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Whole Foods To Acquire Wild Oats Markets



Whole Foods Market, Inc. and Wild Oats Markets have signed a definitive merger agreement under which Whole Foods Market will acquire Wild

Oats Markets' outstanding common stock in a cash tender offer of \$18.50 per share, or approximately \$565 million based on fully diluted shares. Whole Foods Market will also assume Wild Oats Markets' existing net debt totaling approximately \$106 million as reported on September 30, 2006.

Transaction Highlights:

- Whole Foods Market offers \$18.50 per share in cash, a 23% premium to the one-month average closing price

Continued on **PAGE 28**

BI-LO Names Hotarek President and C.E.O.

BI-LO Holdings, LLC, the parent company of BI-LO, LLC and Bruno's Supermarkets Inc., today announced that Brian Hotarek has been named President and CEO of BI-LO, effective immediately. Hotarek, who has served as a director on the company's Board since July 2006, will succeed BI-LO's current President and CEO, Dean Coghlan, who will retire after five years in that position.



BRIAN HOTAREK

Hotarek has over 28 years of experience.

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PRESIDENT and C.E.O.
BADIA SPICES, INC.

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CASINO NIGHT ACTION

Photo Highlights on pages 26-27!



BI-LO Announces Significant Investment in Value Proposition

BI-LO, LLC has entered into an agreement with two of the grocery industry's most respected consultants, Karabus Management and Willard Bishop, to design a new value proposition for the company. Both of these consulting firms have worked with numerous leading retailers to enhance their go-to-market strategy and value equation. This announcement represents the

next stage of BI-LO's strategic plan, begun two years ago. "Over the past two years we have reshaped and repositioned our company," said Brian Hotarek, BI-LO President and CEO. "We invested in information system technology, revamped our back office and outsourced distribution. Last year we announced major capital investment plans in several of our core markets.

The next phase of our plan is to grow our business by focusing on our value proposition." "We believe that the expertise of Karabus Management and Willard Bishop in the retail world will help us create a more rewarding and exciting shopping experience for our customers," said Tye Anthony, Executive Vice President of Marketing and Merchandising.

Expected outcomes of the Karabus and Willard Bishop work include improving processes and reducing costs, strengthening the supermarkets' promotional offerings, improving the return on store assets and building a sustainable competitive advantage. "We are committed to improving the value we provide

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Alex Lee Chairman and CEO

Boyd George Receives FMI Herbert Hoover Award

Alex Lee Chairman and CEO Boyd George has received the Food Marketing Institute (FMI) Herbert Hoover Award honoring his personal and professional excellence in serving the food retail and wholesale industry. FMI Board Chair Jeff Noddle presented the award at the association's 2007 Midwinter Executive Conference January 22 in Grand Lakes, FL.

George has now earned two major FMI awards in the past four years, having received Glen P. Woodard, Jr., Public Affairs Award in 2003. "These two honors underscore the remarkable breadth of his service to our industry," Noddle said in giving the tribute.

George's most recent contribution was helping the industry prepare for the possibility of an avian flu pandemic. He oversaw the development of a plan for his company. "He then generously shared it with FMI, giving the industry the template for a much-needed business-readiness plan," Noddle said.

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BOYD GEORGE, chairman and CEO, Alex Lee, Inc. (center) receives FMI Herbert Hoover Award from Tim Hammonds, president and CEO of FMI (right) and FMI Board Chair Jeff Noddle (left).

F.M.I. Issues Statement on UFPA Decision to Advocate Federal Produce Safety Standards

FMI President and CEO Tim Hammonds has issued the following statement regarding the United Fresh Produce Association's announcement on its decision to advocate science-based, produce safety standards, along with federal oversight.

"In the aftermath of recent produce-related foodborne illness outbreaks, the

entire industry has come together to find ways to improve the safety of fresh produce, to further protect public health and to maintain consumer confidence in produce as the foundation for healthy diets for all Americans."

"FMI applauds the United Fresh Produce Association for taking a leadership

role in developing guiding principles that will ultimately lead to federal food safety policies to improve fresh produce safety. This regulatory framework provides the foundation which, when coupled with industry best practices and a rigorous verification program, will strengthen the safety of our food supply."

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You're All Winners!

**Thank You
For Making Our
"Vegas Spring Into Savings" Event
A Great Success**

**Plan Now to Join Us For Our Next Special Event
As We Host Our 2nd Annual
Buying Show and Customer Appreciation Event
Details To Be Announced Soon**

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4 On the Promotional front

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 Jo-

hanns, 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.

General Mills Announces Commitment to Healthy Children

Unprecedented 500 Million Packages to Promote Message of Nutritional Balance, Portion Control and Physical Activity

General Mills has announced its commitment to promote the Ad Council's Coalition for Healthy Children message of nutritional balance, portion control and physical activity. Beginning this summer, the company will communicate these messages via advertising, packaging and a new Web site in kid-friendly motivating ways. General Mills is one of several member organizations that make up the Ad Council's Coalition for Healthy Children.

"General Mills has always been a leader, innovating to make people's lives healthier, and we want to be part of the solution to this issue," says Marc Belton, Executive Vice president, Worldwide Health, Brand and New Business Development for General Mills. "This initiative is an important step forward. As a charter supporter, we're going to apply our skills and talents to addressing this key issue, and we are excited to make this commitment today."

Starting this summer an unprecedented 500 million packages on products consumed by children 12 or younger will feature the Coalition for Healthy Children's research-based messages. A new website will offer a relevant, engaging way for kids to learn more. The "call-to-action" communication will be developed by the same creative teams which develop the Company's advertising to children on approved brands.

In January 2008, General Mills will expand its communication to television advertising on programs for children 12 or younger as well as in brand Free-Standing Inserts (FSIs) targeting parents.

Grocery

TODAY'S
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Kellogg's Special K® Serves up Chocolatey Taste

New Cereal Gives Women a Great-Tasting Evening Snack Option



SPECIAL K® CHOCOLATEY DELIGHT™ is another snack women can enjoy as they participate in the Special K Challenge — a weight-management program developed by Special K that helps women drop up to six pounds in just two weeks.

Women looking for a way to lose weight without as much sacrifice can replace their evening snack with a bowl of Special K Chocolatey Delight cereal. A serving of Special K Chocolatey Delight and a half cup of fat-free milk contains 160 calories, compared to 344 calories in average evening snacks eaten after 6 p.m., according to the National Health and Nutrition Examination Survey.

New Special K Chocolatey Delight cereal joins an entire line of Special K products developed to help women stay on track with their weight-management goals.

What woman hasn't been there? It's late in the evening, the TV is on, and it's time for a little relaxation. Then, the desire for a delicious snack strikes; it's that critical time when even the best weight-management intentions can be easily derailed. Kellogg Company comes to the rescue with new Special K® Chocolatey Delight™ that lets women indulge in an evening snack without the guilt.

Women face "moments of truth" all day long — times when the temptation for a great-tasting snack are the strongest. These desires often trigger feelings of guilt among women dedicated to meeting their weight-management goals. New Special K Chocolatey Delight cereal — featuring lightly toasted rice cereal flakes with decadent chocolatey pieces — provides a delicious, lower-calorie option that satisfies those yearnings for a chocolatey snack.

So You Think Your #@%* Doesn't Stink??

New Courtesy Flush Drops Stop Toilet Odors Dead in the Water

As part of the human condition, we all share painful memories of leaving behind odoriferous bathroom indiscretions that could not have been timed more perfectly wrong. Remember when the flame of your dreams unexpectedly showed up in line after you for the loo? The horrifying moment of passing the restroom baton to your heartthrob is undoubtedly etched in your memory and indelibly burned into theirs — in an olfactory sort of way.

Finally, a compact product hits our shores from Japan that once and for all puts the lid down on this age-old problem. Welcome **Courtesy Flush** to your bathrooms, handbags and pockets — the world's first portable toilet deodorizer.

But Courtesy Flush is not as much a deodorizer as it is a pre-odor blocker, a blend of bamboo and tealeaf extracts that prevents odor from ever leaving the water where 90% of egregious odors originate. Active enzymes also neutralize odor-causing bacteria.

The eye drop sized bottle will cover your tracks up to 300 times. Gifted olfactory violators might need to add a few, but just two drops in the toilet's water prior to mounting the throne will render water born odors fumeless. **Courtesy Flush** leaves just a light, pleasant fragrance in your wake rather than a noxious cloud of alcohol laced aerosol deodorizer.

Courtesy Flush is manufactured in Japan for Zitan, Inc. and licensed exclusively through a leading Asian manufacturer and developer of popular household products.



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6 The Book Shelf

**TODAY'S
GROCER**

Private Label Strategy - How to Meet the Store Brand Challenge

 By **Nirmalya Kumar** and **Jan-Benedict E.M. Steenkamp**

“A U.S. study encompassing such disparate product areas as groceries, apparel, toys, and consumer electronics found that in the last fifteen years, brand loyalty had declined in ten out of the fifteen product areas...”

—from Chapter One of *Private Label Strategy*

Today, global private label sales are approaching one trillion dollars, and counting. In the United States alone, private labels—a label unique to a specific retailer—have outperformed manufacturer brands in all but one of the last ten years. Welcome to the private label revolution.

Private labels now comprise 20% of U.S. sales in supermarkets, department stores, mass merchandisers, specialty outlets, and convenience stores. These numbers will only increase with the rise of global retailing and industry consolidation. Giant retailers such as Wal-Mart, Target, H&M, and IKEA have created an overwhelming market shift, yet brand manufacturers still underestimate the private label threat. Having reached their peak in the mid-twentieth century, are manufacturer brands dead?

Companies can avoid this fate if brand manufacturers implement successful new strategies, contend authors Nirmalya Kumar and Jan-Benedict E.M. Steenkamp. Their new book, *PRIVATE LABEL*



STRATEGY: How to Meet the Store Brand Challenge (Harvard Business School Press; \$35.00; February 2007), provides an unprecedented survey of consumer research and competitive data on private

labels. Using in-depth case studies, Kumar and Steenkamp—both marketing scholars who have consulted to numerous large global retailers and brand manufacturers around the world—lay out the most successful strategies for launching, leveraging, and competing against store brands.

Examining an international range of companies, including Aldi, Costco, Carrefour, and Best Buy, Kumar and Steenkamp illuminate new developments in retailer brands, such as premium private labels, value-innovative private labels, and the multi-tiered store brand portfolio—a combination of various private labels that encircles and attacks manufacturer brands from all sides, as exemplified by Wal-Mart and Limited Brands.

The second part of the book puts forth actionable strategies for competing against or collaborating with private labels. Included are methods of partnering effectively with retailers to create win-win relationships. *PRIVATE LABEL STRATEGY* urges manufacturers such as Colgate-Palmolive, Danone, P&G, Nestle, and Unilever to beat store brands by pursuing various strategic thrusts for implementation.

The private label revolution has empowered the consumer. Now more than ever, there are more products of better quality on the market. *PRIVATE LABEL STRATEGY* provides the tools for both brand manufacturers and private label retailers to navigate profitably in this radically altered landscape.

PRIVATE LABEL STRATEGY

How to Meet the Store Brand Challenge

By **Nirmalya Kumar** and **Jan-Benedict E.M. Steenkamp**

Harvard Business School Press

Price: \$35.00; Pages: 336; ISBN: 978-1-4221-0167-4

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Gold'n Plump Poultry Redefines Natural with its All Natural™ Line

Gold'n Plump Poultry has launched a new line of all natural products, made from chickens raised with no antibiotics by more than 250 Midwest family farmers. In addition, the line offers all of the USDA-required attributes for natural labeling like no added hormones, no artificial ingredients,

no

preservatives, and no injected solutions. The new line is in direct response to consumer need, and aptly named Gold'n Plump® All Natural™ Chicken.

Tracy Miller, Senior Product Development Manager at Gold'n Plump, explained, "The meaning of all natural has eroded over time, leading to confusion and skepticism over what the term means. What to expect from all natural products, and are concerned about what their family eats. However, they know what they don't want – antibiotics, added hormones, and artificial ingredients—and what they do—good, wholesome chicken, plain and simple. This consumer insight was the driving force behind the line."

With this introduction, consumers looking for chicken raised without antibiotics no longer have to settle for a limited assortment. The Gold'n Plump All Natural line has the largest selection of fresh, raised with no antibiotics products offered by a major poultry producer in the United States. With 22 items in the line, consumers can purchase chicken – and nothing but chicken –

in all of their favorite cuts.

The Gold'n Plump All Natural line is packaged with the company's newly designed, contemporary labeling. "The new labeling features a common design so consumers recognize that it's Gold'n Plump whether they're buying from the fresh or frozen meat sections," explained Miller. "We've also more clearly defined our offerings and specific attributes to make consumer selection easier." The labeling has also been carried over to the company's premium deli lines.

"We want all of our packaging to reinforce that we're a premium chicken with traditional values," Miller added. "With the new labels and the change to clean, white trays on all traditional tray-pack and whole chicken items, I think we've accomplished that."

To support its new labeling and categorization, the company has developed in-store informational and visual selling tools to boost sales and increase exposure for the Gold'n Plump brand; such as shelf-talkers, posters and brochures. In addition, the company will be supporting sales through a variety of traditional and non-traditional marketing vehicles, which may include billboards, radio, newspaper coupon inserts, on-line ads, direct mail, web, public relations and informational on-packs, depending on the geographic market.



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10 Produce

**TODAY'S
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Wisconsin Potatoes Taste Tour



New Wisconsin Potato Recipe Brochure Features Top Wisconsin Chefs

A new brochure, "Wisconsin Potatoes Taste Tour," contains culinary treasure: Six flavorful dishes made with Wisconsin potatoes, created by talented chefs from top Wisconsin restaurants.

The chefs were inspired by the bounty of potatoes they discovered on a tour of freshly harvested potato fields in Wisconsin's Central Sands Region. They tasted some of the 20-plus varieties of potatoes that are harvested in Wisconsin every year, including varied sizes and colors and names that set taste buds a-tingle, such as Yukon Gold and

German Butterball.

With the great taste of the potatoes clearly in mind, the chefs developed recipes to highlight some of their favorites. The delicious array of culinary creativity—including pizza, salad, side dishes and appetizers—require no special skills, and a color photo accompanies each of the six recipes. A handy description of the potato variety used in each recipe is also provided. The chefs' special creations include:

- **Heaven City's Wisconsin Potato "Louie" Salad**, made with red-skinned Red Norland potatoes. Created by Jimmy Wade, executive chef/owner, Heaven City, Mukwonago.

- **Wisconsin Yukon Gold Potatoes with Goat Cheese, Walnuts & Rosemary**. Created by Bill Baumann, chef, Mo's - A Place for Steaks, Milwaukee.

- **Wisconsin German Butterball Potato & Pea Salad with Mint Dressing**. Created by Ulrich Koberstein, executive chef, The American Club, Kohler.

The brochure also includes tips on when one potato variety can be exchanged for another in a recipe, along with guidelines for "best preparation" techniques for the potatoes used in the recipes—such as boiled, steamed, mashed, baked

and roasted.

On their tour, hosted by the Wisconsin Potato & Vegetable Growers Association, the chefs learned that Wisconsin is the third-largest potato-producing state in the country, with state-of-the-art packing and shipping facilities that handle more than 27 million pounds of potatoes a year*. They also were briefed on the Wisconsin potato industry's ongoing research into the traits of preferred potato flavors.

To obtain copies of the "Wisconsin Potatoes Taste Tour" recipe brochure, visit: www.wisconsinpotatoes.com or e-mail your request to: wpvga@wisconsinpotatoes.com.

*According to 2005 Wisconsin Agriculture Statistics Service survey.

Frozen Foods

**TODAY'S
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Klondike® Becomes First Ice Cream Brand to Sponsor NASCAR Busch Racing Series

Get ready for Klondike® to burn rubber as this beloved brand becomes a sponsor of the NASCAR Busch Racing Series!

Poised as the largest activation in the history of the brand, Klondike will join Unilever's multi-brand sponsorship and become one of the official sponsors of Evernham Motorsports' #9 Ultimate Chargers™ Dodge during the 2007 Busch Series season. Evernham NEXTEL Cup standout drivers Kasey Kahne, Scott Riggs and Elliott Sadler will be behind the wheel. It is featured on the hood of the #9 Dodge for the October Race at Lowe's Motor Speedway and displayed on the side of the car for the remaining 22 races.

"It's a natural fit for Klondike to share the stage with NASCAR," says Julio Del Cioppo, Director of Popsicle, Klondike and Good Humor. "Our partnership with Evernham Motorsports, one of the hottest teams in NASCAR, will enable us to reach out to our target audience in a new and exciting way. We look forward to the start of the 2007 Busch series season and we're proud to be associated with such a respected and talented team as the Ultimate Chargers."

Banquet and NASCAR Drive Traffic to Retailers

Racing season is here, and ConAgra Foods and its Banquet brand are driving retailer traffic nationwide through an exciting, interactive online promotion called Banquet Family Race Nights (www.familyracenights.com). With driver-inspired recipes from Banquet's NASCAR partners, entertaining tips for the perfect at-home racing tailgating party and interactive racing activities for the whole family, Banquet Family Race Nights gives consumers the opportunity to combine home entertaining with their love of everything NASCAR.

From now through November 18, consumers

can log-on and enter UPC codes from Banquet products to qualify for daily prizes—from flat screen TVs to autographed racing jackets. Nine grand prize winners (one each month) will win The Ultimate Race Night Party where the Banquet RV will visit the winners' homes to provide the ultimate outdoor tailgating experience for the winner and 50 guests. The Banquet RV is equipped with a jumbo screen TV, delicious food and special race night gifts for each winner. The promotion will be included on specially-marked packages of Banquet products



■ THE BANQUET RV that's part of The Ultimate Race Night Party



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12 Dairy

**TODAY'S
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■ New and Improved -

Maintain Healthy Living with Blue Bunny Lite 85® Yogurt



Meeting demand for delicious yogurt that also delivers benefits for healthy living, Blue Bunny has introduced a new, improved version of its Lite 85 yogurt. Already a good source of calcium and protein, Lite 85 products will now contain probiotic cultures. These strong cultures enhance a body's immune system and digestive health.

Blue Bunny has also introduced a new line of Lite 85 yogurt for 2007, called Lite 85 Superfruit™ yogurt.

"Lite 85 Superfruit yogurt contains unique fruit combinations that are natural sources of antioxidants," said Kent McCuddin, Manager of Consumer Communications for Wells' Dairy, Inc. "This feature appeals to consumers who want the hottest new flavor combinations in a light yogurt, with the added benefits of antioxidants."

The six flavors of Lite 85 Superfruit yogurt are: Black Currant, Pomegranate Blueberry, Pomegranate Cherry, Raspberry Acai, Raspberry Cranberry, and White Cranberry Strawberry.

■ Creamy Profits

Tropical® Queso Crema

Tropical® Queso Crema is a fresh, natural cheese that can earn big profits in your dairy department. Smooth and creamy in texture, it has a rich and consistent flavor sure to be a big hit with your shoppers. It can be used as a spread on toast and bagels with jelly and jam.

It can also be used as an ingredient in many recipes. Tropical Queso Crema pasteurized cream cheese in the 8-oz. size, is attractively boxed with carton graphics that has real shop-

per appeal.

To learn more about this exciting profit-maker, contact Tropical Cheese Natural Sales Manager, at Tel. 305-598-2665 or Fax: 305-598-0218.



Deli

**TODAY'S
GROCER**

Applegate Farms Debuts Three New Deli Items



Sliced Organic Pepper Turkey Breast, Sliced Honey Ham, and Virginia-Brand Ham are latest additions to Applegate Farms' expanding line of premium deli meats and cheeses.

Favorite deli item now organic & pre-sliced organic pepper turkey breast is a certified organic pre-sliced version of the company's popular service deli pepper turkey. Generously seasoned with cracked black pepper, the turkey is low in fat with 37% less sodium than USDA data for sliced deli turkey.

The ninth organic pre-sliced deli meat to be offered by Applegate Farms, organic pepper turkey breast is made using the highest quality USDA certified organic poultry that has been humanely raised and processed without antibiotics, growth hormones, added nitrites or harmful chemical preservatives. It is gluten and casein free and contains NO fillers, artificial ingredients, sweeteners or by-products of any kind.

Each serving (2 oz.) provides 50 calories and only .5g fat (0% saturated). The product is sold in re-sealable 7oz. packages with a suggested retail price of \$5.99. The product is packed 12 to a 5.25 pound case.

Applegate Farms' new Virginia-Brand Ham is the company's latest offering for the service deli. Made from premium cuts of antibiotic-free pork, the ham is prepared in true Virginia-style for a delicious, gently smoked flavor. Like all Applegate Farms products, it is 100% natural with NO artificial preservatives, ingredients, fillers or by-products of any kind.

Each serving (2 ounces) contains 50 calories and 1.5g fat (0.5g saturated). The bulk hams are packed 2 to a case with a suggested retail price of \$8.99 per pound.

The company's new Sliced Honey Ham is made from premium whole muscle cuts of pork that have never been administered antibiotics, growth promotants or animal by products of any kind. Perfect on its own or in a sandwich, this hearty-textured ham has a delicate honey taste. As with all of the company's packaged deli products, it has the premium taste and quality customers expect from the service deli with the convenience of a pre-sliced, "grab and go," re-sealable package.

Each serving (2 oz.) provides 70 calories and only 1.5g fat (0.5g saturated). The product is sold in re-sealable 7oz. packages with a suggested retail price of \$5.99. The product is packed 16 to a 7 pound case.



New Deli Merchandiser is Both Display Case and Prep Counter

The Combination Preparation/Refrigerated Air Screen Case, (FSP Models), part of Structural Concepts' Fusion™ Series, is a two-in-one deli merchandiser that combines a sandwich preparation area and an open deli display in a single unit. The combination case is available in three lengths to accommodate any supermarket application.

The open deli display area provides easy meal-to-go convenience and encourages impulse purchases. Structural Concepts' advanced air screen technology allows the open case to maintain consistent temperatures and control humidity, thus minimizing energy costs and maximizing product shelf life. The display area features two levels of interior shelving, is beautifully lit, and designed to maximize the visual appeal of displayed goods.

In addition, the versatile Combination Preparation/Refrigerated Air Screen Case features a sandwich prep area for use by counter personnel. The sandwich prep area has an adjustable condiment pan rail (pans not included) for flexibility, a spacious 16"-deep work surface, and a three-sided glass sneeze guard to maintain a sanitary workspace. Innovative over- and under-pan airflow maintains evenly balanced product temperatures throughout.

Designed for quick and easy maintenance, the merchandiser includes Structural Concepts' premier Breeze™ self-contained refrigeration system, which performs longer and requires less service.



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COVER STORY

■ Jose "Pepe" Badia

Spicing Up His Business – And Yours – For Forty Years

Badia Spices, Inc. Celebrates Its 40th Anniversary: 1967-2007

Spice guru, Jose "Pepe" Badia, knows what it is to work hard to make a dream come true. Badia learned everything he knows about hard work, spices, and how the two come together from his father, who began the Badia legacy out of his garage in Miami, FL in 1967. Back then, the father and son team worked together, using simple home-made methods to create amazing taste sensations. Then Pepe and his mother would package the spices and seal them.

Pepe Badia first arrived in the U.S. alone at the age of 14 in December 1960. He was later drafted into the army and

served in the military between 1966-1968. When his parents ultimately were able to leave Cuba, his father first went to Puerto Rico where Jose, Sr. began selling to little "bodegas" on the island.

Today, Badia has grown his father's once humble spice business into a mighty food empire, and instead of being sold only at small "bodegas," Badia's over 300 products, including spices, marinades, teas, olive oils and canned food products are sold by major retailers across the U.S. as well as throughout the Caribbean, Central and South America.

But, for all his success, the humble Badia continues to be amazed at how well his busi-

ness does and what an impact it makes on people's lives. For instance, the company's lemon marinade is a cherished favorite by many chefs and was one of the primary products to launch the Badia spice empire.

This year the company celebrates its 40th anniversary. As Pepe Badia looks forward with even more new products to be introduced and geographic markets to be conquered, he can do so with the feeling of accomplishment.

"We are still having fun after all these years," Pepe Badia recently told TODAY'S GROCER in an exclusive interview.

Badia spices has grown to over 160 employees operating from a modern manufacturing/distribution/headquarters building located in Miami, FL just a short distance from Miami International Airport. Included in this facility is a 10,000 sq. ft. carpenter shop in which Badia spice racks and endcap displays are built. From its Miami headquarters, products are shipped throughout Florida and other locales including Puerto Rico, the Bahamas, the metro New York-New Jersey area as well as a number of other markets in which Badia has now established its brand name including Chicago, Houston, San Antonio, El Paso, Phoenix, Los Angeles and Nevada. Besides its retail presence, the company enjoys strong distribution among club stores and

the foodservice industry.

And as loyal consumers stock up their "cocinas" (kitchens), the firm's future appears to be unlimited. The company regularly introduces a number of new products each year. It completed a 28,000 sq. ft. expansion of its Miami facility in 2005 and recently put on line state-of-the-art robotic equipment to assist with production and distribution. The company owns its bottle molds and develops most of its unique innovative packaging.

Badia blends such as Complete Seasoning, Sazon Tropical, Ground Garlic & Parsley, Curry, Adobo Seasoning and Fajita Mix are popular while Badia marinades such as Bitter Orange Marinade, and Chimichurri are staples. Badia niche products such as its ethnic tea line and canned items such as hearts of palm and yucca are also helping to grow the Badia name among modern consumers. New products – recently or soon to be introduced – include spices bottled in self-contained grinders, retail lime and lemon juices as well as distribution rights to the Musa olive oil line and the Borges line of olive oils.

Pepe and his wife, Nancy, have been married for 27 years and are the parents of three daughters, Claudia, Bianca and Dakota and are the proud grandparents to Claudia's three children. With

Company Founder



■ JOSE BADIA, Sr. began the Badia spice legacy in 1967 out of his garage in Miami, FL – today, under the leadership of his son, Pepe, the once humble spice business has grown into a mighty spice empire.

two additional generations on the scene, the Badia spice legacy is well in hand. Middle daughter, Bianca, already plays a significant role in the administration of the family company.

Pepe Badia is very proud that his company has found its success based in Miami, and of the role the community has played in the growth of his company together with the role that his company has played within its community. "This (Miami) is a good community and we try to be good neighbors," he says.

"I'm 60 years old, but I think I'm 30," he adds. "Selling spices is still a lot of fun!"

Jose (Pepe) Badia Honored by Florida Int'l. University

Badia Spices Endows Ten University Scholarships

Badia Spices, Inc. has long been a supporter of college age youth. The company is now in its fourth year of awarding scholarships to Florida International University, Miami, FL.

The company annually awards ten scholarships which are awarded as follows: 1) – five scholarships awarded for studies to the main F.I.U. Campus; and 2) – five scholarships awarded to students attending the North (Biscayne) Campus.

During a breakfast ceremony held at the school on January 28, Badia Spices, Inc., President and CEO, Jose (Pepe) Badia presented the school a painting by noted fight doctor, Dr. Ferdi Pacheco, of Cuban patriot, José Martí and other Cuban personalities of the day as pictured on a street in Tampa's Ybor City. The painting is now on display at the school.

In appreciation of the gift and of his company's long-standing support of higher education, the company honored Badia with a plaque inscribed: *For your continuous support and dedication to paying tribute and expanding the legacy of Jose Martí in our community and our nation.* Later that day, Badia also received from the school a trophy and a medallion.



■ PEPE BADIA pictured with the plaque he recently received from F.I.U. in special recognition of his continuous support and dedication to paying tribute and expanding the legacy of José Martí.



■ AWARD WINNER Pepe Badia pictured with the trophy and medallion he received from Florida International University.



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Thu.	Fri.	Sat.	Sun.
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Campbell

To Expand World Headquarters Facilities

Campbell Soup Company has announced an agreement with the State of New Jersey and the City and County of Camden under which Campbell will make an investment of up to \$72 million to expand and enhance its World Headquarters in Camden as part of a redevelopment plan for the city. The investment reflects the latest step in Campbell's transformation and the company's longstanding commitment to Camden, its home since 1869.

At a morning news conference held February 7, Campbell President and CEO Douglas R. Conant unveiled plans for a new 80,000 square foot employee services building and highlight enhancements to existing Campbell buildings.

"Camden has been Campbell's home for more than 137 years," Conant said. "We have deep roots here, not just in bricks and mortar, but through our community service, employee volunteerism, and through the Campbell Soup Foundation's partnerships with community organizations. This is a great day for Campbell; a great day for the City and County of Camden; and a great day for the State of New Jersey and the Delaware Valley."

Conant was joined at a news conference by New Jersey Governor Jon S. Corzine, along with state, county and local officials, and community leaders. Corzine said that the state will partner with Campbell to help develop a 110-acre office park in Camden's Gateway Redevelopment District, with Campbell as its anchor. The state, county, and city plan to invest about \$26 million in the area's infrastructure, including improvements to roads, as well as water and sewer upgrades for the redevelopment area.

"This deal demonstrates the importance and the benefits

of public-private partnerships in helping our communities thrive," Governor Corzine said. "Stimulating economic growth is vital to our ongoing efforts to revitalize Camden, and this collaboration between Campbell and state, county, and local government represents an important sign of renewal for the city." The project is predicated on future governmental actions before construction of the new Campbell building and the development of the proposed office park will begin.

The development project is dependent upon the re-zon-

and local officials to attract developers and other businesses. Campbell's campus will use approximately 40 acres.

Campbell's new employee services building will feature a dramatic glass entrance and lobby with super-graphics that will be visible from Rt. 30 and easily accessible from both Rt. 30 and interstate 676. The new building will include a state-of-the-art cafe; fully equipped fitness center; a company store and credit union; as well as office space and conference rooms. These all will be relocated from existing buildings.

Campbell plans to link the new facility with other buildings on its campus to create an open-air courtyard. Additionally, the building will house an innovative training and learning center

called Campbell University.

The new building is being designed by Philadelphia-based architects KlingStubbins as an environmentally-friendly, LEED-certified (Leadership in Energy and Environmental Design) "green" facility. It will employ energy efficient HVAC, water conservation, recycled building materials, and daylight harvesting, among other environmentally efficient features.



■ AT A MORNING NEWS CONFERENCE held February 7, Campbell President and CEO Douglas R. Conant unveiled plans for a new 80,000 square foot employee services building and highlight enhancements to existing Campbell buildings. "Camden has been Campbell's home for more than 137 years," Conant said. "We have deep roots here, not just in bricks and mortar, but through our community service, employee volunteerism, and through the Campbell Soup Foundation's partnerships with community organizations. This is a great day for Campbell; a great day for the City and County of Camden; and a great day for the State of New Jersey and the Delaware Valley."



■ A SOUP-ER DAY AT CAMPBELL IN CAMDEN, NEW JERSEY. Surrounded by the Campbell Kids, Campbell President and CEO Douglas R. Conant, Camden Mayor Gwendolyn Faison, New Jersey Governor Jon S. Corzine, and Camden County Freeholder Director Louis Capelli, Jr. celebrate the announcement that Campbell Soup Company plans to expand its world headquarters. Hundreds of community members attended the news conference to hear Campbell's plans to invest up to \$72 million in its world headquarters in Camden.



■ ARCHITECT RENDERINGS of the new 80,000 sq. ft. Employee Services Building announced as part of a \$72 million expansion of Campbell's World Headquarters in Camden, NJ.

tures.

Campbell expects to break ground on the building, pending permits and other governmental approvals, this summer and plans to complete construction in the fall of 2008. Once the new building is completed, Campbell's Camden facilities will include approximately 750,000 square feet of office and research and development space. The project marks the first major development to Campbell's World Headquarters since the construction of the Dr. John T. Dorrance Culinary Center in 2003. The Dorrance Center is regularly a site of community events.

"This project is the latest step in Campbell's transformation," noted Conant. "We have made extraordinary strides in meeting workplace, marketplace, and financial goals during the past six years. The time is right to enhance our work environment for employees and visitors. This campus will be the new face of Campbell Soup Company in

Camden."

Camden Mayor Gwendolyn Faison said, "Campbell Soup Company is synonymous with the City of Camden. We are thrilled that Campbell has joined with the city, county, and state in a plan that will strengthen Campbell's roots in Camden and that the company will continue to contribute to the many positive developments underway here."

Conant concluded, "It's long been our practice to contribute time, energy, and resources to the communities in which our employees live and work. Campbell is pleased to continue contributing to Camden's revitalization, and we look forward to remaining in Camden—our birthplace—for many years to come."



Bravo Supermarket Opens On Highway 192 In Kissimmee

New Store Becomes the Sixth Bravo in Greater Orlando Area

Story and Photos by **DENNIS KANE**, Editor

Independent owner/operator Daniel Garcia and his wife Elvira are celebrating the February 8 grand opening of their new Bravo Supermarket located on Highway 192 at Hoagland Ave. [street address 4108 West Vine St.], just west of the Osceola Mall in Kissimmee, Florida.

The 15,000 sq. ft. store [which features 10,000 sq. ft. of selling area] officially opened on Thursday, February 8 at 7 o'clock in the morning. Large crowds were on hand all day and seemed to build in size as morning turned into afternoon. Fueling the large crowds was a grand opening advertising circular which had been mailed out to residents of the surrounding area, coupled with a strong radio advertising campaign. A number of manufacturers/distributors representatives made the long journey to attend the grand opening, along with significant representation from both Bravo Supermarkets and Associated Grocers of Florida, Inc.

The newly-constructed store is designed as a state-of-the-art full service supermarket. The store's product mix has been geared to meet the unique needs of the diverse population surrounding the store and to take advantage of its location on a main access road to DisneyWorld. The store features a full-service deli, offering hot foods, an expanded produce department, and a custom-cut butcher shop. This 'boutique style' supermarket packs a lot of products and services into its relatively small size. Initial response from shoppers seems to be that customers are disregarding the size and showing a big appreciation for the amenities and comfort level they feel when shopping at the new store. The store features five check-out counters and a Customer Service Center for rapid customer service.

Garcia has been in food retailing for over ten years and takes pride in operating a well merchandised full service quality supermarket. Before relocating to Florida, he owned and operated a C-Town Supermarket in Brooklyn, New York. Today, the Garcia's, who's family includes Dennis age 15, James 21, and Kenny age 12, reside in Kissimmee so they know their customers needs and expectations. Garcia spent well over one year in the development of his new store and he, along with his wife and children, did much of the work required to make their beautiful new store a reality.

The Garcia's have assembled a staff of 20 well trained associates to serve customers. Included among the key management staff are: GROCER MGR. - Omar Andriaquis, PRODUCE MGR. - Ralph Arias, MEAT MGR. - Robinson Aybar, and DAIRY & FROZEN FOOD MGR. - Raul Arias.

Garcia told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to this section of Kissimmee. Based on the store's demographics and its unique location, the store will draw both local consumers from a broad economic spectrum and tourists experiencing the fun and excitement of the area's attractions. To accomplish this, we are committed to bring consumers the personal service and quality food products that only a "hands-on" independent store owners can provide. We realize that, by knowing our customers and satisfying their needs, we can successfully compete with the large established chains in the area."

Garcia added, "Based on the growth of the population in greater Orlando, we have invested in the future of the marketplace. We realize that this area needs a first class supermarket that knows the community and is proud to be a part of the community. In addition to everyday low prices, the Bravo merchandising program offers outstanding savings which are advertised in a weekly 4-page color circular delivered to over 40,000 homes via the *Orlando Sentinel*. We want our customers to feel at home when they shop with us. We are confident that we can live up to our statement that Bravo is the "supermarket for savings" on the products our customers need and want the most. We want our customers to say, "Bravo to Bravo!"

The new store accepts food stamps and all major credit and debit cards. At the Customer Service Center, immediately to the left upon entering the store, shoppers may purchase money orders, Florida lotto tickets, and a number of other services.

This Kissimmee location is the seventeenth Bravo Supermarket in the state of Florida and the second Bravo in Kissimmee. Upcoming Bravo openings in Florida will include

The store hours of operation for the new Kissimmee location are 7 a.m. to 9 p.m. daily. Pembroke Pines, Haines City, Orlando, Winter Garden and Miami.



■ OPENING DAY CROWDS were large all day long.



■ BRAVO OWNERS/OPERATORS Elvira and Daniel Garcia [center] pictured with part of the Bravo support staff [left to right]: Bob Sawyer, Phil Kelly, Dennis Wallin, Julio Sanchez and Richard Sanchez.



■ Daniel Garcia received an opening day handshake from AG of Florida VP of Sales [Ocala] Charlie Webb [second, left]. Also pictured [left to right]: AG of Florida VP/General Manager Ocala Div., Lou Moore; and Bravo V.P. Business Development Southeast Div., Dennis Wallin, Julio Sanchez, Richard Sanchez, Bob Sawyer and Bravo Florida Meat Merchandiser, Phil Kelly.



■ Traveling all the way from New York to give their personal congratulations to store owners Elvira and Daniel Garcia, were Ubaldo Sorrentino, VP Alpha 1 Marketing, and his wife Brigitte.



■ Daniel Garcia is all smiles as he welcomes to his new store Phil Kelly, Bravo Supermarkets [left] and Quirch Foods Sales Rep. Ricardo Casanova and Quirch Foods Regional Sales Mgr. Evilio Paz.



■ Bob Sawyer, Richard Sanchez, Julio Sanchez and Dennis Wallin pictured with Bravo Grocery Mgr. Omar Andriaquis [third, left] and José Batista, Owner Apopka Bravo [far right].



■ BRAVO SUPERMARKETS' Mgr.- Retail Services Southeast Div. Julio Sanchez and Bravo Retail Counselor Richard Sanchez with Bravo Kissimmee Produce Mgr. Ralph Arias.



■ BRAVO Meat Mgr. Robinson Aybar [center] with Quirch Foods Meat Merchandiser Luis Puga; Phil Kelly, Richard Sanchez and Julio Sanchez, Bravo Supermarkets.

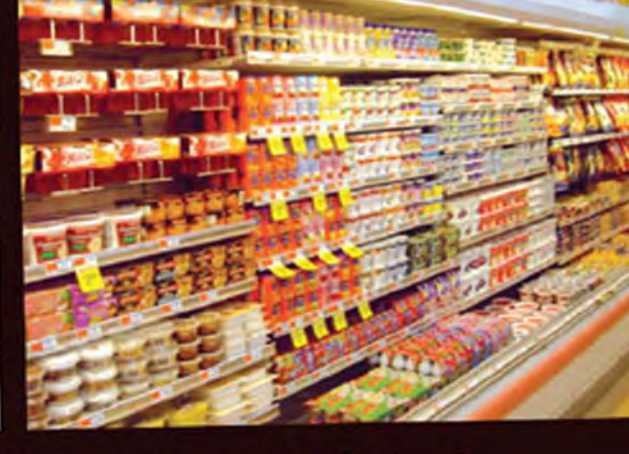


■ BRAVO Retail Counselor Richard Sanchez pictured with Bravo Customer Service clerks Elizabeth Lugo, Erika Garcia and Lucia Rodriguez.



■ KISSIMMEE BRAVO Owner/Operator Daniel Garcia welcomes Enrique Torrens and Javier Valentin, Pan American Grain [Rico Rice] to the grand opening.

Bravo Celebrates SUCCESS!



Bravo Florida congratulates the team of the new Bravo supermarket at 4108 West Vine St. on their successful grand opening in Kissimmee.

We invite you to join the growing number of smart independent Florida retailers marketing under the "BRAVO-SUPERMARKETS FOR SAVINGS" banner.

Bravo Florida provides a state of the art retail program designed to meet the needs of Florida's independent retailer!

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Video & Music

**TODAY'S
GROCER**

New From Image Entertainment

Carlos Santana and Wayne Shorter: Live at the Montreux Jazz Festival

Image Entertainment has released a DVD of Carlos Santana and Wayne Shorter Band: Live at the 1988 Montreux Jazz Festival.

It began almost as a lark when Carlos Santana encountered his longtime friend and hero Wayne Shorter on the concert trail in Atlanta, GA, in 1987. Carlos said, "Let's start a rumor that we're putting a band together."

Wayne's eyes got bigger and brighter as he smiled and then responded: "Yeah, Carlos, let's start a rumor."

A few months later the Carlos Santana/Wayne Shorter Band performed its debut concert at The Fillmore in San Francisco, the beginning of a 26-concert tour throughout the U.S. and Europe. The performance of this magnificent band was recorded at Montreux, Switzerland, on July 14, 1988, and includes interviews with Carlos Santana, Wayne Shorter and festival creator Claude Nobs.

SONGS: Spiritual - Peraza - Shhh - Incident at Neshabur - Elegant People - Goodness & Mercy - Sanctuary - For Those Who Chant - Blues for Salvador - Fireball 2000 - Ballroom in the Sky - Once It's Gotcha - Mandela - Deeper, Dig Deeper - Europa.

Musicians: Carlos Santana - guitar / Wayne Shorter - saxophone / Chester Thompson - keyboards / Patrice Rushen - keyboards / Alphonso Johnson - bass / Armando Peraza - congas / Jose Chepito Areas - timbales / Leon "Ndugu" Chancler - drums.

The 64-minute concert DVD is presented in Dolby Digital DTS 5.1 Audio, and both the DVD and CD include interviews with Carlos Santana, Wayne Shorter and Montreux Jazz Festival creator Claude Nobs. The DVD, which is available now, carries a suggested retail price of \$19.99; the 2-disc CD, which will be released on March 27, has an SRP of \$18.98.

SRP: \$19.99 Rating: Not Rated Length: 124 minutes

Putting It Together: A Musical Review

A humorous, poignant and sophisticated musical "review," *Putting It Together*, a new DVD release from Image Entertainment, is a thematic celebration of the stage and screen work of multiple Tony Award-winner Stephen Sondheim, the foremost theatrical composer/lyricist of our time. Featuring an award-winning ensemble cast headed by the incomparable Carol Burnett, *Putting It Together* weaves a lyrical story around the emotions and relationships of five guests attending a Manhattan cocktail party, studied with material from a number of Sondheim's original musicals and films including *A Funny Thing Happened on the Way to the Forum*, *Anyone Can Whistle*, *Company*, *Follies*, *A Little Night Music*, *The Frogs*, *Sweeney Todd*, *Merrily We Roll Along*, *Sunday in the Park with George*, *Dick Tracy*, *Into the Woods* and *Assassins*.

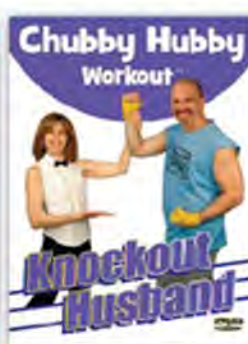
SRP: \$19.99 Length: 91 minutes Language: English



Doctor Lynn's Anti-Aging Workout for Every Body: Flex & Tone DVD

Practically any doctor will tell you that regular exercise is one of the keys to turning back the hands of time. Yet, how many of them will actually design the right workout for you? Dr. Lynn Anderson, a Naturopathic Doctor and certified yoga and fitness instructor shares her own prescription for a healthy, fit lifestyle in Dr. Lynn's Anti-Aging Workout for Every Body: Flex & Tone DVD (40 min., \$14.99, www.razorfitness.com).

Scientific research has proven that even minimal time, devoted to some form of physical exercise, will prolong life expectancy. Dr. Lynn's program focuses on enhancing muscle flexibility and strength. The simple-to-follow movements will improve range of motion, balance and core development. It is a complete workout that could be the first step for many towards a lifetime of fitness. Scientifically based, Dr. Lynn's Anti-Aging Workout for Every Body: Flex & Tone DVD performed for just 30 minutes, 3 to 5 times each week, is the key to looking, feeling, and staying young. A stability ball and light hand weights are used in the workout.



Knockout Husband DVD

He's baaack! Yes, Chubby Hubby is back, and he's ready for some action. Chubby Hubby Workout: Knockout Husband (43 min., \$19.99), developed by Sharyn Pak, ACSM, ACE Master Trainer, is the latest in the Chubby Hubby DVD Series, released by BayView Entertainment. This DVD was created specifically for the hubby, who has disguised his once lean body with a paunchy façade of unwanted poundage.

Devised especially for the man who is trying to ignore the truth of existing body flab and has become lax about engaging in physical exercise, the Chubby Hubby Workout, KNOCKOUT HUSBAND, eliminates the tedium, so often a part of other physical regimens. After much research, Sharyn Pak has dissected the traditional boxing moves and martial arts routines and selectively designed the ultimate, exciting workout for men who are eager to get back into shape. There is a lean physical being lurking within, "fighting to get out."

Larry, Sharyn's husband, takes on the satisfying job of guiding viewers through actual boxing routines that encompass punching, footwork, blocking and kicking, all designed to redefine and invigorate the body and stimulate the mind. Ten rounds of easy-to-follow, result-oriented, drills require only the use of a jump rope and hand wraps, both of which are optional. The Chubby Hubby deserves to be made aware that he is a champ, by following Larry Pak, as he provides instruction for a 10 round, sweat producing, energizing, workout that delivers a knockout punch.

Pharmacy

**TODAY'S
GROCER**

Pear Bureau Northwest Partners with Hannaford in New Pharmacy Bag Program

The healthy benefits of eating pears are being marketed beyond the produce section thanks to a new marketing initiative developed by Pear Bureau Northwest. With the Food and Drug Administration's (FDA) recent release of new labeling values that increased the pear's nutritional content for fiber, potassium, calcium, and protein, a pear provides even more nutrients than originally thought. And Pear Bureau Northwest is spreading the good word in an innovative way: pharmacy prescription bags.

Hannaford Supermarkets are leading the way in this innovative promotion as one of the first to incorporate the healthful pear message on their pharmacy prescription bags, which will be distrib-

uted to thousands of Hannaford customers as they pick up their prescriptions. "We are pleased to partner in this program that will help remind customers to get their daily servings of fruit," said Caren Epstein, Hannaford spokesperson. "This program supports our strategy of making nutrition, health, and wellness information readily available to our customers."

The Hannaford prescription bags, printed on a glossy white paper, feature colorful images of pears along with messaging that touts the health benefits of the delicious fruit: "A sweet, refreshing pear is an excellent source of fiber that contains Vitamin C and is also a source of potassium, all for about 100 calories" and "one medium sized pear provides half the

recommended daily intake of fruit."

"This is a targeted way to reach consumers," said Kevin Moffitt, president and CEO, Pear Bureau Northwest. "Pharmacy patrons are in a forward-thinking frame of mind when they pick up their prescriptions. We're reaching them at a point when they're focusing on taking care of their bodies and letting them know that eating pears can be beneficial for their health." Moffitt went on to explain, "When consumers receive this nutrition information in the pharmacy it is like a third party endorsement and that is very powerful."

Pear Bureau Northwest is the first fresh produce group to promote its product on pharmacy bags. "With so

much media clamoring for consumers' attention, we believe that these bags are an excellent new vehicle for reaching our consumer markets with this health and nutrition message," Moffitt said. The Pear Bureau tested the bags in smaller markets before launching nationwide in select pharmacies located within supermarkets. The bags will be distributed in supermarkets that have a pharmacy and a produce department under one roof so customers can purchase pears just a few steps away from the pharmacy counter.

Other retailers who will be participating in this innovative program include Dierbergs locations in the greater metropolitan area of St. Louis, and Michigan's Harding's stores.



One medium size pear provides half the daily recommended intake of fruit.



Learn more at www.healthy.eatpears.org

Pouring Keg Beer Just Got Easier



A patented, new keg pumping system, Headmaster Beer Pump™, introduced recently by Draft Master, LLC, helps any partygoer pour a perfect beer every time by eliminating the excessive foam that's often caused by conventional hand pumping systems. The new pump also puts an end to the expense and maintenance problems often associated with CO2 systems set up in a home bar.

The Headmaster Beer Pump employs a DC electric motor to deliver a precise amount of air pressure that discharges less foam and a steady flow of beer with a perfect 1/2" to 3/4" head. An attractive plastic replica of a pint glass of beer encloses the motor and attaches to a conventional beer hose and spigot.

The Headmaster Beer Pump is designed to completely drain each keg and is compatible with any conventional keg system. An AC adaptor is included to convert standard 110AC electrical power to 12 volt DC power. An optional battery pack for use at picnics or where power sources are unavailable can empty two or three half barrels on a full charge. There is also an optional car adaptor (with 20' cord) that allows your Headmaster to pump beer from your car, boat or any other 12 volt DC power accessory (cigarette lighter) source. In addition to pouring beer more efficiently, use of the Headmaster Beer Pump system can preserve freshness for up to three days. For more information, visit www.headmasterbeerpump.com

Moretti Beer Launches "Have You Met Moretti?" Campaign

HAVE YOU MET MORETTI?



THE MOST DESIRED BEER IN ITALY. MORETTI

ti is the epitome of the Italian lifestyle, and is best enjoyed by those who have a keen appreciation for all things Italian. In fact, Moretti is the premium Italian beer that Italians prefer.

Consumers are invited to taste the difference that comes from Moretti's traditional Italian-style brewing methods.

Birra Moretti, which is fast becoming the top selling beer in Italy, has launched a new promotional campaign, dubbed "Have You Met Moretti?", designed to peek consumer interest in Moretti beer and showcase the mustachioed Moretti man, who has donned the Moretti label for nearly 60 years, and still now in a series of new and intriguing silhouetted black and white images. These new images, in addition to the traditional colorized Moretti man bottle label, will be on upcoming Moretti advertising and promotional items for on and off-premise retailers, where legal.

The "Have You Met Moretti?" tagline provides an invitation to consumers to taste and experience Moretti, the most desired beer in Italy, while encouraging them to take a closer look at the Italian lifestyle experience—an experience enriched by food, dining, friends and culture. Moret-



Henry Weinhard's Offers Organic Amber Premium Ale

Henry Weinhard's, the pioneering producer of small-batch handcrafted beer in the Pacific Northwest, has introduced Henry Weinhard's Organic Amber Premium Ale.

Born from locally grown organic barley and natural hops, Organic Amber Premium Ale is USDA-certified organic to meet the strict standard that more than 95 percent of its ingredients are grown without the use of pesticides and chemicals.

Henry Weinhard's Organic Amber Premium Ale is a smooth, full-bodied ale brewed with two-row malt and Mt. Hood and Simcoe hops. It contains 5.25 percent alcohol by volume. The new brew will be available this month in Idaho, Oregon and Washington where Henry Weinhard's products are sold at retail in 6-packs of non-returnable 12 oz. bottles and on draft in restaurants and bars. Suggested retail price ranges from \$7.49 - \$7.99 for a 6-pack.

"To tap into the growing interest in organic food and beverages, we have created a beer that features the natural purity of premium ingredients from the Pacific Northwest," said Scott Ortega, brand director for Henry Weinhard's line of craft beers. "Henry Weinhard's Organic Amber Ale is an exceptionally clean, fresh tasting beer that is true to our founder's high standards of handcrafted brewing."

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Publix Miami Division Celebrates Dual 45K Openings

Publix Food & Pharmacies Open in Pembroke Pines and Homestead

Story and photos by: **DENNIS KANE**, Editor

Saturday, February 24, marked the openings of two new Publix Food & Pharmacy locations in South Florida. The Publix Miami Division opened 45,600 sq. ft. stores on this day in Pembroke Pines and Homestead. Publix #1068 made its debut at 15729 Pines Blvd. (intersection of Pines Blvd. and Westfork Plaza Way) in the recently completed Paraiso Parc Shopping Center. An hour's drive south of the new Pembroke Pines store will have you in the shadows of Homestead Motor Speedway at the new Publix #1136 which anchors the recently completed Oasis Plaza at 2950 NE 8th Street.

While each of the new "twins" is similar to its counterpart, each offers its own distinctly unique shopping experience to members of the communities they serve. One similarity both stores have in common is an expanded Publix GreenWise Market line throughout.

The Paraiso Parc Publix, headed by Store Manager, Juan Cardona, features a whole new selection, including fresh salads, custom made salads, hot soups, artisan sandwiches and subs and an extended line of hot food and sandwiches. The new store has a lot of added features, besides the expansion of prepared foods. There's fresh-squeezed O.J. in the Produce Department, a taste tempting selection of warm foods appealing to the Hispanic palate, an expanded GreenWise program throughout and a large wine selection. To the right, upon entering the Pembroke Pines location, the prepared foods departments are separated from each other, while the many prepared foods departments in the Homestead location are displayed in a more open and free-flowing style. Both stores incorporate the popular Publix Aprons® Simple Meals program.

At Oasis Plaza in Homestead, Store Director, Darren Perkins, and his staff of 130 associates are equally enthusiastic to welcome shoppers to their new store. The Homestead location features a drive-in pharmacy pickup, and when construction on the shopping center is fully completed in May, the store will have its own liquor store with separate entrance.

Service and variety are two of the hallmarks upon which Publix has earned its long-standing reputation. Both continue to grow and be enhanced as evidenced by the company's two newest stores in South Florida.

Both stores mailed out special grand opening sales circulars to area residents in support of the openings. Popular radio stations were on hand to drum up opening day business and entertain first day shoppers, and each store presented commemorative coffee mugs to early arriving shoppers.

The Miami Division, which has seen a number of new store openings recently, will celebrate its next grand opening in South Miami on March 10.



PUBLIX FOOD & PHARMACY at Paraiso Parc was one of two 45,600 sq. ft. stores opening in the Publix Miami Division on Saturday, February 24. Store #1068 anchors the newly completed shopping center and is located at 15729 Pines Blvd. in the City of Pembroke Pines.



OASIS PLAZA PUBLIX Store Director, Darren Perkins (left) receives the official key to his store from District Manager, Lee Holmes (right).



Darren Perkins (center) pictured with Bakery Department Manager, Ivan Rodriguez, and Bakery RIS, Jill Bissell.



Darren Perkins, pictured with Deli Manager, Ila Ordonez Garcia, Deli RIS Gigi Davila, and Assistant Deli Manager, Debbie Townsend.



PLATO THE PUBLIXAURUS was on hand for the grand opening along with (left to right) District Manager, Lee Holmes, Retail Operations Superintendent, Mike Morodith, Store Director, Darren Perkins, and Assistant Store Manager, Felipe Viruet and Grocery Manager, Mike Guilfoyle.



District Manager, Lee Holmes, Meat RIS, Dianne Godoy, Meat Manager, Jose Garcia, Store Director, Darren Perkins, and Assistant Meat Manager, Dennis Bradbury.



Publix Produce RIS, Jack Castillo with Homestead Produce Manager, Jose Gomez, and Store Director, Darren Perkins.



PLATO THE PUBLIXAURUS, District Manager, Lee Holmes, Pharmacy Tech., Viviana Guzman, Pharmacy Mgr., Michael Uhorchak, RPh., and Store Director Darren Perkins.



District Manager, Lee Holmes, Store Director, Darren Perkins, pictured with Customer Service Mgr., Katrina Hatom, and Customer Service Mgr. RIS, John Kennedy.



PARAISO PARC Store Director, Juan Cardona (center) accepts opening day congratulations from District Manager, Richard Rhoads (left), and District Manager, Louis Troisi.



Store Director, Juan Cardona and District Manager, Louis Troisi, pictured with Customer Service Manager, Arlene Ruiz, and Assistant Store Manager, Susan Mullan.



Bakery RIS, Al Buchholz, pictured in front of the artisan bread display with Bakery Manager, Francisco Susana.



Deli Department Manager, Juan Lopez (center) pictured with Deli Retail Coordinator, Janie Allan, and Deli RIS, Tom Caputi.



District Manager, Louis Troisi in front of the Badia Spices display with Badia Supervisor, Manny Carrillo.



Pictured at the Service Custom Cuts counter, are Meat Department Manager, Tony Godinez, and Assistant Meat Manager, Howard Murphy.



Smiles just seem to come to customer's faces naturally when they're planning an Italian meal using Flora Foods products. Here are a couple of happy shoppers being sampled by none other than the man himself, Chef John Flora, owner of Pompano Beach-based, Flora Foods.



The Pharmacy staff is eager to serve. Pictured is Assistant Pharmacy Manager, Jennifer Wang, RPh., and Pharmacy Department Manager, Helmer Jiron, RPh.



Decorating the new Pembroke Pines location are a number of unique and attractive displays built in house by Publix employee, Manny Juangia, such as this train which travels high above the baby needs department. Manny is a stock clerk at store #342.

Getting to Know **DARREN PERKINS**

Store Director, Publix #1136 (Homestead, FL)

Charles (Darren) Perkins was born and raised in Louisville, KY. Following graduation from Fern Creek High School, he moved to Miami at the age of 18. While studying at Miami-Dade Community College (South Campus), he joined Publix in 1986 as a part-time produce clerk at Publix #261 (Town & Country). At this store, he was promoted to full-time grocery clerk before continuing his progression up the management ranks. Darren was then transferred to Key West where he spent 2 years as assistant store manager at store #500. He was named store manager of Publix #478 in Cutler Ridge in 2004. As store director of the new Oasis Plaza Publix Food & Pharmacy, he directs a staff of approximately 130 associates. Darren and his wife, Amy, reside in the Cutler Ridge area with their 3 sons, Tyler, age 11, Brandon, age 7, and Trevor, age 2. Darren enjoys golf and is something of an accomplished bowler, having bowled a 300 game last year. He also enjoys stock car racing and coaching his sons' youth baseball team.

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TODAY'S GROCER



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Deli Department Manager, Juan Lopez (center) pictured with Deli Retail Coordinator, Janie Allan, and Deli RIS, Tom Caputi.



ORANGE JUICE TOAST - Trying out the store's new fresh orange juice machine, are Produce RIS, Frank Di Fede with Produce Department Manager, Brian Snider, and Assistant Produce Manager, Frank Terranova.



District Manager, Louis Troisi in front of the Badia Spices display with Badia Supervisor, Manny Carrillo.



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TODAY'S GROCER



GUEST EDITORIAL

Poll Reveals Consumers' Perceptions of Pests in Grocery Stores

It creeps; it crawls... unless it's a lobster, not in my grocery store! According to a recent independent consumer poll from Atlanta-based pest control company Orkin, Inc., grocery store shoppers will not tolerate a store that is home to crawling pests.

The poll found that shoppers are more likely to react to rodents in a grocery store than cockroaches, stored-product pests (meal moths, beetles, etc.) or flies. According to Orkin's Director of Quality Assurance Zia Siddiqi, rodents are known carriers of a host of diseases including salmonella, plague and Hantavirus pulmonary syndrome. Of those shoppers spotting a rodent, 70 percent would complain to a manager, while half would leave the store without their groceries. Forty-five percent wouldn't shop in that store again.



■ ZIA SIDDIQI

Cockroaches are not far behind rodents in their ability to turn off shoppers. The majority (60 percent) would complain to the manager, and 41 percent would tell friends and family about the roach. Shoppers spying a stored-product pest such as a moth or beetle are most likely to speak to the manager (52 percent) or tell the cashier what they found (35 percent).

The poll found that flies cause the least reaction from shoppers — 37 percent reported they would "do nothing" if they saw a fly while shopping. But, added Siddiqi, they should.

"Flies are one of the filthiest pests around, carrying up to a half billion bacteria on the outside of their bodies, including common sources of food-borne illness," said Siddiqi. "People don't react as strongly to flies since they are accustomed to seeing them near



food. In general, pests are a turnoff for shoppers, but what people may not realize is that pests can carry and spread bacteria that can threaten customers' and employees' health. The health issue is what can jeopardize a grocery store's inventory and, in some cases, its ability to do business."

Of even more concern to national retailers, a pest sighting at one location can affect consumers' perceptions of the entire chain — for 43 percent, finding a pest in a grocery store "would have a negative effect."

Younger shoppers seem to be more sensitive to pest issues in grocery stores. The survey found that compared to people 35 and over, younger adults age 18 to 34 are more likely to:

- Tell friends and relatives about a pest,
- Leave the store without checking out,

- Never go back to the store, and/or
- Draw other shoppers' attention to the pest.

In addition, women react more strongly to seeing pests than men. Typically the predominant shoppers in the family, women are critical to the food retail industry*.

According to Siddiqi, the food retail industry is challenging for pest control providers, with several store environments packed into one — from delicatessens to meat and flower shops. Storage areas, if not maintained properly, can also be breeding grounds for pests.

"Grocery stores must be vigilant about pest control and make sure their programs are effective," noted Siddiqi.

"And, if a store is part of a chain, consistency is key. These results show that pests can have a negative impact on grocery stores — one too important to ignore."



*85 percent of women surveyed by Veris Inc. in 2004 reported doing at least 60 percent of the grocery shopping.

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Scholarship Applications Available

Applications are now available for 2007 NACS Jim Yates Scholarships. The deadline to submit applications is May 4.

The Yates Scholarship program annually recognizes employees in the convenience store industry based on their dedication to achieving excellence in retailing, strong leadership skills at the store level, and persistence in the pursuit of education.

The Yates Scholarship is distributed by NACS in honor of the late Jim Yates, founder of E-Z Mart Stores Inc. Each of ten scholarship winners will receive a \$3,000 for costs of career education — community college or a four-year college — and complimentary registration, lodging and travel to the NACS Show 2007, which will take place Nov. 5 to 9 in Atlanta.

Applicants must be employees who work for a NACS retail member company. The applicant must be enrolled in, or will be enrolled in, the fall 2007 for undergraduate academic study. Scholarships are one-year awards. Scholarship recipients may reapply each year, for up to four years, if they continue to meet the eligibility requirements.

Companies may nominate multiple applicants for scholarships. For an application or more information, visit www.nacsonline.com/NACS/Events/Leadership/YatesScholarship/default.htm or contact Erin Mitchell at emitchell@nacsonline.com or (703) 518-4241.



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Arnaldo Torres, Sr. and his son Arnaldo Torres, Jr. opened their new 38,000 sq.ft. superstore February 1 in Arecibo, on the northern part of the island. Since that time, the store has been doing blockbuster business. It is able to cope with its high volume, thanks to 15 state-of-the-art NCR check lanes installed by ISE Corp. of Miami, FL.



■ **CUSTOMER CHECKOUT** at the new store is quick and efficient, thanks to the latest technology installed by ISE Corp. ISE installed the equipment and trained the staff on its proper use and will be responsible for around the clock, worry free maintenance of the system.



GRAND OPENING SMILES – Owner/operators Arnaldo Torres, Jr. and Sr. are all smiles as they greet ISE Corp. President Pedro Ponce at the opening of their new store in Arecibo, Puerto Rico.



■ This new store is state-of-the-art thanks to these modern checkout installations by ISE Corp.



■ The new Econo Vega Baja Supermarket in Arecibo, features 15 state-of-the-art NCR point-of-sale terminals installed by ISE Corp., Miami, FL.



■ The attractive, well merchandised new store is already proving to be a big hit with customers.



■ **THE FLORISTERIA** Flower Department features eight cooler doors of beautiful floral arrangements. Someone needs to give the local Coca-Cola bottler route salesperson an A+ for the job he's doing in this store.



■ This equipment is easy to learn...and easy to operate.

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TO ORDER, CONTACT YOUR LOCAL BROKER.

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“Vegas Spring Into Savings” Casino Night

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**SOUTHEAST
WHOLESALE
FOODS**

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February 22, 2007



■ **BROKER REPS** – Fred High, Advantage Sales with Harold and Russel Louis, Total Sales.



■ Ramon Salgado, Gina Hausen, Tony Antelo; Marc Goodman, Tim Martis, Mary Lopez and Southeast Frozen Foods President/CEO Rich Bauer.



■ **BUYING ACTION** – Eddie Arrazola and Jose Diaz.



■ Johnny Torres, La Mia #1 [center] pictured with Carlos Guerra and Robert Fundora, Southeast Wholesale Foods.



■ Robert Fundora, SWF; Jorge Martinez, Tropical #4; Carlos Guerra and Osvaldo Moure, SWF.



■ Julio Monterey; Carlos Guerra and Gaston Diaz, SWF; Gus Colome, Hormel; Estar and Gustavo Ramon, Tropical Supermarket.



■ **THE SWF TABLE.** Seated: Pam Young, Randy Williams, Patty Gomez, Janise Ayor and Carla Winnegar. [Standing]: Jim Murphy, Kevin Darcy; Butch Gordon [Federated Foods] and Gina Hausen, SWF.



■ SWF General Manager Tony Palacios welcomes Ray Sanchez, Store Director Presidente #16.



■ Alvin Urena, Bravo Supermarket [Orlando], Jimmy Carroll, Bravo Supermarket [Port St. Lucie] and Santiago Marte, SWF.



■ Mary Lopez, SWF Customer Service [center] welcomes Marilyn Gregori, Tropical #15 [left] and Estar Ramon, Tropical Supermarket [right].



■ H. Bert Gonzalez and Vicky Monteiro, ISE Corp. with Rich Bauer and Gaston Diaz.



■ Jorge Maza, Randy Tugg, Acosta Sales; Linda Horn, Crossmark; Ray Hagan, Knaus Foods; Joe DiGiacomo and Jr. Martinez, Crossmark.



■ SWF Retail Counselor Gaston Diaz pictured with good friend Gregory Richard, Tropical #15.



■ Gaston Diaz [left] and Ramon Salgado, SWF [right] welcome Marcos Perelra, Bemosa [Dominican Republic] and Ircania Jimenez, to the event.



■ ALL SMILES – SWF General Manager Tony Palacios, Customer Service Mgr. Mary Lopez and Vice President-Sales Kevin Darcy.



■ Tony Palacios welcomes brokers Rosa and Henry Castellanos, Independent Food Brokers, Inc.



■ Juan Colome and Peter Chao, Flowers Foods.



■ Robert Fundora [left] and Randy Williams, Buyer Merchandiser SWF [right] pictured with Juan David Rincom and Javier Robert Rincom, El Bodegon Grocery.



■ SWF Vice President Merchandising & Procurement Tim Martis pictured with Ray Hagan, Knaus Foods, Joe DiGiacomo and Jr. Martinez, Crossmark.



■ Mary Lopez and Jr. Martinez with Miguel Dominguez and Susie Lay Dominguez, Varys.



■ Russel Louis [Total Sales], Janise Aylor, Gina Hausen, SWF; Jorge Maza, Acosta; Patty Gomez, SWF; Mark Feiler, Advantage Sales; Leo Gonzalez, Acosta.



■ GOOD FRIENDS – Tony Palacios and Harold Louis.



■ Marc Goodman, CFO SWF; Audrey Bradley, Transportation SFF, with Tony Palacios, SWF.



■ SOUTHEAST FROZEN FOODS President/CEO Rich Bauer [center] greets Fausto Borges [left] and Joe DiGiacomo [right].

Whole Foods To Acquire Wild Oats Markets

Continued from PAGE 1

Transaction enterprise value, including debt, is expected to be approximately \$700 million.

Transaction to be funded at closing with \$700 million of senior term loans; in conjunction with the transaction, Whole Foods Market also intends to upsize its long-term senior revolving credit facility to \$250 million.

All of Whole Foods Market's 11 operating regions will gain stores, with three of its smallest regions gaining critical mass, and Whole Foods Market will gain immediate entry into a significant number of new markets.

Whole Foods Market expects to recognize significant synergies through G&A cost reductions, greater purchasing power, increased utilization of support facilities and new team member talent.

"Wild Oats Markets and Whole Foods Market have both had a large and positive impact on the natural and organic foods movement throughout the United States, helping lead the industry to nationwide acceptance and to becoming one of the fastest growing segments in food retailing today," said John Mackey, Chairman, Chief Executive Officer, and co-founder of Whole Foods Market. "Our companies have similar missions and core values, and we believe the synergies gained from this combination will create long-term value for our customers, vendors and shareholders as well as exciting opportunities for our new and existing team members."

With annual sales of approximately \$1.2 billion, Wild Oats Markets is one of the leading natural and organic foods retailers in North America. Wild Oats was founded in Boulder, Colorado in 1987 and listed on the NASDAQ National

Market in 1996. The company currently operates 110 stores in 24 states and British Columbia, Canada under four banners: Wild Oats Market-place (nationwide), Henry's Farmers Market (Southern California), Sun Harvest (Texas), and Capers Community Market (British Columbia).

"The growth opportunity in this category has led to increased competition from many players, most of whom are not dedicated natural and organic foods supermarkets, but are considerably larger than we are," Mackey said. "We have made 18 retail acquisitions in our history, many of which were platform acquisitions from which we have been able to accelerate our growth geographically. Wild Oats Markets will be our largest acquisition and is a great geographical fit as all of our 11 operating regions will gain stores and three of our smallest regions — our Pacific Northwest, Rocky Mountain and Florida regions — will gain critical mass. We will also gain immediate access into a significant number of new markets."

"We consider the integration of acquisitions to be a core competency and have found it generally takes up to two years to transition to our decentralized operations and implement our incentive programs. We expect this acquisition to be similar and that over time we will recognize significant synergies through G&A cost reductions, greater purchasing power and increased utilization of facilities. We are particularly excited to gain many talented team members who will provide valuable support in reaching our growth goal of \$12 billion in sales in 2010. Our company continues to evolve at a rapid pace," Mackey continued. "We have always benefited through learning from past acquisitions and believe

this merger will result in a company that is much stronger and better-positioned for the future."

"As the natural and organic foods industry continues to receive attention from larger conventional players, the timing for our two companies to join forces could not be better," said Gregory Mays, Chairman and CEO of Wild Oats Markets. "We believe this strategy is in the best interest of our stakeholders, and our board of directors has unanimously recommended that Wild Oats Markets' stockholders tender their shares in this offer."

Whole Foods will be evaluating each banner as well as each store to see how it fits into its overall brand and real estate strategy. Wild Oats Markets has been rationalizing its store base over the last several years to shed underperforming stores, but some additional store closures are expected as well as the relocation of some stores that overlap with stores Whole Foods Market currently has in development. Whole Foods Market expects to make significant investments in remodeling stores before eventually re-branding them as Whole Foods Market stores.

Whole Foods Market according to the merger agreement began a tender offer on February 27, for all of Wild Oats Markets' outstanding common stock. The tender offer is conditioned upon at least a majority of the outstanding Wild Oats Markets' shares being tendered, as well as customary regulatory and other closing conditions. Wild Oats Markets' board of directors has unanimously recommended that Wild Oats Markets' stockholders tender their shares in the offer. The Yucaipa Companies, Wild Oats Markets' largest shareholder with approximately 18% ownership, has committed to tendering its shares.

BI-LO Names Hotarek President and C.E.O.

Continued from PAGE 1

rience in the supermarket industry, and 10 years in commercial banking. From 2000 until 2006 he held various positions in Ahold, including Chief Financial Officer of Ahold USA Retail, as well as Chief Business Controlling Officer and Head of Strategic Initiatives of Ahold NV. From 1985 to 2000, Hotarek held a number of positions at Stop & Shop, an Ahold subsidiary, including Executive Vice President and Chief Financial Officer. Hotarek currently serves as a Director for Barry-Wehmiller, an international packaging and automated equipment manufacturing company, and as Vice Chairman of the Board of Trustees for South Shore Hospital in Weymouth, MA.

"I am pleased and privileged to be taking on this new role at BI-LO, one of the leading supermarket chains in the Southeast," said Hotarek. "We operate in a dynamic industry and BI-LO has made significant strides over the past two years repositioning the company in our marketplace."

Len Allen, a Board Director for BI-LO Holdings and President of Lone Star U.S., which owns the company, said, "The company appreciates Dean's service over the last five years and I want to extend my good wishes to him and his family. We believe Brian's appointment is a big win for the company and we're confident that he is the right person with the right vision to strengthen BI-LO's leadership position in the Southeast. Brian has a successful track record in this industry and his familiarity with the company and the people at BI-LO will be integral to the company's future success."

The Pantry Acquires 33 C-Stores in Florida, Georgia and Alabama

The Pantry, Inc. has completed the previously disclosed acquisitions of 33 convenience stores. The largest of the transactions was the acquisition of 24 Sun Stop convenience stores in Florida, Georgia and Alabama from Southwest Georgia Oil Company, Inc. These stores, which generated revenues of approximately \$110 million in 2005, mark the company's initial entry into the Tallahassee, Florida and southwest Georgia markets.

The company also recently completed the acquisition of eight convenience stores in Gainesville and Ocala, Florida, from Rousseau Enterprises, Inc. Those stores operate under a variety of banners, including La-Store, and generated revenues of approximately \$21 million in 2005. In addition, the company has completed the acquisition of a convenience store in the Naples, Florida market — its second store in that market.

Separately, the company recently has entered into definitive agreements to acquire two additional convenience stores in the Naples market, as well as a single store in Louisiana. These acquisitions, which are subject to regulatory approvals and other customary closing conditions, are expected to close in the company's third fiscal quarter.

All of these transactions, which are expected to be immediately accretive to the company's earnings per share, have been or will be financed with a combination of cash on hand and lease financing. Terms were not disclosed. These transactions bring the total number of stores the company has acquired or agreed to acquire so far in fiscal 2007 to 136.

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NEW HOSTESS® 100 Calorie Packs offer calorie-conscious consumers portion-controlled, snack sized packages each containing three scrumptious mini cup cakes featuring the brand's signature creamy filling. With a moist, authentic and freshly-baked taste, Hostess 100 Calorie Packs provide a truly satisfying sweet snack experience – without the sacrifice.

Hostess 100 Calorie Packs come in three varieties: CHOCOLATE cake with chocolate icing and creamy filling, GOLDEN cake with chocolate icing and creamy filling, and CARROT cake with cream cheese icing and creamy filling.

"While consumers are clearly embracing the concept of 100 calorie snack items, many products are 'versions' of the real thing and fall short on one very important factor – taste," said David Leavitt, Vice President of Snack Marketing at Interstate Bakeries Corporation, baker of Hostess products. "Hostess 100 Calorie Packs make taste the focal point, placing a premium on what consumers really crave – a truly satisfying, authentic tasting, sweet treat. The days of sacrifice are over."

A new advertising campaign is being mounted in connection with the national roll out, which touts the great taste and satisfying snack experience of Hostess 100 Calorie Packs with the tagline – "3 Cakes, 100 Calories, Real satisfaction". The campaign includes national print advertising in top women's magazines including People, O, The Oprah Magazine, Ladies Home Journal and Redbook. Also planned for the campaign is a national free standing insert and in-store communications such as displays will be utilized at the retail level.

"Hostess has been one of America's most popular brands of snack cakes for generations," said Kevin Kaul, marketing director for Hostess. "Hostess 100 Calorie Packs expand the snacking options available to consumers, providing the same outstanding quality, fresh taste and satisfaction they have come to expect from the iconic brand, while at the same time appealing to the growing number of people who are looking for portion-controlled convenience. Smart snacking has never tasted so good."

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Habitat for Humanity

Ceremony Celebrates New Beginning for Florida Family

Dawna Carrs has a simple dream — a safe and comfortable place for her son and daughter to call home. As the wood frame walls of their Palm Bay, FL home were raised February 16, she was a little closer to reaching her dream of a better life for her family.

As the walls were going up, Winn-Dixie and Kellogg's announced a donation of \$45,000 — the full amount needed to build the home — raised through a Kellogg's promotion with Winn-Dixie. Each time customers purchased two of any type of Kellogg's, Keebler, Eggo, Kashi, Sunshine or Murray products, Kellogg's donated 25 cents to the building of the Habitat home.

"This is a real testimony to the power of neighbors helping neighbors," said Terry Derberry, neighborhood marketing director for Winn-Dixie Stores, Inc. "Winn-Dixie is honored to be a part of this special project that will forever change the lives of this family. We're proud of our associates and shoppers who helped contribute to the home."

After the ceremony, work began in earnest to build the Carrs' future home. Representatives from Habitat for Humanity of Brevard County, Winn-Dixie and Kellogg's, along with community leaders, volunteers and the Carrs family, picked up hammers and began the day's work of framing and building the home.

Dawna Carrs has already completed many hours of service with Habitat, helping others realize their dream of home ownership. She's now ready to work on building her own house and making a better life for her two children. Carrs has completed nursing assistant training and plans on tackling

nursing school next, and her daughter has dreams of her own, too — following in her mother's footsteps in nursing. Dawna's son dreams of being an inventor, a writer and a football and baseball player.

"The support we've received from Kellogg's, Winn-Dixie and the community has made a tremendous impact in the lives of this family," said Joe Gassman, president for Habitat for Humanity of Brevard County. "It's hard to put into words what it means to the Carrs family. Thanks to all our partners, so many of this family's everyday struggles will be just a little bit easier."

"We are thrilled that Winn-Dixie shoppers helped us reach the \$45,000 goal for this family's new home," said Lorrie Brocato, account manager for Kellogg's Snacks. "Now that the financial goal has been met, we can roll up our sleeves and get our hands dirty by helping with construction and bringing the family closer to moving into their new home."



■ THE CARRS FAMILY celebrates as the first wall of their Habitat home is raised in Palm Bay, FL on February 16. Kellogg's and Winn-Dixie helped fund the project. The family was presented a new hammer to help with construction by Kellogg's manager Dan Gilroy, Winn-Dixie CEO Peter Lynch and Tony the Tiger.

BI-LO Announces Significant Investment in Value Proposition

Continued from PAGE 2

to our shoppers so that we remain their supermarket of choice. In short, we want to win the hearts and minds of our customers," said Hotarek.

BI-LO LLC, with headquarters in Mauldin, SC, operates more than 300 supermarkets in South Carolina, North Carolina, Georgia, Tennessee, Alabama and Florida and employs approximately 23,500 people.

Boyd George Receives FMI Herbert Hoover Award

Continued from PAGE 2

George has contributed to countless industry initiatives over the years as a leader of four national food industry associations: the National-American Wholesale Grocers' Association (NAWGA), which he chaired from 1992-1994, International Foodservice Distributors Association (IFDA), Food Distributors International (FDI) and FMI. NAWGA later became part of FDI, and FDI merged with FMI.

In fact, George was a strong proponent of the FDI-FMI merger in 2003, preserving a strong support system for the wholesaler community. He also helped conceive the Annual Business Conference, a yearly strategic planning forum valued highly by food distributors and their trading partners.

George is the 52nd person to receive the Hoover award since it was inaugurated in 1961. The award was inspired by industry and government campaigns that Hoover led to deliver food relief to victims of the Boxer Rebellion, World War I and Great Depression.



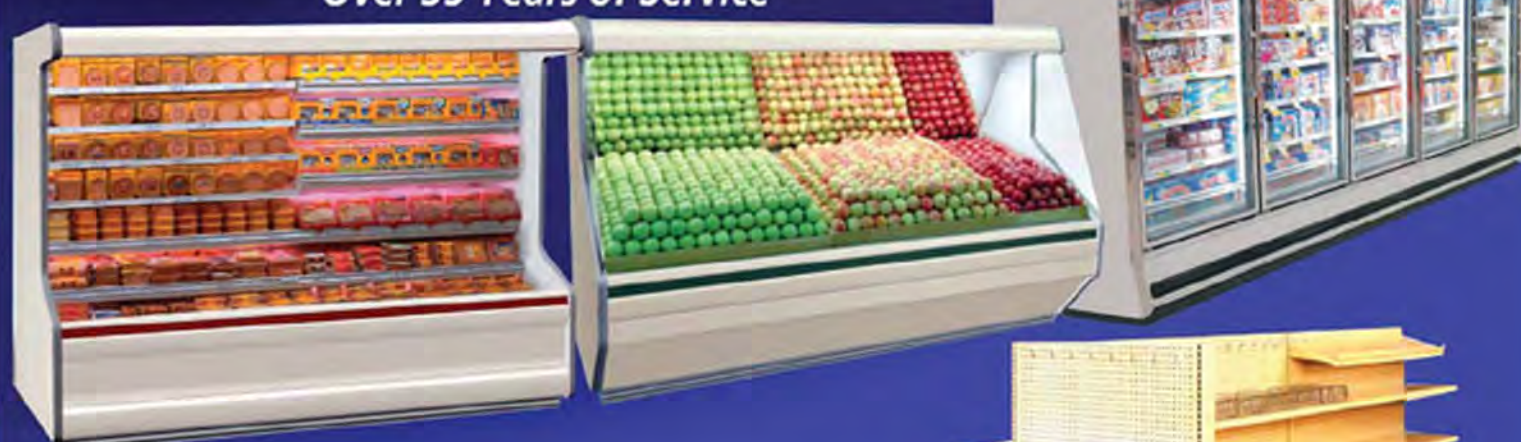
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Winn-Dixie Reintroduces Four Remodeled Stores in Columbus and Auburn

Winn-Dixie is demonstrating its brand, "getting better all the time", with the major renovations to the 4231 Macon Road and 5750 Milgen Road locations in Columbus and to the 1617 S Street location in Auburn and the 1441 Foxrun Parkway location in Opelika.

The Jacksonville-based company recently celebrated the official re-opening of all four stores, which have undergone an extensive remodeling over the past year. The work was more than just a facelift — customers are finding new products as well as upgraded departments and expanded services.

"These are two of many remodels that are scheduled for completion this fiscal year," said Peter Lynch, president and CEO of Winn-Dixie Stores, Inc. "The extensive renovations and improvements made in these stores will provide our customers better services, better products and an overall better shopping experience."

All of the stores boast expanded customer selections, including a new custom sandwich shop where customers can order fresh, made-to-order sandwiches and a new service meat department. Customers will also find an expanded selection of sweet treats and fresh-baked breads from the Bakery, and upgraded Seafood, Floral and Wine departments.

"We have been working hard to get these stores ready for our Columbus, Auburn and Opelika neighbors, and we appreciate their patience through the remodeling process," said Darryl Miller, district manager for Winn-Dixie's Columbus-area stores. "Customers are already commenting on the dramatic differences they've noticed when they walk through our doors. We encourage those who haven't been in yet to stop by and see the changes we've made."



■ The makeover of the Milgen Rd. store has given Columbus shoppers an all new Winn-Dixie shopping experience.

to show their support of Ft. Benning personnel by signing their well wishes on an appreciation banner at the store. Additionally, the Ft. Benning youth soccer team was on hand bagging groceries to make money for their league. In a similar effort, youngsters from St. Matthew Lutheran Church's youth group bagged groceries at the Macon Road store for tips to raise funds for their organization.

The Foxrun Parkway store also had a Valentine card-making station staffed with teachers from Jeter Primary School. Customers were also able to create their own sundaes made from Winn-Dixie's brand new Prestige ice cream flavors. The Foxrun store was a favorite with NASCAR enthusiasts on Saturday, February 24, as the store played host to the legendary Cheerios/Betty Crocker Dodge. Lucky shoppers were handed out miniature die-cast replicas.

Winn-Dixie now has five newly remodeled stores in its Columbus region, which includes the cities of Columbus and Americus, GA, as well as Auburn, Opelika, Phenix City and Eufaula, AL. The first to be remodeled, located at 6770 Veterans Parkway in Columbus, was reopened last October.



■ Pictured outside their Macon Rd. store location in Columbus, GA are Winn-Dixie associates (left to right): Curtis Jordan, Earnest Smith, Wanda Williams, Carol Figueroa, Melvin Otto, Wanda Moore, Sheila Lumpkin, Mike Davis (store director) Will Godwin (front end manager), and Marcus Henderson (co-manager).



■ The Winn-Dixie located on Milgen Rd. in Columbus now proudly boasts an attractive, well merchandised Delicatessen featuring a wide variety of hot and cold freshly prepared foods.



■ Bound to be a big hit with college students and all Auburn residents will be this new fresh Sushi Bar in the South College Street store.

■ Sales have already increased as residents of Opelika, AL have discovered a wide assortment of fresh fruits and vegetables available in their store on Foxrun Parkway.



■ Chad Scott (Center Store Specialist), Chris Adams (Store Director), Latreshia Clark (Front-end Manager), Darin Harmon (Meat Manager) of the Milgen Rd. Winn-Dixie in Columbus, GA.



■ The Milgen Rd. store now offers customers a wide assortment of olives sold by the pound.



■ The bakery in the Opelika Fox Run Winn-Dixie features an extensive, well merchandised assortment of oven fresh baked goods.



■ You know you're in "Tiger Country" from the time you approach the entrance to the Winn-Dixie on S. College Street in Opelika, AL. In addition to the typical renovations all four stores received, this store's upgrades also included adding a fresh sushi bar and two shopping aisles dedicated to Auburn University gear.



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Technology

TODAY'S
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New Data-logging Devices Monitor Refrigerated Perishables

Carrier Transicold now offers three Sensitech data logging devices that monitor condition of perishable products under refrigerated transport. Sensitech is the world's leading provider of cold chain visibility solutions and a wholly owned subsidiary of Carrier Corp., a business unit of United Technologies Corp.

Now available are the TempTale4® Ambient Temperature Monitors, TempTale4 Temperature & Humidity Monitors and Ryan® EZT Strip Chart Recorders. These battery-powered devices allow for temperature monitoring beyond the refrigerated travel timeframe. They can travel with cargo from the point of origin to the final destination, providing greater peace of mind to a carrier or a customer that shipment and storage temperatures were maintained within acceptable ranges.

"These Sensitech monitors are a natural extension of our capabilities in support of the cold chain," said Ralph Bott, general manager of Carrier Transicold's Replacement Components Group. "The TempTale4 monitors are high-precision electronic instruments for managing temperature-sensitive products, and single-use Ryan EZT recorders offer an exceptional combination of con-

venience and economics. All three devices provide authentication and assurance for the sender, shipper and receiver."

The TempTale4 Temperature Monitor and TempTale4 Temperature & Humidity Monitor are each about the size of a cell phone and weigh less than two ounces. Featuring digital displays providing continuous readouts, they can be programmed to provide a visual indicator if time and temperature setpoints are exceeded. With Sensitech's Interface Plus reader, data can be quickly and easily downloaded to a computer for analysis using the TempTale Manager Desktop software.

The Ryan EZT Strip Chart Recorder is an economical one-time-use device that provides temperature validation at the end of a trip. Housed in a plastic case measuring approximately 6.5-by-2.5-by-3.5 inches, the unit is adhesive-backed for mounting to a carton or pallet. At the destination, the receiver simply breaks the tamper-proof seal, opens the monitor and removes the paper graphic recording of in-transit temperature conditions. In the event of a claims dispute, Sensitech backs the Ryan EZT device with free expert testimony regarding its operation, validation and quality.



■ Dothan, Albany & Macon

Winn-Dixie Stores Launch Program to Assist Tornado Victims

Just hours after a line of killer tornadoes raked across the South killing at least 20 people, the five Winn-Dixie stores in Dothan, AL, six stores in Albany and two in the Macon, GA, area announced that their customers can help their neighbors affected by the tornadoes by simply donating at checkout whenever they shop.

Winn-Dixie Stores has implemented the company's "Neighbors Help-

ing Neighbors" program to assist the American Red Cross' Disaster Relief Fund to benefit storm victims.

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 the amount designated by the customer to the total bill.

Winn-Dixie stores in the Dothan area accepting donations through Neighbors Helping Neighbors are located at: 3850 West Main Street, 1571 Westgate Parkway, 2131 Ross Clark Circle and 1151 Ross Clark Circle, all in Dothan, and 705 Route 84 Bypass

in Enterprise. Winn-Dixie stores in the Albany area accepting donations are: 2800 Old Dawson Road, 2418 Sylvester Road, 200 East Oakridge Dr., all in Albany, and 129 U.S. 19 North in Camilla, 1553 U.S. 19 South in Leesburg and 103 Talmadge Drive in Moultrie. Winn-Dixie stores in the Macon area accepting donations are: 285 Highway 96 in Bonaire and 2101 Veterans Blvd. in Dublin.



Dip Into Gordo's®

As mainstream America's palate intensifies, Kachwa Food Group is leading the way for Authentic Mexican Restaurant Cheese Dip. Kachwa Food Group has successfully supplied Mexican restaurants for over 30 years. With the knowledge and experience it has garnered over the years, the company decided to take the next step and introduce Gordo's Cheese Dip to the retail market.

When Kachwa Food Group approached the retail market the company knew they had a product the American consumer was looking for. Gordo's Cheese Dip is a white cheese dip similar to the cheese dip consumers rave about at the Mexican Restaurants. Gordo's unique recipe supports the product the consumers are searching for. Not only the products' quality and taste but the packaging, brand identity, merchandising, and advertising are vital to the success of Gordo's.

Gordo's understands it is the successful packaging that entices shoppers to pick up the product initially; and it is the quality of the product that will keep shoppers purchasing it again and again. Gordo's Cheese Dip has been effectively introduced in the southeast. In the past two years Wal-mart, Publix Super Markets, Food Lion, Harris-Teeter and leading independent grocery stores have pushed the sales up 120% since January 2004. Because of Gordo's achievement in the Southeast, the brand is now distributed nationally.

With Gordo's Cheese Dip being a "new" brand in many markets, Gordo's applies 10% of Cheese Dip sales towards its introduction into new markets. Gordo's R&D continues to produce new flavors to satisfy regional taste demands. A strong consumer response has encouraged the company's R&D efforts in the past year. Gordo's now has five flavors on the market Original, Mild, Hot, Cheese N' Salsa, and Cheese N' Chipotle. Gordo's Melt is also a popular easy melt cheese with the rich buttery taste today's consumers are looking for.

29,000-Ton Ocean Liner to Be Transformed Into First Oceangoing Campus

"The Scholar Ship" to Make Maiden Voyage from Athens in September

The Scholar Ship has announced the lease of a 29,000-ton ocean liner that will become the first oceangoing education program developed specifically for an international student body. The application deadline for the September voyage is April 30.

The Scholar Ship will transform the 660-foot (201 meters) former ocean liner "Mona Lisa" to accommodate 600 undergraduate and graduate students in a multicultural academic and living environment. The ship, which will be re-named The Scholar Ship, has 389 staterooms that can accommodate 778 students and faculty, as well as 416 crew members. Royal Caribbean Cruises Ltd. provides funding and operational support for The Scholar Ship. The Mona Lisa is a classic ocean liner, originally launched in 1966 as the transatlantic liner Kungsholm, for first entering service for the Swedish America Line.

The Scholar Ship will make its maiden voyage in September from Piraeus (Athens), Greece and sail westward on an itinerary that includes stops in Lisbon, Portugal; Panama City, Panama; Guayaquil, Ecuador; Papeete, Tahiti; Suva, Fiji; Sydney, Australia; Shanghai, China; and Okinawa and Kobe, Japan. In addition to the program's extensive onboard curriculum, each port of call provides a distinct educational platform from which students engage in academic field study, shore excursions, and independent travel.

"Finding a vessel we could transform into an oceangoing campus was a unique challenge," said Michael Bonner, chief operating officer of The Scholar Ship. "We wanted a ship with ample public space, expansive outdoor deck areas, comfortable staterooms, and appropriately sized rooms to conduct classes. After nearly a year of reviewing dozens of alternatives, we found a vessel that is ideally suited for our program. It is a classic ocean liner with a deep-draft hull, spacious rooms and decks designed specifically for longer global voyages."

Seven highly respected international universities have collaborated on the development of The Scholar Ship's rigorous onboard and port programs. The Scholar Ship's Consortium of Academic Stewards includes the University of California, Berkeley (United States), Macquarie University (Australia), Fudan University (China), Tecnológico de Monterrey (Mexico), Al Akhawayn University (Morocco), University of Ghana (Sub-Saharan Africa), and Cardiff University (United Kingdom).





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People Places & Things



■ Stop & Shop's Judi Palmer (center), senior director marketing communications, presented the company's "Food for Friends" \$100,000 donation to Catherine D'Amato (left), president and CEO of The Greater Boston Food Bank, accompanied by The Food Bank's Assistant Warehouse Manager Paul Barker (second from left), Food Acquisition Director Steve Cheatham (second from right), and Chief Operating Officer Carol Tienken (far right).

Boston Food Bank Receives \$100,000 Stop & Shop Donation

The Greater Boston Food Bank has received a \$100,000 donation through the "Food for Friends" program of Quincy, MA-based Stop & Shop Supermarket Company.

As part of Stop & Shop's annual fall "Food for Friends" campaign, all Stop & Shop stores sell paper turkeys at the checkout for \$1 each. The turkeys can be personalized by each customer and are displayed throughout the store. One hundred percent of the funds raised in Stop & Shop stores are donated to local hunger-relief agencies.

Food Lion's Mike Haaf Receives 'Marketer of the Year Award'

Mike Haaf, senior vice president of sales, marketing and business strategy received the *Supermarket News* 'Marketer of the Year' Award at the Food Marketing Institute's Mid-Winter Executive Conference held recently in Grand Lakes, FL.

Supermarket News chose Haaf as its top marketer of 2006 for visionary and leading-edge marketing work he has led in customer segmentation and store clustering. Under Haaf's leadership and direction, Food Lion LLC has developed new store concepts and built differentiated brand strategies based on customers' needs and preferences. This has helped Food Lion LLC to build greater customer loyalty and encourage repeat visits.

"The segmentation and clustering work permits us to get closer to our customer by gaining a better



■ MIKE HAAF

understanding of what our shoppers want and need, and it helps us to make strategic business decisions that have very positive financial impact," said Food Lion LLC President and CEO Rick Anicetti.

Food Lion's segmentation and clustering work is being used to choose the best places to locate Bloom,

Bottom Dollar Food and Food Lion stores with customized internal branding. All three brands are operating in the Washington, D.C., region, and all three will be part of Food Lion's Hampton Roads Market Renewal project.

"By bringing this [segmentation and clustering] work to life in a very systematic and actionable manner, Food Lion LLC is able to make its brands more relevant to each of the individual communities we serve. We view this as a tremendous competitive advantage," said Cathy Green, chief operating officer.

"Mike's sophisticated 'test and control' methodology also enables us to test initiatives to predict the level of success before rolling out a program. The result? We are able to select and prioritize initiatives, giving us the best possible return on investment," Anicetti said.

Publix Expanding GreenWise Markets

After in-depth studies of the health, natural and organic sectors, Publix Super Markets has decided to expand its Publix GreenWise Markets to include two additional locations:

- 526 21st St., Vero Beach, FL - 37,000 square feet (a conversion of an existing Publix store) and
- Tampa, FL, northeast corner of Armenia & Azeele streets - 39,000 square feet (a newly-constructed building).

Currently, work is underway on locations in Palm Beach Gardens and Boca Raton, Florida, respectively,

- 11231 Legacy Ave. - a new 39,000 square foot building - and
- 21230 Saint Andrews Blvd. - 36,000 square

feet (a conversion of an existing Publix store).

"At Publix, we're committed to serving the changing lifestyle and nutritional needs of our customers," said Maria Brous, Publix Director of Media and Community Relations. "We have seen exceptional growth in the health, natural and organic food areas of our traditional stores. Publix GreenWise Markets will allow for an environment focused on natural foods as well as provide a venue with an emphasis on prepared foods."

The first Publix GreenWise Market is expected to open later this year in Palm Beach Gardens. Opening dates for the additional locations have not yet been released.

UCF, Aramark Trim Trans Fats in Dining Hall

By: CHAD BINETTE

Promoting healthier diets for students, the University of Central Florida has joined more than 350 college campuses around the country in converting to a trans fat-free fryer oil at its main dining hall.

Food services at UCF's Marketplace dining hall and the other campuses are provided by Aramark Higher Education, which worked with suppliers, dietitians and chefs to identify a non-hydrogenated corn and sunflower oil that provides the same taste but is free of trans fats.

UCF's Marketplace serves 3,500 to 4,000 meals daily to students, faculty, staff and others. The change in frying oil also applies to catering services at UCF and the food court at the Rosen College of Hospitality Management campus near International Drive.



■ The Marketplace has converted to a trans fat-free frying oil. Catering provided by Aramark Higher Education, UCF's main food provider, and the Rosen College of Hospitality Management food court have also changed to the trans fat-free frying oil. Photo: Jacques Brund

UCF President John Hitt, who follows a healthy diet and often eats at the Marketplace, said students are more likely to succeed in college if they lead healthy lifestyles with well-balanced diets and regular exercise.

"Aramark has been a great partner in serving high-quality, nutritious food to our students," Hitt said. "This additional step to remove trans fats demonstrates Aramark's commitment to the health of students at UCF and other colleges and universities."

The switch by UCF and other colleges follows decisions by restaurant chains and theme parks nationwide

UGA Research Lab Receives Innovation Award

The University of Georgia's Nutraceutical Research Laboratory has received a Georgia Center of Innovation award from Governor Sonny Perdue for its work on the nutraceutical value of the muscadine grape. The accompanying grant, funded by the OneGeorgia Authority, will support development of the commercial production process for a concentrated liquid extract from muscadine grape pomace.

The research team is comprised of Diane Hartle and Phillip Greenspan, associate professors in the College of Pharmacy, and James Hargrove, associate

professor in the College of Family and Consumer Sciences.

"The Nutraceutical Research Laboratory is working closely with the muscadine industry to turn formerly wasted pomace from the juicing process into a high value-added commercial product," said Hartle. "We targeted the waste pomace for nutraceutical development because ninety-five percent of the medicinal value of the muscadine is in this fraction."

The laboratory has been conducting biomedical research on muscadine phytochemical fractions for the past six years. The musca-

dine is being developed for its anti-oxidant and anti-inflammatory properties and its action against cancer, aging, osteoarthritis and diabetes. Muscadine Medicine, a book written by Hartle, Greenspan and Hargrove in 2005, summarizes the biomedical literature supporting the health benefits of muscadines.

The laboratory's industry partner is Muscadine Products Corporation in Irwin County. The grant will provide matching funds from industry to assist in the testing and development of processing the pomace into a spray-dried fraction that will be ready for use in nutraceutical products.



■ UCF's Marketplace serves 3,500 to 4,000 meals daily to students, faculty, staff and others. Photo: Jacques Brund

to convert to trans fat-free oil.

Trans fats form when manufacturers add hydrogen to vegetable oil to increase a product's shelf life and enhance flavor. Consuming trans fats raises cholesterol levels, which can increase risks for heart disease, according to the U.S. Food and Drug Administration.

SWF Expands Buying Team

Two new buyers have joined Miami-based Southeast Wholesale Foods, according to a recent announcement from General Manager Tony Palacios.

James [Jim] Murphy has been named Director of Purchasing with responsibilities for buying and inventory management, while Carla Winnegar has been named to the position of Buyer/Merchandiser. Both individuals will report to SWF Vice President/Procurement & Merchandising Tim Martis.

"We are pleased to have both Jim and Carla join our team and welcome them to the SWF family," Palacios recently told TODAY'S GROCER. "Each brings exceptional qualifications to their new positions and are sure to become valued assets to our buying staff."

Jim Murphy was born in Summerville, NJ and moved to Columbia, MD while in his mid-teens.

Following graduation from Oakland Mills High School in Columbia, he worked at a number of service related jobs during his first two years out of high school. The lure of "Go West Young Man" soon drew him to California, where he got a job at a local health club. His hard work and diligence paid off and he soon became Manager of Midvalley Club, an athletic club in Redwood, spending three years in Southern California. He moved back east in 1985 and joined Sysco in Pocomoke City, MD where

Adds Jim Murphy, Carla Winnegar



■ JIM MURPHY

he spent five years as a Frozen Food Buyer before moving to U.S. Foodservice, Columbia, MD in 1990 in a similar capacity. Seven years later he was recruited by HFM Foodservice and moved to Honolulu, Hawaii, ultimately rising to the position of Senior Buyer.

It was while living on Oahu that he met his future wife Michelle [a native of Australia], in 1998. When the couple decided to return to the mainland, Jim joined C&S Wholesale Grocers in Carteret, NJ in the capacity of Ice Cream Procurement/Merchandiser. He moved to Texas in 2000 at which time he joined Fleming Companies as Inventory Specialist [replenishment buyer] in Lewisville. Shortly before the company ceased operations in 2003, he joined Michael's Art and Crafts, Irving, TX as Merchandise Analyst [replenishment buyer] at corporate headquarters.

He advanced to Senior



■ CARLA WINNEGAR

Merchandise Analyst before leaving the company in January of this year, and moved to Florida, joining Southeast Wholesale Foods.

Jim and Michelle are looking forward to establishing their new home in South Florida, along with their young daughter Alexis-Rose. Drawing on Michelle's Australian heritage, the couple enjoys most outdoor activities including salt water fishing, swimming and jet skiing. Together, they enjoy going to the parks and playgrounds with Alexis-Rose, and Jim has been known to occasionally get in a game of golf.

Newly named Buyer/Merchandiser Carla Winnegar has an equally impressive resume. Originally from Cleveland, OH, she grew up in the West Palm Beach area, graduating from Forest Hill High School. At the age of 18, she joined the security department at Costco. Soon after going to work for the company,

there was an opening for a data entry clerk in the buying office – and a career was launched. Soon she was promoted to Re-order Buyer, and later would accept a transfer to Sterling, VA as a Candy Buyer. Carla was recruited by Sam's Club in 1992 when the company opened its Florida Region Buying Office in Orlando. She began with responsibility for local DSD vendors, although the position and responsibilities evolved and grew during the next four years at Sam's.

She left the company to join Fleming in Dallas, as a Category Manager for candy, later moving into grocery and frozen foods.

With a desire to return to South Florida, Carla joined the Miami-division buying office at export-warehouse club operator Price Smart, Inc., responsible for sundries and HBA items. When the company consolidated its buying activities at its San Diego headquarters, she also headed west to Southern California. In 2004, yearning to return to her Florida home, she returned to the West Palm Beach area where she joined dollar store chain, .99 Cent Stuff Stores, Boca Raton, FL.

Today, she makes her home in West Palm Beach where maintaining her house sometimes seems to require even more love and attention than her two children, 19-year old son Cody and 17-year old daughter Amanda.

COMING EVENTS

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.

16-17

ASSOCIATED GROCERS OF FLORIDA "Deal or no Deal" Buying Show - Sheraton Mart Hotel and Expo Center, Miami, FL. For additional information contact: John Weal at Tel. 954/876-3005.

24-25

ASSOCIATED GROCERS OF THE SOUTH, INC Food Show, Birmingham, AL. For more information, contact Stan Alexander Tel. 205-808-4813 or Tom Keller 205-808-4968.

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



■ Bob Huck, Senior Director of Save Mart Northern Div. Operations; Mike Kant, Lathrop SM Store Manager and winner, Bob Piccinini Save Mart's Owner and CEO.



■ SAVE MART TOP 10 NOMINEES: [Top row, left to right] Jerry Musso, Tony Angoletta, Nachie Luna, Mike Thibault, Kelly Bizzini, and Mike Cargill. [Bottom row, left to right] Paul Laurell, Mike Kant, Joe Rebeiro, and Tim Prest.

Save Mart Honors 2006 Store Manager of the Year

Mike Kant, store manager of a new Save Mart on South Harlan Road in Lathrop was named Save Mart Supermarket's Manager of the Year and presented the company's prestigious Nicholas J. Tocco award at Save Mart's Annual Management Appreciation Dinner January 20 in Modesto, CA.

The award was presented by Save Mart Chairman Bob Piccinini, and was created in honor of the late Nicholas J. Tocco, co-founder of Save Mart Supermarkets. Nominees for the Nicholas J. Tocco award must meet the company's standards for store performance, customer service, and community involvement. The winner receives an etched blown glass vase, travel certificate and cash. Runners up receive a cash award and certificate.

Kant's style and high degree of pride landed him, as a fairly new store manager, in a brand new store in a city that needed a grocery store. He excels at team

building and as a trainer; he has the ability to instill a sense of pride in his people that results in extremely high standards throughout the store. He has created an energy-filled, fun atmosphere for both his employees and customers. Over the last year his store has been involved in over 20 community events that have been critical to his store's success. In his acceptance speech Mike credited many of Save Mart's store managers and supervisors with contributing to his success and also extended a special thank you to his wife for always being his "behind the scenes" champion.

Kant was among 10 nominees out of the company's 124 managers that made the final selection for Save Mart's 2006 Store Manager of the Year. First runner up was Mike Thibault, manager of Food Maxx on Florin Road in Sacramento. Second runner up was Joe Rebeiro, manager of the Save Mart store on "C" Street in Galt.

38 Español

**TODAY'S
GROCER**
En Puerto Rico

Todo un éxito la apertura de Econo Vega Baja

La reciente apertura de Econo Vega Baja Supermarket en Puerto Rico representó un enorme éxito para su dueño y operador Arnaldo Torres y su familia.

Arnaldo Torres, Sr., y su hijo Arnaldo Torres, Jr. abrieron una supertienda de 38 mil pies cuadrados el pasado 1° de febrero en Arecibo, en la parte Norte de la Isla del Encanto. Desde entonces, la tienda ha estado haciendo negocio en grande y ha podido manipular su gran volumen gracias a la instalación de equipamiento de la más reciente tecnología provista por SE Corp. de Miami, FL.



■ **SONRISAS DE APERTURA:** Los dueños y operadores Arnaldo Torres Jr. y Sr. se deshacen en sonrisas mientras saludan a Pedro Pentón, Presidente de ISE Corp. durante la inauguración de su nueva tienda en Arecibo, Puerto Rico.



■ El nuevo Econo Vega Baja Supermarket en Arecibo cuenta con 15 terminales de registro de último modelo instaladas por ISE Corp., Miami, FL.



■ La atractiva y muy bien abastecida tienda ya ha demostrado ser un éxito entre su clientela.



■ THE FLORISTERIA cuenta con una nevera de 8 puertas en los que se exhiben bellísimos y frescos arreglos florales. Y hay que darle una calificación de A+ a la persona que se ocupa de la ruta de Coca-Cola en esta tienda, por el magnífico trabajo que ha hecho en ella.



■ El chequeo de los clientes en la nueva tienda es rápido y eficiente gracias a la última tecnología instalada por ISE Corp., que además entrenó al personal en su correcto uso. ISE también será la responsable del preciso rendimiento de esta tecnología y del mantenimiento del sistema.



■ El flamante establecimiento lleva el último grito en tecnología gracias a la instalación de modernísimas registradoras por parte de ISE Corp.



■ Este equipo es fácil de aprender... ¡y de operar!

■ **Para poner un alto a la tentación...**

Hojuelas con sabor a chocolate de Kellogg's Special K®



El cereal SPECIAL K® CHOCOLATEY DELIGHT™ es otra merienda que las mujeres pueden disfrutar a la vez que participan en el llamado Reto Special K, un programa de manejo de peso desarrollado por Special K que las ayuda a perder hasta 6 libras en sólo dos semanas.

Nuevo cereal ofrece a las mujeres conscientes del peso una opción de gran sabor para refrigerio en las noches

Es tarde en la noche, la tele está encendida y es momento para una relajada. Entonces ataca el deseo de una merienda. Es un instante crítico que hace flaquear incluso a aquellos conscientes acerca de mantener el peso adecuado y que puede descarrilar su voluntad. Pues bien, Kellogg Company llega al rescate con su nuevo Special K® Chocolatey Delight™ que permite a las féminas mimarse con un re-

frigerio nocturno... sin que tengan que sentirse culpables.

Las mujeres se pasan el día enfrentando "El Momento de la Verdad", pero hay un instante donde la tentación es más grande. Y quebrar la voluntad en favor de estos deseos crea un sentimiento de culpabilidad entre aquellas entregadas en cuerpo y alma a mantener el peso. El nuevo cereal Special K Chocolatey Delight consiste de hojuelas de arroz con toquecitos de chocolate, provee una deliciosa 'escapada' baja en calorías que satisface por su delicioso sabor.

Las mujeres que están buscando una manera de perder peso sin tener que hacer mucho sacrificio pueden reem-

plazar aquella merienda nocturna no permitida, por un bol de este cereal Special K Chocolatey Delight. Una ración de Special K Chocolatey Delight y media taza de leche libre de grasa contienen sólo 160 calorías compradas con 344 en una merienda nocturna promedio después de las 6 p.m., según una encuesta de National Health and Nutrition Examination.

Otra solución de Special K

Al nuevo cereal New Special K Chocolatey Delight se une una línea completa de productos desarrollados especialmente para las mujeres con tal de ayudarlas a proteger su meta de mantener el peso.

Bravo Supermarket abre en la Autopista 192 en Kissimmee

La nueva tienda es la sexta de la compañía en el área del Gran Orlando

Texto y fotos de **DENNIS KANE**, Editor

El propietario y operador independiente Daniel García y su esposa Elvira están celebrando desde el 8 de febrero la apertura de su nuevo Bravo Supermarket, localizado en la Autopista 192 en Hoagland Ave. [4108 West Vine St.], justo al Oeste del Osceola Mall en Kissimmee, Florida.

La tienda, de 15 mil pies cuadrados, de los cuales emplea 10 mil en área de venta, oficialmente abrió el jueves 8 de febrero a las 7 de la mañana. Una multitud aguardaba desde temprano, y no hizo otra cosa que crecer según las horas avanzaron hacia el mediodía. Ello, impulsado por la circular enviada previamente por correo a los residentes de la zona, además de un par de anuncios en la radio. Un número de fabricantes y distribuidores hicieron el largo viaje para asistir a la inauguración, junto con una significativa representación de Bravo Supermarkets y Associated Grocers of Florida, Inc.

El nuevo inmueble ha sido diseñado con el último grito de la tecnología para un supermercado de servicio completo, mientras que el abastecimiento ha sido dirigido hacia la gran diversidad de la población que rodea el establecimiento y sus necesidades, y también para sacar partido a su ubicación en una vía de acceso principal a Disney World. La tienda ofrece un Deli de servicio completo con comida caliente, un extendido Departamento de Productos del Agro, y una carnicería con cortes a solicitud del cliente. Este "estilo botica" cuenta con un montón de productos y servicios para un tamaño relativamente pequeño. La respuesta inicial de la clientela parece indicar que no les importa la talla, sino que aprecian más los ser-



Las multitudes fueron enormes todo el día en la fecha de inauguración.



Habiendo viajado desde New York para darle sus felicitaciones personales a los dueños de la tienda, Elvira y Daniel García, aparecen en esta gráfica Ubaldo Sorrentino, VP de Alpha 1 Marketing, y su esposa Brigitte.

vicios, las amenidades y el nivel de comodidad que sienten al comprar en la nueva tienda. La tienda cuenta con cinco cajas registradoras y un Centro de Servicio al Cliente para una gestión más rápida.

García ha estado en el negocio minorista de los víveres por alrededor de 10 años y se siente orgulloso de operar un supermercado como éste, de servicio completo y de gran calidad. Antes de relocalizarse en la Florida, era dueño y operador de un C-Town Supermarket en Brooklyn, New York. Hoy los García, cuya familia incluye a Dennis, de 15 años, James de 21, y Kenny, de 12, residen en Kissimmee, de modo que conocen muy bien las necesidades y expectativas de sus consumidores. García invirtió más de un año en el desarrollo de esta nueva tienda y, junto con su esposa e hijos, hizo todo lo requerido para hacer de esta bella tienda una realidad.

Los García han armado un equipo

de 20 asociados bien entrenados para servir a sus clientes. Entre ellos: el manager de Establecimiento Omar Andriaquis; Manager del Agro, Ralph Arias; Manager de Carnes, Robinson Aybar, y Manager de Lácteos y Congelados, Raúl Arias.

García le reveló a TODAY'S GROCER: "Nuestra meta es traer todo el entusiasmo y vitalidad de la experiencia de compra en Bravo a esta parte de Kissimmee. Basado en las demográficas de la tienda y su ubicación única, atraerá lo mismo a los consumidores locales que a un amplio espectro económico y de turistas que vienen a disfrutar de las atracciones del área. Para llevar esto a cabo, estamos comprometidos con ofrecerle a nuestros consumidores el servicio personal y la calidad de productos que sólo una tienda independientemente operada y poseída puede ofrecer con su característica típica de 'manos al asunto'". Sabemos esto conociendo a nuestros clientes y satisfaciendo sus necesidades, así que podemos competir exitosamente con las cadenas de por tiempo establecidas en el área".

Y añadió: "Basado en el crecimiento de la población en el área del Gran Orlando, hemos invertido en el futuro del mercado. Nos damos cuenta que esta área necesita un supermercado de primera clase que conozca la comunidad y que se sienta orgulloso de formar parte de ella. En adición a nuestros bajos precios diarios, el programa de mercancías de Bravo garantiza notables ahorros que se anuncian semanalmente en nuestra circular en colores y que hacemos llegar a 40 mil hogares a través del Orlando Sentinel. Queremos que nuestros consumidores se sientan como en casa cuando compran con nosotros. Y estamos seguros de que podremos mantener nuestro compromiso de que Bravo es el 'Supermercado de los Ahorros' en los productos que nuestros clientes más necesitan. Queremos que nuestros clientes le digan ¡bravo! a Bravo".

La nueva tienda acepta sellos de alimentos y las mayores tarjetas de crédito y de débito. En el Centro de



Elvira y Daniel García [centro] dueños y operadores de BRAVO, junto a parte del personal de apoyo del flamante establecimiento. Ellos son, de izquierda a derecha: Bob Sawyer, Phil Kelly, Dennis Wallin, Julio Sánchez y Richard Sánchez.

Servicio al Cliente, inmediatamente a la izquierda según se entra a la tienda, los clientes podrán adquirir giros postales (money orders), tickets de la Lotería de la Florida, y otro número de servicios en particular.

Esta locación de Kissimmee es el decimoséptimo Bravo Supermarket

en el Estado de la Florida y el segundo en Kissimmee. Y se planea inaugurar otros en el Estado del Sol en las zonas de Pembroke Pines, Haines City, Orlando, Winter Garden y Miami.

Las horas de operación de la novel tienda de Kissimmee son de 7 a.m. a 9 p.m. diariamente.



Bob Sawyer, Richard Sánchez, Julio Sánchez y Dennis Wallin, con Omar Andriaquis, Manager de Víveres de Bravo [tercero a la izq.] y José Batista, dueño de Apopka Bravo (en la extrema derecha).



Daniel García recibe un apretón de manos en el día de inauguración de parte de Charlie Webb, VP de Ventas de AG Ocala, segundo a la izquierda. También en la instantánea, de izq. a der., Lou Moore, VP de AG de Florida y Manager General de la División de Ocala, y el VP de Desarrollo de Negocios de la División del Sureste de Bravo Dennis Wallin, Julio Sánchez, Richard Sánchez, Bob Sawyer, y Phil Kelly, de Carnes de Bravo.

Disney ON ICE
PRODUCED BY FELD ENTERTAINMENT
DISNEYLAND ADVENTURE

Miér. 28 de MAR. + Jue. 5 de ABR. +
NOCHES DE ESTRENO * ¡BOLETOS \$16.50!
(Excluye boletos del Primera Fila y VIP. No descuentos dobles.)

28 de MAR. - 1 de ABR.

Miér.	Jue.	Vien.	Sáb.	Dom.
28 de MAR.	29 de MAR.	30 de MAR.	31 de MAR.	1 de ABR.
7:30 PM+	7:30 PM*	7:30 PM	1:30 AM 3:30 PM 7:30 PM	1:00 PM 5:00 PM

*Presentación en Español

5 - 8 de ABR.

Jue.	Vien.	Sáb.	Dom.
5 de ABR.	6 de ABR.	7 de ABR.	8 de ABR.
7:30 PM+	7:30 PM	11:30 AM 3:30 PM 7:30 PM	1:00 PM 5:00 PM

Para comprar boletos visítanos en www.disneyonice.com, las sucursales de **ticketmaster**, taquilla de las arenas o con tarjeta de crédito por teléfono
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DEAL OR NO DEAL

FOOD SHOW

#22

#23

#24

#25

#26

#17

#18

#19

#20

#21

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#13

#14

#15

#16

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