garcia, DELI MGR.-Rico Ornejuste, ASSISTANT DELI MGR.-Kristin Ryczek, PRODUCE MGR.-Hiram Acosta, ASSISTANT PRODUCE MGR.-Jesus Nuñez, MEAT MGR.-Dale Murray, ASSISTANT MEAT MGR.-Robert Vallilee, CUSTOMER SERVICE MGR.-Marie Merisier, and PHARMACY MGR.-Louis Bassi, R.Ph. and ASSISTANT PHARMACY MGR.-Stephen Chalhub, R.Ph.

In support of the new store's opening, a direct mailing was made to residents of the surrounding area and large ads promoting the grand opening were placed in both the *Sun-Sentinel* and *Palm Beach Post*, and an 8-page, full color grand opening circular promoting a number of buy-one-get-one-free offers and such reduced price specials as one gallon bottle of Publix milk priced at 2 for \$5, assorted varieties of Folgers ground coffee in 34.5 or 39-oz canisters at \$4.99 each.

Days and hours of operation for the new store will be Monday - Saturday: 7 am - 11 pm and Sunday: 7 am - 10 pm. Pharmacy hours will be: Monday - Friday: 9 am - 9 pm, Saturday: 9 am - 7 pm and Sunday: 10 am - 5 pm.

The opening of the new store marks the 232nd store in the Publix Miami Division.



■ PUBLIX AT QUANTUM VILLAGE Store #1041 Manager Nick Goodwin [center, right] accepts opening day congratulations from Publix Miami Div. V.P. Operations Bill Fauerbach [center, left]. They are joined by Publix Miami Div. Northern Regional Director Chuck White and District Mgr. Roy Jaksch.



■ STORE MANAGER Nick Goodwin pictured with Deli Mgr. Rico Ornejuste.



■ PUBLIX SUPER MARKETS' Gary Correll and Bill Fauerbach pictured at Entenmann's® end-cap display with George Weston Bakery's - Vikki Thomson and GWB Account Exec. George Smith.



■ PUBLIX BAKERY RETAIL COORDINATOR Glen Barrett pictured in front of the Decadent Desserts Gourmet Quality, with Bakery Mgr. Daisy Garcia.



■ Nick Goodwin, Meat Mgr. Dale Murray, Assistant Mgr. Robert Vallilee, Meat Merchandiser Glenn Cyr, and Meat Dir. Dave Roskovich.



■ Nick Goodwin [right] with Grocery Mgr. Hernan Lopez.



■ Nick Goodwin with Pharmacy Mgr. Louis Bassi, R.Ph.



■ Store Manager Nick Goodwin in front of the Green-Wise Organic Fruits & Vegetables display case with Produce Mgr. Hiram Acosta.



■ PUBLIX SUPER MARKETS Miami Div. has opened this new 45,000 sq.ft. market in Boynton Beach, Florida, on Gateway Blvd. just west of Interstate 95. The new store will anchor a still-to-be-completed shopping center and will be known as Publix at Quantum Village.

SUPERVALU Launches in-Store Program for Customers

Continued from PAGE 2

"SUPERVALU's Premium Fresh & Healthy program is all about surprising and delighting the customer," said Duncan MacNaughton, SUPERVALU executive vice president, Merchandising & Marketing. "Our extensive research tells us that grocery retailing today should provide consumers with products that allow them to 'turn the dining room lights back on.' This program seeks to deliver compelling, timely and localized offers at the right price through combined scale, customer insight and market knowledge."

Jeff Noddle, SUPERVALU chairman and chief executive officer, added, "I am thrilled with the collective work of the teams that were able to swiftly leverage our knowledge and creative ideas to formally launch this important store-level program. Together, we can deliver to our customers an in-store experience that leverages our great local retail banner names with some new powerful upgrades in key departments."

The Premium Fresh & Healthy program is tailored to meet the unique demographics of each individual store. Examples of the Premium Fresh & Healthy menu of modules include:

- Expanded perishables, including produce, meat, seafood, bakery and deli departments;
- Shop the World®, an international

foods destination department;

- Wild Harvest®, a store-within-a-store focused on natural and organic products; and
- Enhanced and expanded pharmacy and health and beauty care (HBC) departments to support healthy lifestyles.

Examples of stores leveraging the Premium Fresh & Healthy program include an Acme store in Doylestown, PA., the Shaw's in East Hampton, CT, and newly-opened Albertsons stores in Las Vegas and San Diego.

As new stores open, they will incorporate the Premium Fresh & Healthy module, and the majority of major remodels and new stores in the next year will leverage the Premium Fresh & Healthy approach.

Food Lion Launches New Stores Across Upstate S.C.

Continued from PAGE 1

store experience at traditional supermarket prices. Bloom grocery stores were designed after extensive research into customer needs and expectations.

The new Food Lion stores will be at the following locations:

- Intersection of Highway 24 and Whitehall Road, Anderson
- 320 North Duncan Bypass, Union
- Intersection of Highways 101 and 224, Woodruff

Food Lion officials said construction would start soon on the retail developments. Each will include a 35,000 square-foot Food Lion store and eight other retail shops, comprising approximately 8,400 square feet. Two out parcels also are planned.

Completion of the shopping centers and Food Lion store openings are scheduled for fall 2007. The Food Li-

on stores will employ 60-70 associates each, and the other shops could employ as many as 300 persons total. The new Bloom store employs over 90 associates, and is the sixth store to open in the Upstate. Bloom stores opened last year in Anderson, Clemson, Greenville, Greer and Mauldin.

"Retail plays a key role in encouraging a community to be more self-sufficient," said Shannon Bruning, South Carolina Retail Association representative. "Food Lion is a major retailer in our state and continues to strengthen local economies with their growth."

Food Lion officials said each store will be similar to the recently opened Food Lion stores in Spartanburg County. The stores opened last year in Lyman, Roebuck and near Pine Street feature 35,000 square feet of Food Lion's latest internal and external design features.

Manly Molpus Receives FMI Wm. H. Albers Award

Continued from PAGE 2

Molpus worked closely with members of Congress to develop the first national nutrition labeling law, garnering the support of industry and consumer organizations.

Molpus is the 63rd recipient of the Albers award, which was introduced in 1955. The award was named for William H. Albers, the first Board chair of the Super Market Institute, one of FMI's predecessor organizations

4.8% Growth Forecast for 2007 Retail Sales

Continued from PAGE 2

of 20.0 percent at the beginning of the year slid to -4.3 percent at year-end. Furniture stores also saw an 8.0 percent sales gain in the first quarter moderate to 2.5 percent toward year-end. Other categories, such as general merchandise stores, apparel specialty stores, health and personal care stores, and food and beverage retailers maintained steady sales gains in the mid-single digit range.

According to the Outlook, industry sales gains of 3.8 percent in the first quarter should increase to 4.6 percent in the second, 5.2 percent in the third, and 5.7 percent in the final quarter. For the year as a whole, industry sales are expected to be up 4.8 percent.

Current retail trends will persist throughout the year. Luxury retailers will continue to outperform. Online shopping will continue to escalate. Retailers catering to the lower and mid-level income consumer will find achieving sales gains more challenging. Demand for merchandise related to the home will be impacted by a soft housing market.



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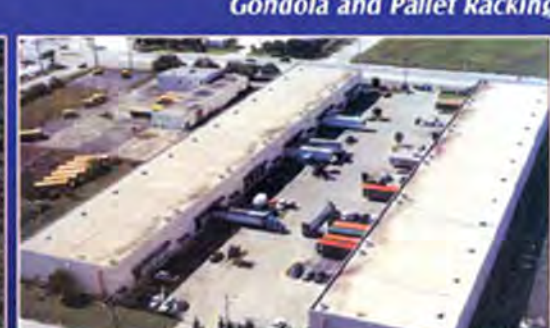
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34 Technology

TODAY'S
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New Technology Benefits SWF Retailers

New Handheld Device Makes Ordering More Efficient and Error Free

Southeast Wholesale Foods, Miami FL, has increased support of its retail customers by investing in new handheld order devices.

During the early testing and deployment it was clear that this device was making the ordering experience for the stores a more efficient and error free process. One of the major benefits was that each ordering device can verify items being ordered off the store's authorized item list.

The device allows the order taker to confirm the item being ordered and it even prompts the user for a replacement item if the original item is being discontinued. The device has the flexibility to allow for customers to either scan Southeast items codes or the UPC code from the product. The customers can also order new shelf tags with the handheld device.

Now, when a customer makes an order, they can review it on the device. This gives the store a chance to see the order, make changes and approve it before it is sent in. Once the order is transmitted, the system au-

tomatically updates the item file and software so the device is always current. The customer can also review the order after it is sent, so the customer can verify their shipment to the actual order.

For export customers, one of the most important features is that the handheld can monitor the quantity a store is ordering, in cases, dollars and cube.

Leading the project was Brian Gass, IT Director at Southeast. Gass brought with him 20 years of experience in IT and is very familiar with grocery and retail from his experience at H.E. Butt Grocery Co and Office Depot. Gass was able to combine his experience with both grocery ordering systems and a deep knowledge of handheld devices to help develop a solution that would allow Southeast and its customers to benefit from the next generation of technology.

Southeast Wholesale Foods selected a handheld device from Intermec Technologies Corporation. The device has a cradle with integrated charging, a modem and an integrated scanner. Southeast chose Genesis Technology Solutions, Inc., to pro-



■ EFFICIENT ORDERING - Brian Gass, Director of IT for Southeast, and Ray Sanchez, Store Manager, Tropical Supermarket #16, (above, right) with the new handheld order device from Southeast Wholesale Foods.



vide a customized ordering system.

What Gass noticed most about the new system was that the customer acceptance was immediate. He at-

tributes that to the fact that this new system makes it easier, faster and more accurate for Southeast customers to order product.

Ray Sanchez, Store Manager, at Tropical Supermarket #16 in Miami, told TODAY'S GROCER that the machine comes in handy in many ways. For example, you can get up to the minute

pricing on any item simply by scanning the item.

Tony Palacios, General Manager, Southeast Wholesale Foods, told TODAY'S GROCER that customers tell him the new order machines are so easy to use. Palacios said the customers really like the ability to upload a current item file with pricing.

Winn-Dixie Launches Program To Raise Money For Central Florida Tornado Victims

Winn-Dixie Stores customers across the Orlando and Daytona areas can help their neighbors affected by the tornadoes that recently swept through Central Florida by simply donating at check-out whenever they shop.

Winn-Dixie is implementing its "Neighbors Helping Neighbors" program in all its Central Florida stores as a way to assist the American Red Cross' Disaster Relief Fund to benefit storm victims. The program, which began today, is a meaningful, convenient way for customers to help victims impacted by the storms.

Winn-Dixie customers will find "Neighbors Helping Neighbors" donation scan sheets available at the registers. When a Winn-Dixie customer is checking out, he or she may donate an amount between 50 cents and \$500 directly to the American Red Cross Disaster Relief Fund. The cashier will scan the Neighbors Helping Neighbors scan sheet, which automatically adds that amount to the customer's total bill.

"Our neighbors face a long and difficult recovery process, and we want to do everything we can to help them," said Terry Derberry, Winn-Dixie Director of Neighborhood Marketing. "As a business leader and members of the community, Winn-Dixie values the opportunity to join forces with our customers to assist the neighborhoods we serve in times of crisis."

Tornadoes touched down throughout Sumter, Lake and Volusia Counties as severe storms hit the Central Florida area in the early morning hours of Friday, February 2. The storms left extensive damage behind and killed nearly 40 people.

The American Red Cross provides immediate response in more than 70,000 disasters each year through its Disaster Relief Fund. Disasters include fires, hurricanes, floods, earthquakes, and tornadoes. Contributions to the relief fund are used to provide food, shelter, counseling and other assistance to victims, as needed.

The "Neighbors Helping Neighbors" program was originally designed to provide aid to hurricane victims immediately following a storm and was most recently implemented to support Hurricane Katrina relief efforts.

Paulaner Hefe-Weizen Spring Promotion Will 'Enlighten' Consumers to "Weizen Up!"



When it comes to selecting a sophisticated, premium European import, sometimes you just need to shed a little light on the matter. Fortunately, Paulaner Hefe-Weizen consumers are already enlightened to the rich, smooth taste and cloudy, golden hue of a genuine wheat beer—or "Weizen," which is the German term for wheat. Starting in April, Paulaner will continue its popular "Weizen-Up!" campaign, encouraging consumers who are new to—or already familiar with—the Hefe-Weizen style to get better acquainted with the brand.

Retailers can "Weizen Up!" with Paulaner cross-merchandising mail-in rebate on any type of pork, as legal. Shaped as a neck hanger, one half of the hanger will feature the rebate and the other half will have information on how to pronounce "Paulaner," as well as serving suggestions. A case card snip with promotional messaging for the rebate will also be offered.

"The Spring promotion is a great way to introduce consumers to Paulaner Hefe-Weizen in both an interactive and informative way," said Mary Anschutz, Star Brand Imports brand manager for Paulaner. "The program works by offering consumers the chance to experience the sophisticated, refreshing taste of Paulaner Hefe-Weizen, while providing tips on how to thoroughly enjoy the liquid. This promotion is a great opportunity to drive sales on a beverage that delivers strong profit margins."



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36 People Places & Things



■ **SIDNEY R. RABB AWARD PRESENTATION** to Craig Schnuck, Chairman of the Executive Committee, Schnuck Markets, Inc. (center) with Tim Hammonds, president and CEO of FMI (right) and FMI Board Chair Jeff Noddle (left).

Craig Schnuck Receives 2007 Sidney R. Rabb Award

Craig Schnuck, chairman of the Executive Committee at Schnuck Markets, Inc., received the Food Marketing Institute (FMI) Sidney R. Rabb Award today, honoring his supermarket industry leadership in technology, industry relations, diversity and community service. FMI Board Chair Jeff Noddle presented the award at the association's 2007 Midwinter Executive Conference in Grand Lakes, FL.

Schnuck served for nine years on the Board of Governors of the Uniform Code Council, which oversees the industry's most fundamental technologies such as the Universal Product Code. He chaired the council for an unprecedented two terms (1995-1997 and 1999-2000).

During a pivotal time for the UCC, Noddle said, Schnuck "helped set the council on a new course to support a vastly changed industry and make the transition to e-commerce in a global marketplace." Schnuck was a strong advocate for global scanning, technology and synchronizing data, helping lead the industry "toward levels of efficiency that were unthinkable a decade ago."

Schnuck championed diversity at the national and local levels, promoting minority business development in St. Louis and co-chairing the Initiative for a Competitive Inner City to redevelop blighted areas of St. Louis.

In a first for the Rabb award, Craig Schnuck is the third member of the same family to receive this honor. His father Donald was recognized in 1983, and his uncle Edward was among the first recipients in 1977. Craig Schnuck is the 35th person to receive the award.

FMI established the Sidney R. Rabb award in 1977 to honor supermarket industry leaders for outstanding service to the community, consumers and the industry. Its namesake, a visionary industry leader in the 20th century, pioneered the consumer- and community-driven role of the supermarket as chief executive of The Stop & Shop Supermarket Company.

Industry Veterans Join Nash Finch

Nash Finch Company, has announced the appointments of Gary Spinazze, who joins the Company as Vice President, Vendor Relations, and Tom Strzelczyk, who joins the company as Vice President, Food Distribution, Great Lakes Region. The appointments are effective immediately. Both Spinazze and Strzelczyk will report to Christopher Brown, Executive Vice President, Food Distribution.

Commenting on the announcement, Brown said, "We are incredibly pleased to bolster our management team with these two seasoned professionals, whose talent, knowledge and skills will be an invaluable asset to the company. Gary brings a proven track record of delivering superior results and nearly 40 years of supermarket industry experience, including five years as a merchandising and marketing executive at Nash Finch, and we are thrilled to have him back on our team. We are also delighted to welcome Tom to the company. He joins Nash Finch with more than four decades of food industry experience, and we are confident that his strong leadership abilities and industry expertise will make him an excellent addition to the Food Distribution team."

Spinazze previously served as Director of Corporate Programs and Trade Relations for Bozuto's, a Connecticut-based food distributor, where he worked for the past two years. He also held a number of executive positions at Nash Finch from 1999 to 2004, most recently as Vice President of National Accounts. Spinazze also held management positions at leading retail and wholesale organizations including Richfood Holdings, Inc. and Roundy's, Inc. He graduated magna cum laude from Ottawa University in Milwaukee, Wisconsin with a B.A. degree in marketing.

Strzelczyk most recently served as Senior Vice President of Operations for The Golub Corporation (Price Chopper Supermarkets) based in Schenectady, New York, from 2004 to 2006. He has also previously held leadership positions with Roundy's, Inc., Fleming, and Richfood Holdings, Inc. He earned both his M.B.A. and B.S. degrees in marketing from DePaul University in Chicago, Illinois.



■ GARY SPINAZZE



■ TOM STRZELCZYK

The Pantry to Acquire Petro Express C-stores

The Pantry, Inc. has signed a definitive agreement to acquire 66 Petro Express™ convenience stores in North Carolina (55) and South Carolina (11) from Petro Express, Inc. The stores to be acquired generated revenues of approximately \$629 million for the 12 months ended October 2006.

Additionally, the acquisition includes the wholesale fuels business of Carolina Petroleum Distributors of Charlotte, Inc., which sells over 100 million gallons of fuel annually to more than 450 commercial customers.

Chairman and Chief Executive Officer Peter J. Sodini said, "The addition of Petro Express, which has built a leading market position in the Charlotte area, complements our existing store base and is expected to be immediately accretive to our earnings per share. While we already operate 327 stores in

North Carolina, we have not focused on Charlotte and our presence there to date has been nominal, partly because of Petro Express's strength. This acquisition provides us with an excellent platform for future growth in one of the Southeast's most fundamentally attractive metropolitan areas."

Sodini added, "The Petro Express stores are mostly large, state-of-the-art facilities that generate the highest average revenues of any acquisition in The Pantry's history. All but ten of the stores have car washes, for example, and their merchandise and service volumes are exceptionally strong with average store sales over 50% higher than the company's stores. This transaction brings the total number of stores we have acquired or agreed to acquire so far in fiscal 2007 to 133."

B&G Foods to Acquire Cream of Wheat from Kraft



B&G Foods, Inc. announced that a newly-formed subsidiary of B&G Foods has entered into an agreement to acquire the Cream of Wheat and Cream of Rice hot cereal brands from Kraft Foods Global, Inc. for approximately \$200 million in cash.

David L. Wenner, Chief Executive Officer of B&G Foods, stated, "We are very pleased to add the Cream of Wheat and Cream of Rice brands to our portfolio of brands. Cream of Wheat is a strong brand name in the growing hot cereal category, and a brand that we think will do well within B&G Foods. This acquisition is very consistent with our strategy of acquiring smaller, higher-margin brands. We expect the acquisition to improve the already healthy margin structure of B&G Foods and to be accretive to our company's free cash flow. This is yet another example of B&G Foods' ability to grow dynamically through acquisition."

Introduced in 1893, Cream of Wheat is among the leading brands, and one of the most trusted and widely recognized brands, of hot cereals sold in the United States. The Cream of Wheat and Cream of Rice brands generated net sales of approximately \$60 million in 2006. Cream of Wheat and Cream of Rice are distributed nationally and in various retail and food service channels.

B&G Foods expects to fund the acquisition with additional debt, and in order to complete this transaction, B&G Foods has received financing commitments for senior secured debt financing from Lehman Brothers Inc. and Credit Suisse in an amount sufficient to fund the purchase price.

As per the terms of the acquisition agreement, B&G Foods will acquire the Cream of Wheat and the Cream of Rice brands as well as certain manufacturing equipment. B&G Foods expects the acquisition of the Cream of Wheat and Cream of Rice brands to close in the first quarter of fiscal 2007, subject to regulatory approval and the satisfaction of customary closing conditions.

Harry's Fresh Foods Names New Marketing Mgr.

Harry's Fresh Foods, Portland, OR, manufacturer of fresh soups, entrees, sides and desserts, has announced Amy Brooksbank as the company's newly appointed marketing manager. In this position, Brooksbank will assist in all marketing and branding decisions. Brooksbank brings nearly 10 years of consumer packaged goods experience to Harry's. Most recently, she worked for Santa Cruz, CA-based Rainbow Light Nutritional Systems where she oversaw development of all product concepts and managed public relations and advertising.

"We are thrilled to welcome Amy to the Harry's team - her experience and expertise fit right in to the culture and vision of the company," said Rod Harris, president and founder of Harry's Fresh Foods. "Harry's is continually looking at new recipes and ways to more conveniently serve our customers, and Amy has built her career on working for the customer. We look forward to a great partnership."

Prior to her work with Rainbow Light Nutritional Systems, Brooksbank was brand manager at Harmony Foods Corporation where she helped launch a unique natural brand. She has also spent two years as a freelance consultant in California, conducting market research and developing business tools for natural and organic agribusinesses such as Earthbound Farm and Bonny Doon Vineyard.

Save Mart Names V.P. of Price-Impact Stores

Frank Capps, former Senior Director of Northern Operations for FoodMaxx, has been appointed to the position of Vice President of FoodMaxx, the company's price-impact stores.

Capps brings 38 years of grocery experience to this position. He was actively recruited from his store management role at New Deal Market in 1991. Capps saw the potential career opportunity at Save Mart and willingly started over as a clerk at the downtown store on H Street in Modesto, CA. Capps quickly received promotions to Key carrier, Head clerk, and Grocery Manager preparing him for Store Manager at the now closed S-Mart Foods store on Wilson Way in Stockton and then the Save Mart store on Pelandale Avenue in Modesto. In 1995 Capps joined the Blue Crew and began another stage of his



■ FRANK CAPPS

career reporting as a buyer at the Food Maxx office.

When Save Mart purchased 29 Food 4 Less stores Capps was instrumental in assisting their management and employees in transitioning to the Food Maxx division. His no-nonsense, friendly business style along with his detailed knowledge of the price impact store concept was the right mix

to lead these stores into record profits at the close of the 2006 business year.

When announcing the appointment, Bob Spengler, President and Chief Operating Officer of Save Mart, said, "Frank makes an impact on everyone he meets, he's a 'people person' with a great sense of humor, he knows the business, he loves the grocery industry, and he is just who I need to lead our great 'price impact' division! He has been instrumental in developing more efficient and cost effective store operation practices at Food Maxx, and I look forward to working with him in his new role and supporting his vision for FoodMaxx."

Capps and his wife, Sue, live in Oakdale, CA. They enjoy spending time with their two grown children, Shawn and Emily, and their two grandchildren, Dylan and Mariah.

Publix Recognized as One of FORTUNE's 100 Best Companies to Work For

For the 10th consecutive year, Publix has been honored as one of FORTUNE magazine's "100 Best Companies to Work For." Publix was ranked No. 57 on this year's list and was one of only 18 companies to have made the list every year since its inception in 1998. Publix also ranked No. 16 on FORTUNE's Best Large-Sized Company list.

"I'm pleased that Publix associates believe so strongly in our company that we have made the list for 10 straight years," said CEO

Charlie Jenkins Jr. "Their dedication, hard work and pride in their company make Publix a great place to work every day."

The ranking was determined by survey responses from randomly selected employees, evaluating trust in management, camaraderie and pride in the company. Each company was also required to complete a questionnaire on its benefits and practices.

The story appeared in the January 22 issue of FORTUNE.

World Wide Web Inventor to Keynote NACStech 2007

The inventor of the World Wide Web, Sir Timothy J. Berners-Lee, will be the Opening General Session speaker for NACStech 2007, which will take place April 30 to May 2 at the Gaylord Opryland Resort and Convention Center in Nashville, TN.

In 1989 Berners-Lee invented the World Wide Web, an Internet-based hypermedia initiative for global information sharing while at CERN, the European Particle Physics Laboratory. He wrote the first Web client and server in 1990 and in August 1991, the first Web software was made available to the public. Berners-Lee's specifications of URIs, HTTP and HTML were refined as Web technology spread.

In 1994, Berners-Lee founded the World Wide Web Consortium (W3C) at the Massachusetts Institute of Technology, where he is currently a senior researcher and holder of the 3Com Founders Chair at the school's Computer Sci-



■ SIR TIMOTHY BERNERS-LEE

ence and Artificial Intelligence Laboratory. He is also a professor of computer science in the School of Electronics and Computer Science at the University of Southampton in the United Kingdom where he is working on his new project, the Semantic Web.

"One would be hard pressed to find any innovation that has affected the world as quickly and to the extent that the World Wide Web has," said

NACStech 2007 Conference Chair Patrick Lewis, who is also partner and CEO of Oasis Stop 'N Go Convenience Stores. "Over the last 16 years, news, commerce, communications, and many other staples of civilized culture have changed forever. Tim Berners-Lee's invention has taken the world in an exciting direction. His vision for the future will likely be just as dramatic."

COMING EVENTS

FEBRUARY

18-20

2007 ANNUAL MEAT CONFERENCE: at the Caribe Royale Orlando All-Suites Resort and Convention Center in Orlando, FL. For more information, registration and ongoing updates, visit the Annual Meat Conference Web site at <http://www.meatconference.com>.

22

SOUTHEAST WHOLESALE FOODS: "Road Show Casino Night" - Sofitel Miami Hotel, Miami, FL. For additional information, contact Mary Lopez at 305/883-1198.

24-28

AFFI FROZEN FOOD CONVENTION- REDEFINE: Monterey, CA. Contact information: www.affi.com; affi-con@affi.com; 703-821-0770

MARCH

4-6

INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK: at the Jacob K. Javits Convention Center in New York City. For more information, call 888-334-8705, or visit www.internationalrestaurantny.com.

18-21

GMA/FPA INFORMATION SYSTEMS & LOGISTICS DISTRIBUTION CONFERENCE: at Renaissance Orlando Resort at SeaWorld, Orlando, FL. For more information, call TEL: 202-337-9400 or FAX: 202-337-4508.

APRIL

9

GEORGIA FOOD INDUSTRY ASSN. (GFIA): Board of Directors meeting/Trustees Work Day, Chateau Elan, Braselton, GA. For more information, Tel.: 770-438-7744.

23-25

MEDITERRANEAN EXPERIENCE 2007 CULINARY TRADE FAIR: Orlando, FL. For additional information, contact: info@mediterraneanexpo.com or www.mediterraneanexpo.com

MAY

4-6

FOOD MARKETING INSTITUTE (FMI) SHOW PLUS MARKETECHNICS: Hyatt Regency, Dallas, TX. For more information visit website: www.fmishow.com

5-7

FOOD MARKETING INSTITUTE (FMI) SHOW PLUS MARKETECHNICS: Las Vegas, NV. Mandalay Bay. For more information, visit website: www.fmishow.com

6-8

FOOD MARKETING INSTITUTE (FMI) SHOW PLUS MARKETECHNICS: McCormick Place, Chicago, IL. For more information www.fmishow.com

JUNE

9-11

WORLD TEA EXPO: Georgia World Congress Center, Atlanta, GA. For more details, TEL.: 702-253-1893.

24 - July 1

ASSOCIATED GROCERS OF FLORIDA: Annual Retailers Incentive Trip "Barefoot in Paradise" Western Caribbean Cruise

JULY

18-22

GEORGIA FOOD INDUSTRY ASSN. (GFIA): Annual Convention, Sandestin Golf and Beach Resort, Sandestin, FL. For more information, Tel.: 770-438-7744.

30-August 1

The ALABAMA GROCERS ASSOCIATION: Annual Convention at the Sandestin Beach Resort in Destin, FL. For information, call 205-823-5498 or 800-844-2391. Additional information is available at www.alabamagrocers.org.

OCTOBER

12-15

PRODUCE MARKETING ASSOCIATION (PMA): Fresh Summit, Annual Meeting, Houston, TX. For additional information, call 302-738-7100.

To have your function included in this column, send complete information at least 90 days in advance. Please send to Dennis Kane, Editor, TODAY'S GROCER, P.O. Box 430760, S. Miami, FL 33243 or email to: dennismkane@todaysgrocer.com

AG of Florida anuncia promociones

La compañía acelera crecimiento, lo mismo doméstica que internacionalmente.

Associated Grocers of Florida, Miami, FL, ha anunciado un número de cambios en su personal clave, al tiempo que acelera su esperado crecimiento, lo mismo doméstica que internacionalmente. Calvin J. [Cal] Miller, Presidente y CEO de la compañía ha revelado a TODAY'S GROCER una serie de nombramientos en su staff, que redundarán en ventajas para ésta, e igualmente para la subsidiaria de ultramar International Distributors of Grand Bahama Limited [IDGBL].

International Distributors of Grand Bahama Ltd. opera en Freeport, Gran Bahama bajo el liderazgo de su Presidente Roy Deffler. IDGBL recientemente fungió como anfitriona de más de 800 detallistas, vendedores, abastecedores y sus familiares y amigos, que asistieron al Spring Trade Show "Island Dreams" o Exposición de Mercado de Primavera de AG, efectuada en el Westin and Sheraton del Centro de Convenciones de Lucaya en Freeport, en Gran Bahama. En adición a este show y a la Power Buy Session del miércoles por la tarde, los asistentes disfrutaron de las bellas playas, de los centros comerciales, el casino y otras actividades en Freeport, mientras que se beneficiaron de grandes ahorros en las compras. Además de los minoristas domésticos de EEUU, los dueños y operadores de establecimientos de más de 30 países del Caribe y Centro y Sudamérica asistieron al evento.

"Me siento muy complacido de anunciar estos cambios en el personal", reveló Miller a TODAY'S GROCER.

Todos los nombramientos se hicieron efectivos el 15 de enero. **JACK SWART**, ex-Vicepresidente de Ventas de la División de Miami, ha sido nombrado Vicepresidente y Manager Nacional de Ventas de IDGBL. Swart reportará directamente a Deffler y será responsable de desarrollar los planes de venta, del manejo de los esfuerzos de venta y de abrir nuevos mercados para la compañía, que espera mantener un alto perfil en el mercado global.

Swart está muy bien preparado para su nueva posición en IDGBL. Sus antecedentes en la industria los víveres se extienden por más de 40 años, incluyendo 28 con Winn-Dixie, 12 con Acosta Sales y, en el ramo de la manufactura y despacho, ha trabajado con Georgia-Pacific y MW Polar Foods. En AG of Florida Swart ha continuado exitosamente su carrera

en un número de capacidades. Por más de un año fue Director of Marcas Brands y Coordinador de IGA. Más recientemente fue Vicepresidente de Ventas de la División de Miami.

"La positiva actitud de venta de Jack y su experiencia y conocimiento del negocio de los víveres es una gran cosa para nuestra compañía", comentó Miller. Y agregó: "Ahora Jack podrá expandir su contribución y sus muchos talentos en una escala más amplia en nuestra compañía".

Reemplazando a Swart como Vicepresidente de Ventas de la División de Miami estará **GREGG A. YOUNG**. Young se une a AG of Florida con un probado récord de más de 30 años de experiencia en la industria de los víveres. Natural de Detroit, MI, donde su padre fue un ejecutivo en Allied Grocers, Young se graduó de Algonquin High School in Algonquin, IL.

En sus años de adolescente se unió a A&P como trabajador a tiempo parcial para la compañía en Springfield, IL. Posteriormente se mudó a Chicago, donde estudió en el Elgin Community College. Tras completar sus estudios allí, se trasladó a Buffalo, NY, donde se unió a Peter J. Schmidt Co. y obtuvo su Bachillerato de Ciencias en Negocio en 1983 de la Buffalo State University. También completó el Programa de Entrenamiento de manejo de Peter J. Schmidt y se sumó al Departamento de Compra. En 1984 le otorgaron la responsabilidad de las marcas de tiendas donde se ocupó de las líneas de firmas privadas.

En 1985 Young se mudó a la Florida donde ostentó una posición semejante a la mencionada arriba en Certified Grocers of Florida, en Ocala. En 1989 aceptó la plaza de ventas para abastecer a los supermercados con productos de Colonial Paper Co., y dos años más tarde se unió a Damon Associates, donde retornó a Certified Grocers con base en Ocala como Manager de Contabilidad, puesto desde el que trabajó en las ventas de las marcas privadas cooperadas.

Young se trasladó al Sur de la Florida en 1991 para unirse a Southeast Frozen Foods. Allí tuvo a su cargo la procuraduría y distribución de helados hasta el año 2004, cuando fue nombrado Jefe Comprador y de Mercadería de la compañía, al tiempo que abrió su nueva subsidiaria de distribución de víveres, Southeast Wholesale Foods.

Gregg y su esposa Kimberly residen en Plantation, FL, con sus tres hijos: Daniel, estudiante de la Universidad Central de la Florida, y Matthew, que asiste a la Florida Atlantic University. Su hija Erika está en segundo año de High School.

CHRISTOPHER K. [CHRIS] LAVOY



■ CAL MILLER, Presidente/CEO de AG OF FLORIDA junto a un modelo a escala del nuevo centro International Distributors of Grand Bahamas, Ltd. [IDGBL], bajo construcción en Freeport, en Las Bahamas. AG of Florida recientemente celebró su Spring Food Show en Freeport. Sus muchos participantes tuvieron la oportunidad de palpar personalmente los progresos de la nueva facilidad.

fue ascendido a Vicepresidente para las tiendas de IGA, incluyendo Shurfine y Valu-Time [marca controlada].

Las nuevas responsabilidades de Lavoy incluyen desarrollar tiendas de marca, lo que hará trabajando muy unido a los Departamentos de Ventas y Procuraduría de AG of Florida. Hijo del ex-Presidente de Foodtown Peter Lavoy, Chris cuenta con cerca de 25 años de experiencia en la industria de los víveres. Como estudiante trabajó a tiempo parcial para Grand Union y luego para Publix. Asistió al Mohawk Valley Community College en Utica, NY, y luego a la Universidad Estatal de New York en Albany. Lavoy fue Representante de Ventas Minoristas de Nabisco, donde tuvo a su responsabilidad las ventas de las galletitas en tres territorios del Noreste de New Jersey. Mudándose a la Florida en septiembre de 1990, se unió a Southeast Frozen Foods, donde se encargó de la distribución, ventas y mercadeo para los mercados del centro y de la costa Oeste de la Florida. En abril de 1991 fue nombrado comprador. Por los próximos 10 años ganó experiencia en la compañía en la distribución de productos congelados como helados, carnes, productos del mar, panadería dulcería y deli, y víveres fríos en general. En abril del 2001 fue nombrado Senior Buyer/Merchandiser en Southeast Wholesale Foods, donde ayudó a centralizar la cadena de abastecimiento para cinco centros de distribución localizados en el Sureste de los EEUU. Chris se unió a Associated Grocers en el otoño del año pasado. Vive en Fort Lauderdale.

Nuevo en la familia de AG/IDGBL

es **CHARLIE CORDERO**. Cordero aporta un extenso resumé a la procuraduría de mercancía a su nueva posición en IDGBL como Vicepresidente.

Nacido y criado en el área de New York, se unió a la industria bancaria en New York tras su graduación de la Brooklyn Technical High School. Cordero se unió al Programa de Entrenamiento de Manejo del entonces joven Jetto Cash & Carry en 1979. Trabajó para la compañía en la locación original de Hamilton Ave., en Brooklyn. Eventualmente se mudó a su oficina de compra como asistente, pasando los siguientes seis años con la compañía antes de dejarla para irse a Metro Spanish Dist., un Cash & Carry localizado en el Bronx Terminal Market, donde se relacionó con el mercado hispano del área de New York. Dos años más tarde se convirtió en comprador para General Trading Corp. in Carlstadt, NJ. Después fue reclutado por McCrory Stores, York, PA, donde fungió como comprador para su división de Dollar Stores con base en Brooklyn. Entonces fue reclutado por Dollar Bills en Chicago, antes de la adquisición de la compañía por Dollar Tree Stores, Inc. Cuando fue invitado a moverse a las oficinas centrales de la entidad en Chesapeake, VA, decidió permanecer en el área de Chicago y así comenzó sus funciones de Consultoría y Compra para pequeñas cadenas de dólar localizadas en el área del Medio-Oeste.

Cordero regresó a McCrory's en 1987 como VP/Merchandiser y pasó tres años desarrollando programas de tiendas de dólar y ganando experiencia en compras de importación.

En el año 2000 fue reclutado por Bill's Dollar Stores, de Columbia, MS, donde se desarrolló como Director de Operaciones para Bonus Dollar Stores, operadora de 19 tiendas en Florida. Por los pasados cuatro años ha sido Vicepresidente de Mercadería y Director de operaciones de .99 Cent Stuff Stores con base en Boca Raton. Charlie y su esposa Bessie residen con sus hijos Andrew, Joshua, Ernest, Sara y Lauren, en Royal Palm Beach.

AMAURY PORTELA, antiguo Manager de Desarrollo de Negocios ha sido nombrado Supervisor Minorista, bajo cuyo mando se encuentran todos los asesores detallistas. Antes de ser llevado al puesto mencionado, Portela sirvió como Asesor Minorista para la compañía por los pasados tres años.

Portela aporta una gran experiencia a su nueva posición; ha estado en la industria de víveres por más de 16 años. se inició en la correduría del ramo con Acosta Sales en 1992 y abandonó la actividad tiempo después por Best Foods, donde pasó seis años como ejecutivo de contabilidad para el mercado de Miami. Después de Best Foods, pasó los siguientes cuatro años como consejero minorista en Fleming Co., en la División de Miami. Antes de unirse a AG of Florida en septiembre del 2003, Portela también fue comprador de víveres para Navarro Discount, y asesor detallista de Southeast Wholesale Foods.

Original de La Habana, Cuba, Portela llegó a los EEUU en 1985. Graduado de la American Senior High en 1991, estudió en el Miami Dade Community College. Hoy, Amaury y su esposa Gladys residen en Miami Lakes con sus hijas Amanda y Sofia. En su tiempo libre Amaury disfruta siguiendo los deportes, especialmente a su equipo favorito, los Miami Dolphins.

Sustituyendo a Portela como Manager de Negocio está **OSMIL ALONSO**. Alonso trabajará muy unido a lo actuales y perspectivas miembros y clientes de Associated Grocers of Florida, y a todos aquellos que deseen un servicio confiable para sus operaciones al detalle.

Alonso trae a su nueva ubicación cerca de 30 años de experiencia en la industria de los víveres en el mercado de la Florida. Se unió a Associated Grocers of Florida en el 2002 como Asesor Minorista y ha servido como Manager de Ventas y Manager de Contabilidad. Graduado de la Miami Springs Senior High, inició su carrera como corredor de víveres y representante de ventas en el año 1978, con Budd Mayer Co., donde fue responsable de más de 60 tiendas, lo mismo de cadenas que independientes, en el área de Miami. En 1985 se unió a Gerber Products Co. como Representante de Ventas. Allí se encargó de atender a más de 100 tiendas en la

NUEVOS NOMBRAMIENTOS



JACK SWART



GREGG YOUNG



CHRIS LAVOY



CHARLIE CORDERO



AMAURY PORTELA



OSMIL ALONSO



BOB LONGTEMPS



IVONNE MILAN

misma zona. Por dos años consecutivos permaneció con esa firma de alimentos para bebés antes de ser nombrado Senior Sales Representative en 1987. En esta capacidad fue contable de ventas y mercadeo para las tres mayores cuentas de las oficinas centrales y cuatro mayoristas independientes. Alonso desarrolló fuertes vínculos de trabajo con las cuentas del área, así como con las oficinas centrales y personal de venta de territorio para asegurar la implementación de los programas de mercadeo. Es acreedor del Premio "Vendedor del Año" de Gerber, que le fue otorgado por exceder las expectativas en 1994.

Previo a unirse a AG of Florida, sirvió como Senior Account Mgr. en Miami por GLC&D. Su responsabilidad era conducir las cuentas mayores en el mercado, hacer las llamadas ejecutivas, planear los productos de temporada, las promociones, la agenda de publicidad y entrenar al personal bisoño.

En la actualidad, Osmil y su esposa Ana [que trabaja en la oficina en Blue Ribbon Meats] residen en Hialeah Gardens. Tiene una hija, Yandie, y un hijo Damir, y son los orgullosos abuelos de su nieto Giovanni. Osmil disfruta estando al tanto del béisbol y es un antiguo fan de los New York Yankees y los Florida Marlins.

Veterano miembro de la industria de los víveres del Sur de la Florida, Estado del cual es natural,

ROBERT [BOB] LONGTEMPS es hoy pieza clave en el desarrollo y crecimiento de IGBDL. Más reciente-

mente

Supervisor Minorista de AG, Longtemps cuenta con más de 45 años en el ramo del Sur de la Florida. Se unió a AG hace tres años y medio como asesor de Ventas y ha demostrado su amplio rango de versatilidad en capacidades en tales como Coordinador de Bravo/IGA; Director Promocional y Coordinador de Publicidad; Comprador de Víveres y de Tiendas de Marca, antes de ser nombrado Supervisor Detallista en septiembre del 2006.

Antes de unirse a AG of Florida, Longtemps estuvo con la división 16 años, en posiciones como Especialista de Compras; Consejero de Categoría; Manager de Precios al Detalle y, últimamente, Manager Promocional.

Longtemps comenzó su carrera en el medio de marras como empacador a tiempo parcial en Winn-Dixie y pronto fue promovido a Manager del Departamento de Productos del Agro mientras aún se encontraba estudiando en la Miami Senior High. Longtemps ha disfrutado de una larga y exitosa carrera que atesora 26 años de experiencia como minorista en las plazas de Manager de Establecimiento, Supervisor de Área, Supervisor de Métodos de Trabajo, y comprador de víveres y DSD.

Bob y su esposa Letty tienen dos hijos, Bob Jr. y Rebecca. Viven en el área de los Redlands. A él le encanta la caza y la pesca.

IVONNE MILAN ha sido nombrada Senior Account Executive en el Departamento de Exportación de AG

of Florida, donde supervisará las cuentas ejecutivas y coordinará las actividades entre el Vicepresidente de Exportación y ventas José Capallades y los clientes, en el amplio rango de área de exportación de embarques al extranjero de la compañía. Milan cuenta con un interesante, variado e impresionante resumé. Original de La Habana, Cuba, llegó a EEUU en 1967 y creció en el Sur de la Florida, graduándose de la Hialeah High School y asistiendo luego al Miami-Dade Community College, en el recinto Norte.

Ivonne comenzó su carrera en Miami en 1983 con KFC International Sales como oficinista de exportación para Col. Saunders y su imperio de franquicias de restaurantes. Los próximos cinco años los pasó en Kentucky Fried Chicken antes de unirse a Fleming International, la rama de ventas de exportación de Fleming Companies, como Manager de Contabilidad. Por los siguientes 15 años, Ivonne permaneció en la entidad en áreas como Servicio al Cliente, la logística de exportación y la documentación antes que la compañía cesara sus operaciones. Entonces se movió a Associated Grocers of Florida.

Ivonne y su esposo José residen en Hialeah. Su familia está integrada por su hija Ginelle y su hijo Peter. Ivonne y José son los orgullosos abuelos de su nieto Xavier, hijo de Ginelle.

Cuando el tiempo lo permite, Ivonne se dedica a las confecciones manuales.

Nuevas hojuelas de arroz

Lundberg Family Farms introduce dos nuevos sabores

Wasabi y Nacho Cheese, con el toque de las especias

Los consumidores ahora cuentan con dos nuevas deliciosas opciones para merendar. Lundberg Family Farms acaba de presentar dos nuevas adiciones aderezadas a su popular línea de hojuelas de arroz integral: Wasabi y Nacho Cheese. Las nuevas y crujientes hojuelas se unen a Sea

Salt, Santa Fe Barbeque, Sesame Seaweed, Pico de Gallo, Honey Dijon y Fiesta Lime en esta línea de meriendas orientada a la familia. Las hojuelas Lundberg de arroz integral están libres de aditivos sabores y colores artificiales y están elaboradas sólo a partir de saludable grano entero de arroz. En adición, como no contienen aceites hidrogenados, todas las hojuelas carecen de ácidos trans-grasos.

La línea de hojuelas Lundberg ha demostrado su gran



popularidad entre sus consumidores y es una de las vendedoras tope en la categoría según las estadísticas de SPINS.

El Wasabi es la versión japonesa de un rábano picante, popularmente usado como el condimento verde en el sushi y en restaurantes de comida oriental. Tiene un fortísimo y agudo sabor, a la vez que refrescante y es muy popular entre los comensales. Con este toque la nueva hojuela de Lundberg alcanza un sabor

que es una verdadera tentación.

Mientras, los Nachos son una merienda clásica. Las hojuelas Lundberg de Queso Nacho combinan queso tipo cheddar orgánico con el sabor de especias naturales. Cada mordida es una explosión de crujiente sabor y con los beneficios del grano entero.

Estos productos tienen el precio minorista sugerido de \$2.49. Cada bolsa de 6 oz. contiene aproximadamente 6 raciones.

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