

# TODAY'S GROCER

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THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

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## Tree of Life Acquires Organica USA

Richard Lane, President and CEO for Tree of Life, Inc., has announced the acquisition of Organica USA, Inc., a privately owned distributor of organic and select specialty foods, located in Miami, Florida.

Organica USA carries and distributes organic, natural and specialty foods from more than 100 manufacturers to customers throughout South Florida and the Florida Keys.

"We are excited to be able to unlock the additional value of Organica USA through our sales, distribution and category management network. This acquisition further boosts our position as a full service organic and natural supplier," said Lane.

Scott DeNight, President of Organica USA, says, "As a competitor we have always respected Tree of Life's management and employee groups. We are very excited to be joining the new Tree of Life team. Organica USA cus-

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## PERFECT RECIPE

This man's mission is to make delicious beer and to change the beers that people drink

**JON CADOUX**  
 FOUNDER  
 PEAK ORGANIC BREWING COMPANY

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## Nestlé Purchases Gerber

*Consolidates Nutrition Leadership*

As part of the continuing drive to reinforce its leadership in nutrition, Nestlé has agreed to acquire Gerber, the iconic US baby food brand, from Novartis for a total amount of \$5.5 billion. The move gives Nestlé the number one position in the world's largest single baby food market, the USA, and clearly establishes Nestlé Nutrition as the global leader in this sector. With this acquisition, Nestlé Nutrition will also leverage its existing strong core business in North America, giving the company significant scale in infant, healthcare and performance nutrition with a dedicated and focused sales force.

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■ SOUTHEAST FROZEN FOODS and SOUTHEAST WHOLESALE FOODS are joining forces under a new corporate name. Parent company for the two food distribution firms will now be known as SOUTHEAST FOOD DISTRIBUTION. This is the first in a number of strategic moves the company is making and will be announced in the coming months.

## Southeast Unveils New Corporate Name

"Southeast Food Distribution will have the companies Southeast Frozen Foods and Southeast Wholesale Foods linked as two separate business models within the same organization", according to Rich Bauer, CEO. "This change supports our growth opportunities with Southeast Frozen Foods, our outsource supply chain model, to grow dynamically beyond frozen foods. It is not that we could not do this without changing our name, but the perception of Southeast as only a frozen food distributor needed to change.

"We feel very strongly about the brand recognition 'Southeast' has, and our reputation as a distributor of frozen foods has been our foundation for many years", Bauer contin-

ued. Southeast Frozen Foods services customers in sixteen states, and offers storage, distribution, procurement, and account support, including category management functions. Southeast provides customized supply chain solutions for distributors and retailers. For retailers, outsourcing distribution allows capital to be spent growing and improving retail competitiveness.

To support Southeast Frozen Foods' commitment to service other categories, Southeast will be expanding one of their northern divisions. This facility will then have capacity to service dry and refrigerated, as well as the current frozen distribution services today.

"We also wanted to leverage our ability to service other categories we now have ex-

perience in from our Southeast Wholesale Foods business. We have seen dramatic growth in this business over the short three years we have been operating in Southern Florida, The Caribbean, Central and South America. We will continue to invest in this business as we have created a value added alternative for independent grocery retailers", concluded Bauer.

Southeast Wholesale has determined that the focus of their food distribution business will remain in southern Florida, and the export regions currently serviced. Southeast services a large number of independent retailers, and will continue to pursue independent retailers in this market.

The Southeast Food Distri-

bution mission statement reinforces the companies focus on its customers:

*"Southeast partners with customers and vendors to help them achieve growth and profitability objectives by being a leader in technology and providing best in class supply chain services as well as retail support at a competitive price."*

Once Southeast had made the strategic decision to create a corporate name linking the two business models, it created a contest among its employees. The winner of the contest was Christa Barnett, the step-daughter of Richard Erwin, a driver based out of the Southeast Frozen Foods-Richmond, VA division. She was awarded a check for \$500.00 at a recent Richmond drivers meeting.

## TODAY'S GROCER

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# One Great Name... Two Great Companies



*Supply Chain Solutions for the Food Industry*

To better reflect the leading company in Customized Supply Chain Solutions for the Food Industry and your source for food distribution in Southern Florida, the Caribbean, Central and South America, we have renamed our parent company.

## OUR TWO BUSINESS MODELS FEATURE:

**SOUTHEAST FROZEN FOODS:** Southeast is the source for Customized Supply Chain Solutions for the Food Industry. For many customers today, Southeast represents a flexible outsource choice for any or all of the supply chain components:

Procurement, Inventory Management, and Transportation. The categories supported are:

- Frozen Food
- Ice Cream
- Frozen Bakery/Deli
- Grocery
- Dairy

Southeast also offers customized programs such as Cross-Dock, DSD Vendor Consolidation, and storage, both cold and dry grocery.

Southeast has a strong customer base in outsourcing, with service today in sixteen states, and continues to aggressively pursue retail and distribution customers in their current distribution market, and also in other markets across the country.

When a customer outsources with Southeast, they are provided Best in Class service levels, on-time deliveries, and selector accuracies.

Customers of Southeast are provided consistent, excellent service, and can then turn their attention to other areas. Capital expenditures can be focused on retail improvements, or expansions, rather than distribution improvements.



**RICH BAUER**  
CEO

**SOUTHEAST WHOLESALE** is a Food Distributor to Independent Retailers in Southern Florida, the Caribbean, Central and South America. Southeast has determined that the focus of their food distribution business will remain in southern Florida, and the export regions currently serviced. Southeast services a large number of independent retailers, and will continue to pursue independent retailers in this market.

**For service, contact:**

**SOUTHEAST FROZEN FOODS: 1-800-662-4622 or 305-652-4622**

**SOUTHEAST WHOLESALE FOODS: Tel: 305-883-1198**



# 4 On the Promotional front

## Research Finds Magazines, Television and Newspapers Prompt Online Product Searches

Though there is no question that online searches are becoming more popular among consumers, what exactly triggers those consumers to search online? In a recent survey, conducted for the Retail Advertising and Marketing Association (RAMA) by BIGresearch, consumers say they take cues from traditional advertising to determine when and where to search for merchandise online.

Consumers said that they were most motivated to begin an online search after viewing advertisements in magazines (47.2%), newspapers (42.3%), on TV (42.8%) and from reading articles (43.7%). Women were more likely than men to be motivated by coupons (41.8% vs. 29.0%) and in-store promotions (29.0% vs. 24.5%) while men were more driven to start an online search based on a face-to-face conversation (36.1% vs. 29.5%).

"When it comes to advertising, retailers always need to be careful not to put all of their eggs in one basket," said Mike Gatti, Executive Director of RAMA. "While search engine marketing continues to be a popular strategy, retailers should not lose sight of traditional advertising channels to promote products and services."

After searching, online consumers said they are most likely to communicate with others

about their search through face-to-face discussion (68.9%), though email (53.1%), telephone (50.9%), and cell phone (30%) communication were also popular choices. Young adults 18-24 are also taking advantage of an influx of new media, communicating about service, products and brands by instant messaging (37.5%), text messaging (23.7%) and through online communities like MySpace and Facebook (20.6%).

"Retailers must have holistic knowledge of how customers are interacting across media to maximize return on investment," said Joe Pilotta, Vice President of BIGresearch. "To buy something based on clicks without understanding the potential causes shortchanges the effective allocation of advertising dollars."

Shoppers continue to use the web as a resource before determining which items to buy and where. According to the survey, 92.5 percent of adults said they regularly or occasionally research products online before buying them in a store. Products that are most often researched online before being purchased in a store include electronics (50.8%), apparel (31.9%), and appliances (27.0%). Men were twice as likely as women to shop for automobiles online (20.2% vs. 10.2%), though women research home décor products more often than men (18.9% vs. 11.6%).

## Newcastle Brown Ale to Launch Summer Grilling Campaign

Summertime, and the grillin' is easy. So says Newcastle Brown Ale as it announces a 2007 marketing campaign designed to tout the attributes of pairing the beer with the traditional premium grilled meats of summer. The imported beer brand is launching the cross-promotional campaign in more than 5,000 grocery stores nationwide beginning in this month.

Newcastle has partnered with noted TV chef "Sam the Cooking Guy" (a.k.a. Sam Zien), The Spice Hunter's "Grill Shakers" line of grilling spices, and online meat purveyor MyButcher.com for the promotion, which offers recipes, some even featuring Newcastle Brown Ale as an ingredient, as well as tips for pairing the beer with grilled foods.

Newcastle and its partners will execute the campaign with instant rebate coupons, mail-in rebates and various point-of-sale collateral, including "Newcastle Brown Ale's Summer Grilling Guide," a recipe book created specifically for the promotion and filled with delectable recipes and smart grilling tips from "Sam the Cooking Guy."

"To say I'm proud to represent Newcastle in the 'Smooth with Food' campaign would be a big understatement," Zien said. "I can't wait to see where this partnership takes us, as well as everyone out there who loves to eat but shies away from cooking. Just wait 'till summer rolls around - hopefully we'll inspire a whole new slew of grilling experts gung-ho about trying their own unique recipes!"



# Strictly Natural

TODAY'S GROCER

## R.W. Knudsen's Fruity Thirst Quencher, Recharge, Creates a Splash

Staying healthy requires a balanced diet, exercise and remaining hydrated. With warmer summer temperatures approaching, even a simple daily routine can deplete the body of vital minerals and fluids. But there's a perfect way to stay hydrated: R.W. Knudsen Family's Recharge. An all-natural beverage, Recharge contains 50 percent juice, water, sea salt (for essential electrolytes) — and absolutely nothing artificial to slow you down.

The human body is made up of 70 percent water. Doctors say that dehydration begins when the body loses a mere 2 percent of its water. Replenishing those fluids is necessary for sustained energy, glowing skin and a clear mind, but drinking eight glasses of water daily may not always be enough. Each 8 ounce serving of Recharge contains 25 milligrams of sodium and 100 milligrams of potassium, an appropriate balance of two essential minerals to help the body restock for optimal functioning.

Available in grape, lemon, tropical, orange and organic lemon, Recharge is not just good for the body — it tastes great, too. Refreshing and fruity, each flavor is a treat to the senses. The natural and organic ingredients make it a good choice for the whole family and can satisfy the pickiest of palates.

To reflect the beverage's sporty personality, R.W. Knudsen is updating its packaging and label design this spring. The new packaging includes a shift to #1 recyclable plastic bottles, allowing the product to be more convenient for on-the-go activities. Recharge is also available in 16-ounce recyclable plastic bottles.

The suggested retail price is \$1.29 - \$1.49 for the 16 oz size and \$1.99 - \$2.49 for the 32 oz bottle.

## ReddRox

## Redefining Rehydration



ReddRox is sprinting to the marketplace to change the way Americans and athletes approach hydration.

ReddRox, a natural approach to hydration originates from a South African plant that the Africans call "red bush." Lisa Marie, founder and developer of ReddRox, who along with internationally renowned physician and anthropologist Mark Micozzi, MD, PhD, discovered that South African athletes were using it for rehydration. Marie, in cooperation with a research and development group developed a method to crystallize the African red bush into granules that are 100-percent water-soluble. This process makes it convenient to prepare for athletes and people on the go.

ReddRox helps rehydrate the body on a cellular level by replenishing water and electrolytes. It also contains the antioxidants of green tea (without the diuretic effect), is naturally caffeine free and contains no sugars, calories, additives, preservatives, oxalic acid or colorants.

Many professional and college athletes have utilized ReddRox this year as part of their training regimen. Marie received input from head athletic trainers and coaches in the professional sport arena. Getting into the hands of athletes prior to the national launch has been part of the marketing strategy for ReddRox.

## Sunfood Nutrition Introduces Certified Organic Goji Berries


Sunfood Nutrition is helping health conscious people throughout North America discover what ancient cultures in Asia have known for thousands of years — that Goji berries are one of the most nutrient-dense foods on earth. Goji (pronounced go-jee) berries have been celebrated in traditional Chinese medicine for thousands of years to enhance longevity and well-being, and to boost the immune system.

Sunfood Nutrition Certified Organic Goji Berries are offered in a re-sealable 8-ounce bag for a SRP of \$12.99 and will be available at stores across the U.S. Sunfood Nutrition Goji Berries have a beautiful orange-red color and a texture and size similar to raisins. These Goji Berries are bursting with flavor that is a pleasant cross between cranberries and cherries. They can be enjoyed straight from the bag, or as an addition to smoothies, trail mixes, breakfast cereals, salads, dessert toppings and other recipes. Goji berries can also be steeped to create a tasty and healthy tea.

The goji berry is a nutritional powerhouse that contains 18 amino acids including all eight of the essential amino acids. This amazing super fruit is also chock full of antioxidants, and contains 21 minerals including zinc, iron, copper, calcium, germanium, selenium and phosphorus, as well as vitamins A, B1, B2, B6, C, and E. Several recent studies show that goji berries provide the body with antioxidant protection and have anti-aging, cancer-fighting and immune system-boosting properties.







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# 6 Beverage

**TODAY'S  
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## Add More Color Get More Vitality

### Kagome Expands Blended Juice Line



Now expanding its 100-percent (half fruit, half veggies) blended juice line to seven, Kagome announces its newest additions: Yellow Mango Orchard and Ruby Pomegranate Harmony. Together the yellow and red juices provide a mix of youthfulness and vitality to your daily health regimen.

Kagome's Yellow Mango Orchard has an exotic and tropical taste, combining 12 fruits and veggies including yellow mangoes, apples, banana, yellow carrots, asparagus and beets. Yellow fruits and vegetables are a natural source of the phytonutrient beta-carotene, potassium and other antioxidants associated with eye health and maintaining muscular strength.

Kagome's Ruby Pomegranate Harmony also combines 12 fruits and veggies including pomegranate, purple carrots, apples, beets, spinach and tomatoes for a lively, fresh taste. The unique mix of purple and red fruits and vegetables provide the phytonutrients, anthocyanin, lycopene and other antioxidants associated with protecting the skin from sun damage, lowering the risk of certain cancers, reducing the risk of cardiovascular disease and maintaining healthy cognitive function.

The Mango and Pomegranate varieties are part of Kagome's half fruit, half veggies 100-percent blended juice line that includes the popular: Golden Peach Garden, Burgundy Berry Blossom, Purple Roots and Fruits, Orange Carrot Blossom and Autumn Reds juices. All of Kagome's 100-percent juice varieties are made without added sugar, artificial additives, preservatives or genetically engineered ingredients. Each 8-oz. glass provides a full serving of vegetables and a full serving of fruits.  
11.5-oz. bottle – \$2.29 (MSRP)  
30-oz. bottle – \$3.99 (MSRP)

## Odwalla® Launches Enhanced Water Beverage Line with H2Odwalla™

Odwalla, Inc., is adding H2Odwalla, a new enhanced water beverage line containing natural fruit flavors, to its beverage offerings. Made with organic ingredients\* for nourishing refreshment, H2Odwalla will be available to consumers in five flavorful and nourishing varieties.

Sweetened with natural organic evaporated cane juice, H2Odwalla contains no artificial flavors, sweeteners or preservatives and all five varieties are made with 78% or more organic ingredients. The new H2Odwalla line is a refreshing choice that replenishes the body whole, providing consumers with an easy and delicious way to hydrate with natural fruit flavors.

For a great-tasting way to hydrate the body, each H2Odwalla variety has been carefully blended with natural fruit flavors and sweetened with natural organic evaporated cane juice:

- **Replenishment to Thrive™ (Strawberry Kiwi)** – This strawberry kiwi delight is an excellent source of Vitamin C and a good source of Vitamin E and Zinc to help support a healthy immune system.
- **Replenishment to Defend™ (Blueberry Tea)** – Tinged with natural blueberry tea flavor, this nutrient-enhanced variety is packed full of antioxidants Vitamin C and Vitamin E to help support your body's natural defenses.
- **Replenishment to Energize™ (Ginger Plum)** – A unique flavor blend of ginger, plum, and yerba mate, this invigorating water beverage is high in Vitamin B3, Vitamin B6 and Vitamin B12 that helps convert food to energy.
- **Replenishment to Relax™ (Jasmine Lime)** – Enhanced with chamomile extract, this soothing mix of jasmine and lime flavors helps soothe your soul and savor each moment.
- **Replenishment with Calcium™ (Tropical Orange)** – This tropical orange hydrator is a good source of calcium and magnesium to help support healthy bones.

"H2Odwalla is a category standout as it is made with organic ingredients," says Kelly Marx, H2Odwalla brand manager. "Available in five replenishing and flavorful varieties, each unique blend gives consumers a convenient drink that refreshes the body and spirit."



## JavaPop Launches USDA Organic, Fair Trade Certified Coffee Soda

JavaPop, Inc., the creators of the first Organic, Fair Trade Certified coffee soda, has begun its nationwide launch. A carbonated, non-dairy based, 100% natural coffee drink, JavaPop is sweetened with organically certified, pure cane juice. JavaPop is free of highly refined sugars, chemicals, preservatives, artificial colors and additives.

As one of the first soda brands in history to be stamped with the USDA Certified Organic Seal, JavaPop's Fair Trade Certification guarantees that the farmers who grow the coffee beans receive fair value for their crops, allowing them to maintain ownership of their land and invest in the quality of their harvest.

"Developing JavaPop has been a true labor of love," says JavaPop founder and president Paul C. Hendler. "With the organic movement taking hold in the U.S., we wanted to provide a healthy alternative for the ready-to-drink coffee market. I'm proud of the outstanding network of coffee growers and suppliers whose products have enabled us to create an environmentally friendly, healthy and delicious beverage."

Recognizing a gap in the coffee and soft drink market, Hendler began an extensive product development program in 2004, seeking out Fair Trade Certified coffee growers, organic natural flavors, and recycled packaging materials, including recycled and repurposed glass bottles. As a result, each of JavaPop's five varieties—Espresso, Vanilla, Mocha, Hazelnut, and Caramel—boast socially and environmentally conscious ingredients, from Fair Trade Certified coffee beans from Green Mountain Coffee Roasters to fresh-pressed Organic pure cane juice.

Hendler is joined by JavaPop CEO Ken Walsh, a beverage industry veteran with over 30 years of experience, most recently as Vice President of Sales for Cadbury Schweppes North America. Walsh's understanding of the market and the need for a strong distribution network has led to a partnership with Snapple to distribute the product line nationally.

JavaPop debuts in New York and will roll-out nationwide in Spring 2007. The retro-inspired bottles will be sold individually and in fours-at major retailers.



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# 8 Produce

**TODAY'S  
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## More Color Matters When Selecting Fruits and Vegetables

### Be Good To Your Cells with Antioxidant-Rich Wild Blueberries

Selecting colorful, naturally nutrient-dense foods like Wild Blueberries, which are packed with protective natural compounds with antioxidant and anti-inflammatory effects, is important in designing a diet for optimal health and wellness. Antioxidants help protect cells against free radicals—unstable oxygen molecules associated with cancer, heart disease, Alzheimer's and other effects of aging. A serving of Wild Blueberries has more antioxidants than most other fruits, jam-packed with the cell protection everybody can use.

According to recent studies published in the April issue of the *American Journal of Preventive Medicine*, Americans aren't eating enough fruits and vegetables, continuing to miss the mark on current Dietary Guidelines. Public health experts agree, eating a healthy diet rich in colorful fruit and vegetables may help with weight management and may reduce the risk of cancer, diabetes, and other chronic diseases such as cardiovascular disease.

#### Fruits and Veggies—More Matters

The Produce for Better Health Foundation's recently launched

Fruits and Veggies—More Matters campaign is one example of a national call to action on dietary change. "The chronic health effects associated with a poor diet are alarming. If we increase the energy behind messages that promote wholesome foods, and make fruits and vegetables more accessible and convenient, we can help move consumption figures in a positive direction," said Susan Davis, MS, RD, Nutrition Advisor to the Wild Blueberry Association of North America.

#### Naturally Nutrient-Rich Foods

The Dietary Guidelines for Americans, 2005 and the U.S. Department of Agriculture's MyPyramid food guidance system both emphasize choosing nutrient-dense foods, or foods that provide the most vitamins, minerals and other nutrients for the fewest calories. A charter member of the Naturally Nutrient Rich Coalition, the Wild Blueberry Association is collaborating with other commodities to advance this important dietary concept. "Bottom line, the calories you consume should be hard working with an extra nutritional boost. Wild Blueberries do exactly that with only 45 calories per serving, lots of vitamins and minerals and the ever-important phytochemical contribution."

#### Color Your Plate

Davis emphasized selection of brightly colored fruits and vegetables for superior nutritional bene-



fits. "The more colorful the better in terms of the concentration of health-promoting phytochemicals," said Davis. Anthocyanins, the phytochemical compounds responsible for the Wild Blueberry's blue color, are powerful allies in the fight against aging, dementia, heart disease and cancer, noted Davis.

*Sabroso hasta el último buchito.*



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

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## ■ Buffalo Wing Pretzel Crisps

### The Snack Factory Debuts Hot New Flavor

'Kick start' your party, your afternoon or even your workday with the new 'Buffalo Wing' Pretzel Crisps®. These kick'in slims deliver the distinctive flavor of zingy, zesty buffalo wings on the famously thin, crispy pretzels available from The Snack Factory.

"Snackers count on us to deliver the unexpected," said Warren Wilson, President of The Snack Factory. "Who doesn't love the flavor of a Buffalo Wing? We took that flavor, which pairs perfectly with pretzels, and produced a low-fat snack with quite the kick. As always, we started with our uniquely thin pretzel and added a special blend of spices to make a gourmet snack that is as different as it is healthy, and delicious. We are proud to share this newest flavor of Pretzel Crisps with snackers everywhere. Enjoy!"

Buffalo Wing is the latest flavor in the line of patented Pretzel Crisps. Low-fat and cholesterol-free with only 110 calories per serving, the Buffalo Wing flavor Pretzel Crisps are sure to be a favorite during the upcoming barbeque and baseball season. The gourmet snacks will be available in the signature resealable 6-ounce stand-up package and are line priced with other Pretzel Crisps flavors at \$2.99 SRP. All Pretzel Crisps are oven baked and carry Pareve, Kosher certification from the OU.



## ■ Davidson's Safest Choice Pasteurized Shell Eggs

### The Egg Of Choice For Discriminating And Safety-Conscious Shoppers

To better serve consumers, a growing number of supermarkets and specialty stores across the country have expanded their egg category offering and now carry Davidson's Safest Choice Pasteurized Shell Eggs, the premiere pasteurized egg produced by National Pasteurized Egg (www.safeeggs.com).

Pasteurized shell egg usage has soared in the past 12 months, due to consumer concerns about food safety in the wake of food-borne illness outbreaks throughout 2006. Known for its outstanding taste, Davidson's pasteurized shell eggs undergo a patented pasteurization process eliminates the risk of Salmonella enteritidis (SE), the main egg-related Salmonella bacteria and other viruses, as well as the spread of germs through cross-contamination in the kitchen.

Additionally, pasteurization significantly extends the eggs' shelf life and preserves the fresh taste that comes from the all-natural, all-vegetarian diet that Davidson's pasteurized shell eggs

requires from its egg producers. Davidson's pasteurized shell eggs are hormone and antibiotic-free.

Davidson's all-natural pasteurization process makes them ideal for use in any cooking application, especially family favorites like eggs over easy, homemade ice cream, tiramisu, Caesar salad, and gooey undercooked



brownies. The eggs are a must for homes with young children, adults over age 55, diabetics and anyone with a weakened immune system.

"Many people don't realize how many common foods contain eggs that are not fully cooked," says Greg West, president of National Pasteurized Eggs (NPE), which produces the Davidson's brand. "Cheesecakes, meringues and even under-baked cookies can all pose a food poisoning threat from contaminated eggs." West compares the danger of eating undercooked eggs with the Salmonella risk associated with eating undercooked chicken.

According to the Food and Drug Administration (FDA), foods containing eggs must be cooked to an internal temperature of 145 degrees Fahrenheit and held for 15 seconds in order to destroy Salmonella. In breakfast preparations, eggs must be cooked until both the yolk and the white are firm.

NPE pasteurizes approximately 300 million eggs annually, using a patented, computer-monitored process that precisely controls the time and temperature of the eggs' immersion in massive water-filled vats. The 50-minute, all natural water bath carefully kills any bacteria and viruses that may have been passed to the egg from a contaminated hen, all the while preventing the egg from cooking or changing consistency. Once the eggs cool, they are coated with a food-grade wax to prevent contaminants from entering the eggs' pores, and are then stamped with a red Circle P, a guarantee of pasteurization.

For more information about Davidson's Safest Choice Pasteurized Shell Eggs, visit www.safeeggs.com, or call the Lansing, Illinois-based company directly at (708) 418-8500.

## Nestlé Acquires Gerber

Continued from PAGE 1

With net proceeds of sales for 2007 estimated at \$1.95 billion, Gerber is among the most trusted US brands and enjoys strong positions in Mexico, Poland and Central America. Gerber is also a provider of baby care products and juvenile life insurance in the US. The company has enjoyed good growth in recent years and, as a result of expected cost synergies, further improvement of operational margins is expected.

The acquisition of Gerber, which comes in the wake of the Jenny Craig and Novartis Medical Nutrition purchases, will transform Nestlé Nutrition into a business approaching CHF 10 billion in sales with an enhanced critical mass and access to the Group's global R&D network to drive innovation.

The transaction, which is expected to be completed during the second half of 2007, is subject to regulatory approval.

Peter Brabeck-Letmathe, Chairman and CEO of Nestlé, said: "The acquisition of Gerber is the perfect complementary fit. It not only gives Nestlé the leadership position in baby food, but it also constitutes a decisive step to establish Nestlé Nutrition as the undisputed global leader in the nutrition field, with annual sales of around CHF 10 billion, covering all important sectors: infant formula, baby food, medical nutrition, weight management and performance nutrition. This is a major step in the transformational journey of Nestlé toward a Nutrition, Health and Wellness Company. It is my great pleasure to welcome the employees of Gerber to the Nestlé Group."

SALADS OF THE SEA'S new Cheesy Cheddar & Shrimp Dip made its debut at the recent International Boston Seafood Show. The dip is a creamy blend of warm-water shrimp, freshly grated cheddar cheese, and Texas Pete Hot Sauce, the "Official Hot Sauce of the SEC." The dip is trans fat-free and pairs perfectly with crudités, crackers or pitas. Packaged in a 7-ounce container, Cheesy Cheddar & Shrimp Dip retails for around \$3.99 and will be distributed nationwide. Cheesy Cheddar & Shrimp Dip joins more than 20 refrigerated seafood dips, salads and spreads – including Cajun Krab Dip, the nation's number-one selling refrigerated seafood dip – under the Salads of the Sea label, and is merchandised in the seafood department.



## Tree of Life Acquires Organica USA

Continued from PAGE 1

tomers will benefit greatly from Tree of Life's large variety of natural and specialty items and distribution capabilities. We look forward to working together with the Tree of Life team to serve all of our customers."

Due to the already existing strategic alignment of the enterprises, the integration of Organica USA into Tree of Life has been extremely efficient and

takes effect immediately. As of Monday, April 23, all orders are being processed through the Tree of Life customer service center and distribution network.

Tree of Life, Inc. is the world's leading marketer and distributor of organic, natural and specialty foods, serving customers throughout the United States and Canada. Tree of Life, Inc. is a wholly owned subsidiary of Royal Wessanen NV based in The Netherlands.

### FEATURE THESE BIG DADDY BUCKS OFFERS AND EARN BONUS TRIP POINTS!!!!

To learn more about all these exciting store brand programs, please contact:  
**GREGG YOUNG**, V.P. of Sales – South Florida Division, or  
**CHRIS LAVOY**, V.P. of Store Brands  
 Tel: **954-876-3000**



# Make Your Choice For Profits-



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Davidson's Safest Choice™ Pasteurized Shell Eggs are perfect for all of your customers and especially for:

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- Those with weakened immune systems

Davidson's Safest Choice™:

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- All Natural
- No Hormones
- No Antibiotics
- No Animal By-products

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**PAN AMERICAN  
FOOD BROKERS**



## 12 Cover Story

JON CADOUX

Changing the  
Way America  
Drinks Beer

Jon Cadoux's passion for brewing beer from the best possible ingredients led him to create Peak Organic Beer, one of the very first beers in the country to be produced organically.

Cadoux is a "new generation organic." An avid brewer since 1998, he became interested in organic products, realizing that they were increasingly more delicious than their conventional counterparts. Cadoux began using organic barley and hops for his brews and was delighted to see the taste of his beer enhanced dramatically. At that point, he decided to attempt to mesh his passion for the environment with his love for making delicious beer.

The story of Peak Organic Brewing Company began in 1998 when Jon—along with a friend, Will, bought some small brewing equipment for a friend on his birthday. "We will go on to brew incessantly that year, creating some outstanding and interesting beers," Cadoux said.

Most often, the beers were enjoyed after "peak" experiences such as a spectacular day in the outdoors or quality time spent with friends and family. Over the years, the recipes would become further refined.

Cadoux took his dream of starting his own organic brewery to Harvard Business School, where he earned an MBA and established the launching point for Peak Organic Brewing Company.

As time went on, the idea of corporate social and environmental responsibility became a focal point. Organic ingredients were used and resulted in outstanding improvements to the recipes. At that time, the mission of the company became clear—to make the world's most delicious beers, and to make them in a way that Jon and his company could feel good about.

Made with the highest quality ingredients, Peak Organic features a refreshing, delicious taste. Its three varieties are: PALE ALE—complex and hoppy; NUT BROWN ALE—smooth with a nutty finish; and AMBER ALE—lively with a subtle roasted character. Cadoux personally crafted the recipes for each of the beers.

"Peak Organic Beer tastes

delicious because it's organic. It's craft brewed with only the purest organic ingredients that are grown without toxic and persistent pesticides, chemical fertilizers and fungicides. The absence of these toxins makes our beer tastier and more enjoyable for you and the planet," Cadoux told TODAY'S GROCER.

Organics are well positioned for growth. The U.S. organic industry grew 17 percent overall to reach \$14.6 billion in consumer sales in 2005. Organic foods, the largest segment of the organic industry, grew 16.2 percent in 2005 and accounted for \$13.8 billion in consumer sales. This represents 2.5 percent of total U.S. food sales. Annual growth rates have been approximately 20 percent per year since 1990. (*OTA 2006 Manufacturer Survey*)

Organic beer is made the same way as conventional beer, except that at least 95 percent of its ingredients are grown without the use of chemicals and pesticides. Organic beer's cost is about the same as other specialty or imported beers, too, approximately \$7.49-\$8.49 per six pack.

Organic beer sales are on the increase. North American sales were \$9 million in 2003 and \$19 million in 2005, according to the Organic Trade Association. In 2005, organic beer sales jumped 40 percent,

tying with organic coffee as the fastest-growing organic beverage. By comparison, overall U.S. beer sales fell slightly that year. This year, organic meat is the fastest growing category in organic and organic beer remains among the fastest growing organic categories.

## PEAK ORGANIC: A TOAST TO LIFE'S EXPERIENCES

Whether it's surfing in South America, witnessing an active volcano, or getting married by the sea, life's peak experiences deserve to be celebrated with a toast of new Peak Organic Beer, according to Cadoux.

Introduced in 2006, Peak Organic Beer appeals to an active, health-oriented crowd. They are invited to come to the Peak website ([www.peakbrewing.com](http://www.peakbrewing.com)) to share their lives' peak experiences. Site visitors rate all of the posted stories and photos, and the most popular ones end up on the bottle and six-pack container.

"Peak Organic Beer is all

about celebration" said Cadoux. "People really enjoy hearing about the peak experiences of others. We want to spread that positive sense of connection."

The sunset over the Gulf of Mexico was particularly powerful to Boston resident, James Perencevich, as on his final day working to help the people struck by Katrina along the Mississippi coast a few miles north of New Orleans.

"The magnitude of the destruction was really felt most at night when the world without street lights had only the moon and stars to light the way," said Perencevich.

Perencevich's experience is reflected in the photo featured on Peak Organic Beer's new Amber Ale label. He is pictured sitting off to the left with the sea stretching out beneath the setting sun at the center. Far to the right lies the silhouette of a large seaside home.

His memories of the day accompany the peaceful, peach-colored photo. "Silence, salt

air and the long late-day sunlight were all I needed after a day of hard work by the Gulf of Mexico," reads Perencevich's quote.

## CELEBRATING A NEW GENERATION OF ORGANIC

Organic pioneer Gary Hirshberg, Chairman and Chief Executive Officer of Stonyfield Farm in Londonderry, New Hampshire, sits on Peak Organic Brewing's Board of Directors.

"Peak Organic symbolizes the new generation of organic. Now that the organic standards have been put into place, we can focus on the things that brought us into organics in the first place—taste, quality and celebrating the best of life," says Hirshberg. "I sure could have used a couple of Peak Organic brews in the early days!"

Hirshberg predicts a significant increase in the organic beer industry. "Organic beer sales will skyrocket as soon as consumers realize that it's an option," said Hirshberg.

Today, Cadoux makes three great tasting varieties of Peak Organic and they are available in 6-packs, 12-packs and kegs in leading supermarket chains, natural foods groceries and specialty shops.

A member of the Organic Trade Association and the Brewers Association, Cadoux is an enthusiastic speaker and media source who travels the country taking the organic beer message to consumer, industry and academic audiences. When not brewing or selling beer, he enjoys the outdoors, finding time to jog, surf, ski and hike with family and friends.

## PEAK ORGANIC BEER

PEAK ORGANIC is a small brewing company dedicated to making delicious organic beer using the world's best ingredients. Brewed and bottled in Portland, Maine, with offices in Maine and Massachusetts, Peak Organic comes in three flavors, Pale Ale, Nut Brown Ale, and Amber Ale. Peak Organic is available in traditional 6-packs as well as a 12-pack that features four of each flavor. Pale Ale also comes in a 12-pack. Peak kegs are available in two sizes: 5.16 and 15.5 gallons. To learn more about the company, visit [www.peakbrewing.com](http://www.peakbrewing.com)

peak  
organic  
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■ **DON PRUDENCIO UNANUE AWARD** Frank Unanue, Mr. & Ms. Ariel Martinez, Armando Martinez and Tom Unanue.



■ **GOLD SUPERVISOR AWARD** Hector Mora, Ms. Mora and Armando Martinez.



■ **FRANK UNANUE AWARD** Mr. Frank and Patricia Unanue with Cesar and Michelle Soler.



■ **SILVER SUPERVISOR AWARD** Mr. and Mrs. Carlos Galvis.



■ **Tomas and Evelyn Unanue with Mr. and Mrs. Alfredo Lardizabal.**

## Goya Foods of Florida Hosts Annual Sales Gala

Goya Foods of Florida recently held its annual Salesmen of the Year Award Gala Dinner at the Sheraton Hotel in Miami, Florida.

The master of ceremonies of the event was Armando Martínez, vice president of the company. Frankie Unanue expressed appreciation to the attendees and said he was proud of the Sales Department's accomplishments during the year and the quality of the entire Florida team's achievement which made possible a successful year.

At the ceremony, employees praised for their work included, Merchandiser of the Year - Brigido de la Torre, Salesman of the Year - Jorge Restrepo. The Silver Supervisor award was presented to Carlos Galvis and the Gold Supervisor Award went to Hector Mora, while the Rookie of the Year Award was received by Marco A. Gomez.

The most emotional part of the evening was the company's prestigious Don Prudencio Unanue Award which this year was presented to salesman, Ariel Martinez, for his excellence and long-standing loyalty to the company.



■ **SUPER SALESMAN AWARD WINNER** Jorge Restrepo.



■ **Yaknel and Pedro Penton, ISE Corp., Miami, FL.**



■ **Enrique and Suzette Fernandez, Rudy Quant with Yaknel and Pedro Penton.**



■ **ROOKIE OF THE YEAR AWARD WINNER** Marco A. Gomez.



■ **MERCHANDISER OF THE YEAR AWARD WINNER** - Brigido de la Torre.

# Convenience Store Industry Sales Top \$569 Billion

Convenience store industry sales surged 15.0 percent to reach \$569.4 billion in 2006, continuing a four-year run of extraordinary growth, with industry sales almost double the 2002 total of \$290.6 billion, according to data released recently by NACS, the association for convenience and petroleum retailing.

Despite sales topping the half-trillion-dollar mark for the first time in history, industry profits in 2006 decreased 23.5 percent, falling to \$4.8 billion. This decrease was largely attributable to a drop in motor fuels margins and the continuing escalation of credit card fees, which now surpass industry profits.

The industry's 2006 numbers were announced, April 11, at the two-day NACS State of the Industry Summit in partnership with CSP, where more than 400 top convenience and petroleum retailing executives, suppliers and advisors are examining the industry's

operational and financial performance based on data representing more than 22,000 stores.

The \$74.1 billion increase in industry sales was the largest yearly increase ever recorded, fueled by a 17.9 percent surge in motor fuels sales, which rose to \$405.8 billion. The industry's motor fuels sales growth outpaced the 13.0 percent increase in motor fuels prices reported by the U.S. Department of Commerce, meaning that the convenience store industry continued to grow motor fuels market share, which is estimated to now be 82 percent.

In-store sales also showed strong growth, rising 8.3 percent in 2006, surpassing the overall sales growth of virtually all other competing retail channels and surpassing the overall retail sales growth of 5.0 percent in 2006 reported by the U.S. Department of Commerce. Industry merchandise sales rose 8.7 percent, while foodservice sales rose 5.0 percent.

Once again, cigarettes dominated in-store sales, accounting for more than one in every three dollars spent in stores. The top 10 categories in terms of percent of in-store sales were:

1. Cigarettes (34.4 percent of in-store sales)
2. Packaged beverages (13.8 percent)
3. Beer (12.2 percent)
4. Foodservice (12.1 percent)
5. Other tobacco (3.8 percent)
6. Candy (3.7 percent)
7. Salty Snacks (3.2 percent)
8. General merchandise (2.0 percent)
9. Fluid milk products (1.9 percent)
10. Packaged sweet snacks (1.5 percent)

Despite the strong industry sales, overall profits dropped, as continued motor fuels price volatility and consumer price sensitivity forced retailers to squeeze margins on fuels to attract customers. Motor fuels gross margins

fell 1.7 cents to 14.7 cents per gallon. On a percentage basis, motor fuels gross margins dropped to 5.7 percent, the lowest level since 1983. Factoring in credit card fees that averaged 4.2 cents per gallon across all transactions, motor fuels margins dipped to 10.5 cents per gallon before including all other operating expenses. While motor fuels sales now account for 71.3 percent of total convenience store industry sales, it accounts for only 33.7 percent of industry profits.

Escalating credit card fees had an enormous impact on the drop in industry profits. Credit card fees surged 22 percent, rising \$1.2 billion to reach \$6.6 billion in 2006 and for the first time ever top overall industry profits. Credit card fees now are the industry's second largest expense, accounting for 8.3 percent of industry gross margin dollars, second only to total labor expenses (33.5 percent).



# 14 Dairy

**TODAY'S  
GROCER**


## Dofino Cheese Brand Expands

Dofino, a top-selling Havarti brand, is strengthening its position in the yellow specialty cheese category to include premium Gouda and Edam cheeses, effective March 2007. Formerly marketed under the White Clover Dairy and Holland Farm brands, these cheeses will now be offered under the Dofino brand. The new cheeses complement Dofino's current product line, well-known for exceptional quality and traditional craftsmanship, and will continue to be produced at the Hollandtown, Wisconsin dairy.

With the expanded range, Dofino will be a leading brand within yellow specialty cheeses. According to Aria Foods Vice president of Marketing, Mikael Horsboll, "research has indicated that Dofino has strong market presence and has become a top consumer choice for Havarti. We wish to extend that brand equity to other cheese types, the first being Gouda and Edam. The Dofino brand will provide a strong platform for future growth of these excellent cheeses."



## The Essence Of The Mediterranean

### I Can't Believe It's Not Butter!® Debuts New Mediterranean Blend

*I Can't Believe It's Not Butter!*® has introduced a Mediterranean Blend to its line of spreads. Made with olive oil, which is a key component to a Mediterranean diet, the new *I Can't Believe It's Not Butter!* spread is an excellent source of Omega 3, is naturally cholesterol free and contains no trans fat.\*

"I have always believed in the importance of living the Mediterranean lifestyle, so I am thrilled that my friends at *I Can't Believe It's Not Butter!* have created a new Mediterranean Blend made with Olive Oil," said Fabio, the romantic icon and long-standing spokes-hunk for the brand. "It is a great way to enjoy a delicious spread and the essence of the Mediterranean."

*I Can't Believe It's Not Butter!* Mediterranean Blend is also available in a light version with 50 percent less fat and calories than butter. Both versions are naturally cholesterol free and contain no trans fat\* per serving and are available in a 15 oz. tub.

\*Mediterranean Blend contains 8g fat (2g sat. fat) per serving

\*Mediterranean Blend Light contains 5g fat (1g sat. fat) per serving



## BelGioioso Launches Convenient New Formats for Fresh Mozzarella

On a daily basis, foodservice operators balance their own kitchen demands and the demands of patrons who are increasingly discerning about the freshness, flavor and inventiveness of food. BelGioioso Cheese has focused on convenience for two of its latest fresh cheese introductions: BelGioioso Perline and BelGioioso Pre-Sliced Fresh Mozzarella.

BelGioioso Perline (pronounced per-lee-nee) Fresh Mozzarella consists of snack-size balls that are sold in 1-pound and 3-pound foodservice size tubs. The petite, 2.5-gram portions are ideal for appetizers paired with other ingredients like fresh basil and bite-sized tomatoes. The miniature version of BelGioioso's Fresh Mozzarella also makes for quick and easy inclusion in salads or as pasta toppings.

BelGioioso Pre-Sliced Fresh Mozzarella, a version of the same Fresh Mozzarella that won Best of Class at the 2007 Wisconsin Cheese Makers Association contest, removes a labor intensive and sometimes dangerous step out of food preparation. Other producers have addressed this issue, offering medallions in water, but the pieces tend to deform. BelGioioso 1-pound and 2-pound Pre-Sliced Fresh Mozzarella logs solve the issues of convenience and slice consistency. The thermoform versions are also packed without water to ensure freshness and extra shelf life for operators.

Errico Auricchio, president and founder of BelGioioso Cheese says, "Adding these options is another example of how we have been listening to our operators and finding solutions to their everyday needs without compromising the quality."

## Versatile Profit Makers-

### Tropical™ American Sandwich Slices

Tropical™ American Sandwich Slices, packaged in a variety of sizes and packs, are perfect in so many ways. Order plenty ... because they're going to move from your dairy case *quickly*. To learn more about these exciting profit-makers, contact Tropical Cheese National Sales Manager, Alex Fernandez, at Tel. 305-598-2865 or Fax: 305-598-0218.







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# Bravo Supermarket Celebrates Haines City Opening

## New Supermarket Caters to the Area's Diverse Population

**F**ranks and Ralph Diaz celebrated the grand opening, April 12, of their new Bravo Supermarket located at 1703 E. Hinson Avenue in the Countryside Plaza in Haines City, FL.

The 26,000 sq. ft. store opened its doors to the public at 8 o'clock in the morning. Located in long vacant retail space, the site has been converted to a new modern full-service independently-owned supermarket. The store has been merchandised to meet the needs of the diverse ethnic population surrounding the store.

The grand opening program featured full color circulars offering over 100 specials and extensive radio advertising on local ethnic radio stations.

The Diaz's have been in food retailing for over 40 years and take pride in operating well merchandised full service quality supermarkets. This is their third Bravo location in Florida, currently operating stores in Bradenton and Dade City. They continue to own and operate Bravo and C-Town supermarkets in New York.

Frank Diaz told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to Haines City and the surrounding communities. Based on the population density, the store must pull consumers from a wide geographic trading area. To accomplish this, we are committed to bringing Haines City consumers the personal service and quality food products that only "hands-on" independent store owners can provide. We realize that, by knowing our customers and meeting their expectations, we can successfully draw customers and keep them coming back."

Ralph Diaz added, "We are committed to enhance Bravo's reputation in Florida by offering the finest quality fresh foods, a wide variety of products geared to the ethnic communities, and low grocery pricing. 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" and that consumers will 'come home' to Bravo and bring home the savings every day."

The store is under the direction of Giovanni Abreu, store manager, and employs 35 associates. The store hours of operation are 8 a.m. to 9 p.m. daily.

The Haines City location is the eighteenth Bravo Supermarket in the state of Florida.



■ Whatever your taste, the new Haines City Bravo offers the right product to quench your thirst.



■ BRAVO TO BRAVO – The 18th Bravo Supermarket in the Sunshine State opened April 12 at Countryside Plaza in Haines City, Florida. The store is owned and operated by Frank Diaz and Ralph Diaz.



■ GRAND OPENING CONGRATS - Bravo Supermarket Manager-Retail Services Southeast Division, Julio Sanchez (left) and Dennis Wallin, Bravo Vice President-Business Development, Southeast Division (second, right) say their own special best wishes to (left to right): Giovanni Abreu, Frank Diaz and Ralph Diaz.



■ BRAVO MANAGEMENT pictured at the Haines City opening (left to right): Phil Kelly, Lou Papa, Ken Krasne and Jay Reinstein.



■ A fully-stocked chill case features everything from beer to fresh fruit juices, dairy, luncheon meats and more and has already caught the attention of opening day shoppers.



■ The new Haines City Bravo Produce Department provides shoppers an extensive variety of fresh fruits and vegetables.



■ OPENING DAY shoppers quickly check out at the front of their new Bravo Supermarket.





**Bravo**  
SUPERMARKETS FOR SAVINGS



**BRAVO  
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**Bravo Congratulates Frank Diaz and  
Ralph Diaz on the successful opening of their new  
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800-248-5727 ext 5301 or Julio Sanchez, Manager,  
Bravo Florida, 305-629-3567



# 18 Meat

**TODAY'S  
GROCER**


## Hormel Foods Expands Line of 100 Percent Natural Meats

Hormel Foods has announced the addition of Hormel® Natural Choice® Roast Beef, Chicken Strips, Canadian Bacon and Uncured Bacon to its popular line of 100 percent natural meats with no preservatives, which currently includes Deli Sandwich Meats and Applewood Smoked Dinner Ham.

Hormel Natural Choice meat products have no preservatives, no artificial colors or flavors and no added nitrites and nitrates, leaving only great taste. They are also gluten free, low in fat and trans-fat free, with no MSG added.

"We are proud to be the leader in providing consumers and their families with great-tasting meats that have no preservatives," said Ryan Vossler, product manager, Hormel Foods. "People are seeking more natural food options, a need that will continue to grow ... and a need Hormel Foods intends to fulfill across categories."

New Hormel Natural Choice product varieties include:

- Deli Sandwich Meats: USDA Choice Roast Beef

- Chicken Strips: Oven Roasted and Grilled Bacon
- Original and Lower Sodium Uncured Canadian Bacon

The new Hormel Natural Choice products feature recyclable outer packaging in distinctive brown and green earth tones.

Rather than using preservatives, Hormel Natural Choice products use a cutting-edge, all-natural, USDA-approved water-based pasteurization process called Truetaste™ technology to protect against harmful bacteria and improve food quality and taste. After the meat has been sliced, sealed and packaged, the product is placed in a Truetaste pressure chamber where it is surrounded by water. The process exerts up to 87,000 pounds of water pressure per square inch, protecting against harmful bacteria and sealing in freshness and the true flavor of the meats.

Marketing support for the line extension launch includes national print, online and cable TV advertising, along with FSI support, public relations and an online sweepstakes.



## Applegate Farms Introduces New Dinner Options

### Fully Cooked Sausages Made From Antibiotic Free Pork

Thanks to Applegate Farms, cooks and grill jockeys now have convenient, great tasting new options for dinner.

The company recently launched three pre-cooked, classic sausages all made from pure antibiotic-free pork: Smoked Bratwurst, Andouille and Smoked Kielbasa.

Fully cooked and ready to heat and serve, these flavorful, juicy sausages offer busy cooks a convenient way to put dinner on the table fast or add some quick zip to a favorite recipe. Each hearty link is made from 100% natural, humanely raised antibiotic free pork with no artificial ingre-



dients, preservatives or fillers of any kind.

Applegate Farms' new SMOKED PORK BRATWURST is a savory and sophisticated take on a perennial cookout favorite. Richly seasoned with a careful blend of spices and a delicate smoky flavor, these hearty brats are ideal for a summer cookout or cozy winter supper. Each serving (1 link, 85g) provides 170 calories and 12g fat (4g saturated). The product is sold in 12 oz. packages (4 links per package) with a suggested retail price of \$4.99. The product is packed 12 to a 9 pound case.

Cooks looking for more spice at their table will love Applegate Farms' new PORK ANDOUILLE. Added to a gumbo or favorite Cajun dish, these fiery links bring tears to the eyes and satisfaction to the belly. Each serving (1 link, 85g) provides 190 calories and 15g fat (5g saturated). The product is sold in 12oz. packages (4 links per package) with a suggested retail price of \$4.99. The product is packed 12 to a 9 pound case.

Applegate Farms' new SMOKED PORK KIELBASA offers a perfect blend of garlic, spices and subtle smoky flavor that is just right for a simple meal or adding richness to a favorite recipe. Each serving (1 link, 85g) provides 190 calories and 14g fat (5g saturated). The product is sold in 12oz. packages (4 links per package) with a suggested retail price of \$4.99. The product is also packed 12 to a 9 pound case.

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## Plant City Strawberries Take Starring Role in Special Edition Ice Cream



*Winn-Dixie Pays Tribute to Homegrown Fruit with Limited-Time Frozen Treat*

Plant City, Florida is more than just the winter strawberry capital of the world. It also is now the namesake for Winn-Dixie's newest Prestige Ice Cream flavor — Plant City Strawberry Ice Cream, boasting 50 percent more chunks of fresh strawberries than the original.

"Winn-Dixie is committed to supporting the communities we serve in every way we can," said Terry Derreberry, Winn-Dixie director of neighborhood marketing. "That commitment extends to purchasing and selling locally grown products as much as possible. We really wanted to acknowledge the delicious strawberries grown in Plant City in naming the new flavor—the strawberries truly make this new ice cream one of a kind."

The strawberries used in the new Plant City Strawberry ice cream are grown by Wishnatzki Farms. The new flavor debuted at the end of January and will likely be offered through the summer. The ice cream is described as "a strawberry lover's dream, bursting with 50 percent more strawberries handpicked from Plant City, FL — the winter strawberry capital of the world."

"Winn-Dixie has a long history with the Plant City community," said John Devine, Winn-Dixie's Plant City dairy plant manager. "Our dairy plant, which is where we produce all of our Prestige ice cream, has been here for thirty years. Many of our Associates are residents of this community. Plant City Strawberry Ice Cream is our way of paying homage to our Plant City heritage."

Plant City Strawberry is just one of 10 new flavors recently introduced through Winn-Dixie's premium private label, Prestige brand. Additional flavors include Banana Pudding, Neapolitan, Cherry Cordial, Strawberry Cheesecake, Toffee Caramel, Birthday Cake, Raspberry Cone Crunch, Cinnamon Caramel Crunch and Blueberry Cream Pie.

"Since the launch of these new flavors, we've already been developing a loyal following of fans — we've heard from our customers that many of the flavors have already become favorites," added Derreberry.

## Smith Dairy Debuts Ruggles® Churned Light Ice Cream Line

Smith Dairy Products Company announced that consumers can now enjoy all the flavor and texture of Ruggles® ice cream but with 50 percent less fat and 1/3 fewer calories, thanks to the rollout of the new Ruggles Churned Premium Light Ice Cream line.



"Today's savvy consumers are health-conscious and interested in eating light, but they still want their desserts and treats," said Penny Baker, Director of Marketing at Smith Dairy. "Our new Ruggles Churned line gives them the best of both worlds."

Smith Dairy uses a proprietary production method to make its Ruggles Churned line without synthetics, stabilizers, or emulsifiers. The special all-natural churning process results in a light ice cream that has the same smooth, creamy texture and flavor of traditional ice cream.

Smith Dairy is starting with eight flavors in its Ruggles Churned line: Vanilla, Butter Pecan, Cookies N Cream, Strawberry, Cherry Vanilla, French Silk, Peanut Butter Chocolate Chunk, and Caramel Fudge.

Ruggles Churned Premium Light Ice Cream is available in 1.75-quart containers.

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Students from Hebrew Academy in Margate perform the blessing.



Andy Berns, City of Tamarac Development Economic Officer, Tamarac Mayor Beth Talabisco, Randy Rambo, Southern Region VP and Tamarac Commissioner Patty Atkins-Grad.



David Durham, Tamarac Winn-Dixie Store Manager, Grady Gresham, Director of Deli and Bakery Operations, Ora Esquivel, Deli & Bakery Merchandiser with Jim Carrado, Senior Director of Merchandising.



WINN-DIXIE Kosher Supervisor Rabbi Moshe Berger; Tamarac Store Director, David Durham; Tamarac Mayor Beth Talabisco, Commissioner Patty Atkins-Grad and Randy Rambo, Winn-Dixie Regional Vice President.

## Winn-Dixie Opens Kosher Deli and Bakery in South Florida Store

Winn-Dixie opened a kosher deli – the company's second in Florida – at its Tamarac location on Wednesday, April 18. The store, located at 7015 N. University Drive, also features Winn-Dixie's first kosher bakery. Both the deli and the bakery will be operated under the supervision of Star-K.

Winn-Dixie invited the community to be part of the opening celebration which included a bread-breaking ceremony by Rabbi Mendy Engel of Chabad of Tamarac and a performance by students from the Hebrew Academy Community School. Traditional challah, baked treats and wine were served, followed by daylong samplings of kosher products.

"Our research reflected a greater need for kosher selection within the Tamarac community. Winn-Dixie's goal is to customize each store to meet

the needs of its neighborhood, and we feel this store is now better positioned to serve our kosher customers. This store is our first to offer a kosher hot case where customers can personalize their menu," said Deborah Shapiro, specialty foods category manager for Winn-Dixie.

The new deli and bakery features many traditional selections and will be overseen by kosher managers Alex Schwartzman and Moshe Berger. The store has undergone major upgrades to accommodate the kosher deli, which includes a cold station for sliced meats and salads, a hot station for meal solutions, as well as a catering and sandwich station. There is also a self-serve area for packaged kosher deli items. The bakery carries both Pas Yisroel/pareve and dairy products, and all items are clearly marked for shoppers.

The new Tamarac kosher bak-

ery hours are Sunday through Saturday from 7 a.m. to 8 p.m. Deli hours are Sunday through Friday from 8 a.m. to 6 p.m. The deli is closed on Saturday.



Rabbi Mendy Engel of Chabad of Tamarac with Deli and Bakery Kosher Supervisor Rabbi Moshe Berger.

## Kroger Reaches Agreement to Acquire Scott's

The Kroger Co. has announced that it has reached an agreement with SUPERVALU to acquire its 18 Scott's Food & Pharmacy stores in northeast Indiana.

The stores will become part of Kroger's Central division, based in Indianapolis. The division currently operates 145 stores under the Kroger, Highlander, Owen's and Pay Less banners in parts of Indiana, Illinois, Michigan, Missouri and Ohio.

"We are excited to welcome Scott's customers and associates into our family of Kroger stores," said Robert Moeder, president of Kroger's Central division. "We look forward to continuing Scott's tradition of great customer service as we expand Kroger in this market."

Moeder said Kroger intends to continue operations under the Scott's banner. Kroger expects to interview and offer employment to most Scott's employees.

The transaction is expected to close later this year, subject to customary closing conditions. Terms of the agreement were not disclosed.

## GasWatch Products Connect Retailers to Profits

It is sometimes said that accessories are the key to kicking up retail profits. GasWatch™ offers a number of products to help store owners achieve that goal.

Whether customers are buying a new gas grill, propane patio heater or even a propane tank, each is an opportunity for an add-on sale. And what better than GasWatch?

The original GasWatch model shows the level of propane remaining in the tank, and also acts as a leak detector – and if a leak is detected, it shuts off the flow of gas from the tank. One end of the device attaches to a 20-lb. tank, and the other end to the regulator.

"We created this product to help backyard barbecuers avoid the dreaded mistake of running out of gas in the middle of a weekend barbecue, or while preparing a weekday dinner," says S.K. Suman, President of TVL International, which markets the device in North America. "It also is an easy add-on sale for retailers."

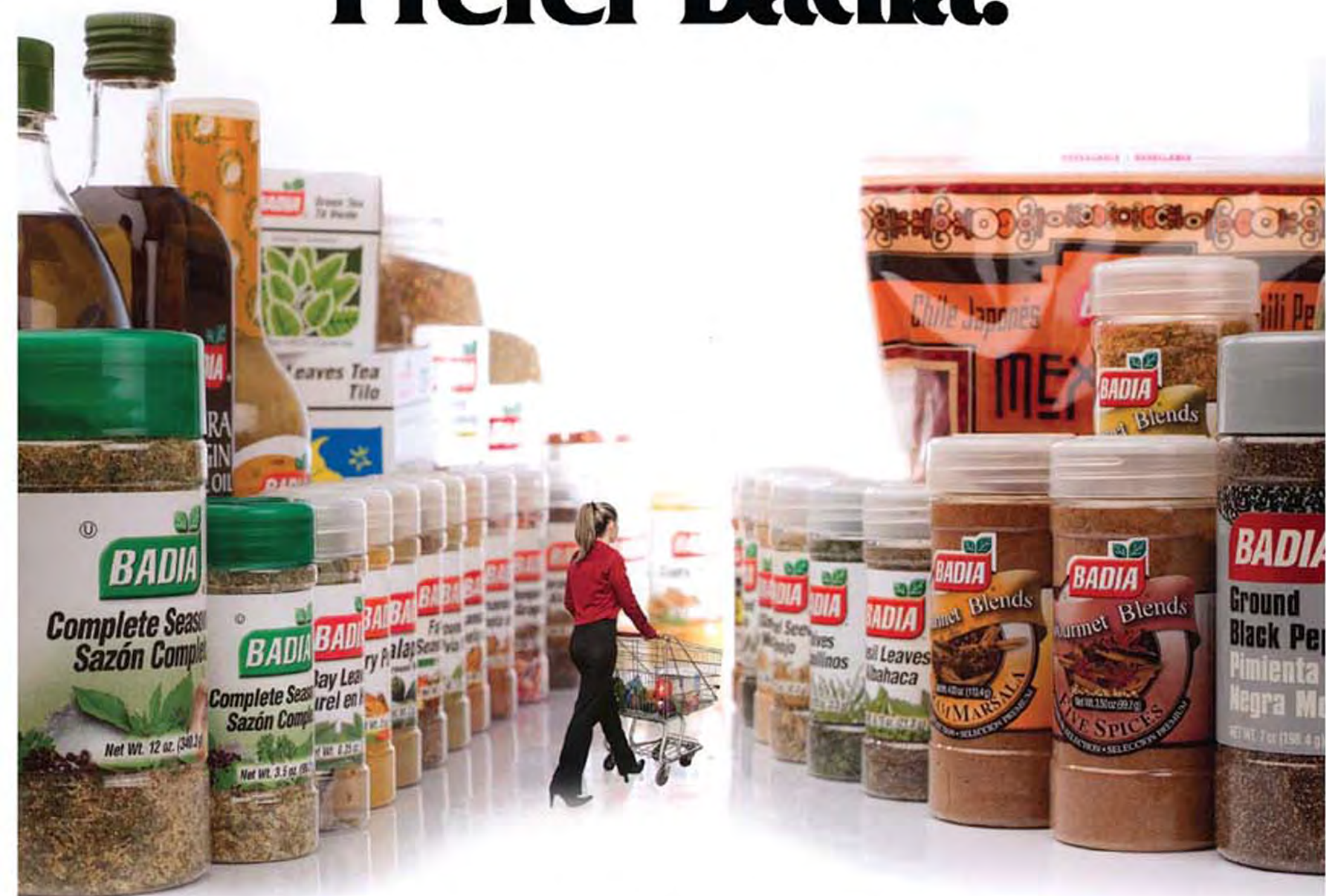
An upgraded version of the original model is the Electronic GasWatch, created for those who have a cabinet-style grill, or a patio heater designed to have the propane tank sit inside the base.

In addition to serving as an add-on sale, these items also provide a good reason for customers to make a repeat visit. It's easy to display these items in such a way that makes it easy for customers to buy: create a "Perfect for Gifts" section at different times of the year. Father's Day, birthdays, house warming parties and bridal showers are all occasions to consider.





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# 22 Grocery

**TODAY'S  
GROCER**


## Weber Enters the Spice Aisle with Weber® Grill Creations®

Weber-Stephen Products Co., a leading manufacturer of outdoor grills and grilling accessories, and ACH Food Companies, a subsidiary of London-based Associated British Foods, an international food, ingredients and retail group, have entered into a licensing agreement to introduce a new line of seasonings and marinades—Weber Grill Creations. This is a first for Weber as they expand their grilling expertise to the seasoning aisle at grocery stores nationwide. Weber Grill Creations is a full line of unique and flavorful seasonings and marinade mixes that are versatile enough to be used on any type of grilled food from steak and chicken to fish and vegetables.

There are eight different seasonings and six marinade mixes in the new Weber Grill Creations line. Three of the seasonings are also available in an adjustable spice grinder.

Available in two sizes: 3.6 oz bottle (SRP \$2.99) and 8.4 oz bottle (SRP \$3.99).

## Bring The Creamery Flavor Home With Marble Mix'ins™

Many people would agree that the best way to beat the summer heat is to enjoy a scoop of your favorite ice cream with your choice of toppings mixed right in. Bringing this in-store creamery indulgence home, Marble Mix'ins™ introduces the mixable pleasure of dishing up a custom ice cream creation in your own kitchen.

Marble Mix'ins makes it easy to pamper yourself with creamery-style ice cream at home—just pour your desired Marble Mix'ins flavor over a scoop of your favorite ice cream, mix in and enjoy every

crunchy, chocolate-y, indulgent bite! Available this June, Marble Mix'ins is offered in four varieties: Butterfinger® Cookie, Nestlé® Toll House® Banana Split, Crunch® Rocky Road, and Nestlé® Rainbow Chocolate Chips.

"Just in time for summer, Marble Mix'ins is the ultimate ice cream indulgence," said Jim Schneider, president and CEO of Signature Brands, which owns, produces, and distributes Marble Mix'ins. "This is really going to 'mix it up' in the ice cream business! From barbecues to birthday parties, Marble Mix'ins offers you the satisfying taste of creamery-style ice cream without spending a small fortune."

"This is a great new product," said Bob Chapdelaine of Nestlé Branded Ingredients, a division of Nestlé U.S.A. "Marble Mix'ins is a unique way to enjoy the taste and fun of the creamery experience right from home."



## Marcal Paper Mill Goes "Green" With New Product Line

Marcal Paper Mills, Inc. has added some "green" to its impressive roster of products — Sunrise 100% Premium Recycled™.

According to Nick Marcalus, Chairman and CEO of the Marcal Paper Mills, Inc., each year Marcal recycles over 200,000 tons of recyclable paper collected from municipalities, business offices and from other sources of paper supply. Marcal is a pioneer in paper recycling to make sanitary tissue products; they have been recycling for over the past 60 years and they don't plan on stopping anytime soon.

"At Marcal, recycling has been a core standard in the way we create our products and the new Sunrise line is the next generation of our products we think shoppers have been waiting for," said Marcalus. "With our Sunrise line Marcal is offering consumers an innovative line of truly environmentally sound paper products and at consumer friendly prices. In addition, Sunrise is backed by a great line up of consumer couponing, magazine advertising and grass roots educational tools."

Sunrise is made from 100% premium recycled fiber, whitened without chlorine bleaching and has high post consumer fiber levels. Marcal is launching the Sunrise product line with six featured items within the bath tissue, paper towels, and napkins paper categories.

Another facet of Sunrise's brand support is in the form of Paper From Paper Not From Trees® recycling posters and educational kits that are being sent to over 11,500 grade schools just in time for teachers to plan Earth Day lesson plans.



## Toxic Waste® Hazardously Sour Candy® Floor Display

Candy Dynamics, a marketer of popular novelty candy products, is introducing two new Toxic Waste® Hazardously Sour Candy® Displays, the Power Wing and Shipper Floor.

With the only double-action sour flavor on the planet, Toxic Waste is hands down, the most Hazardously Sour Candy on the Market. Packed in a plastic novelty toy Toxic Waste drum, each container overflows with an assortment of five super-sour flavors: Apple, Watermelon, Lemon, Blue Raspberry, and Black Cherry.

Featuring bold and colorful graphics, the eye catching wall mounted Power Wing and free standing Shipper Floor Displays will each contain 72 individual units of Candy Dynamics' phenomenally popular Toxic Waste Hazardously Sour Candy drums at the manufacturer's suggested retail price of \$ .99 per drum.



## First Ever Tomato Enhancement Seasoning

Great'a Tomat'a® is a unique new seasoning created to sprinkle on fresh sliced or diced tomatoes to dramatically improve their overall quality instantly. This first ever tomato enhancement seasoning provides a nature-identical flavor profile similar to home-grown, vine-ripened tomatoes.

Commercially-grown tomatoes typically suffer deficient flavor, aroma, nutrients, color and juiciness due to premature harvesting and/or unfavorable growing conditions. The common complaint about commercially-grown tomatoes is that they offer very little flavor.

"I created Great'a Tomat'a because I love fresh tomatoes," said Robert DuBay, who devoted years developing a tomato enhancement seasoning to improve "bland" tasting tomatoes. "Tomatoes are one of the healthiest foods in the world, and I believe people will enjoy them more and eat more if we can improve their flavor."

Great'a Tomat'a is best merchandised in the produce department adjacent to fresh tomatoes. It generates stand-alone sales and cross-over sales by encouraging customers to purchase fresh tomatoes.

The patented product from DuBay Specialty Foods, LLC, is available with a suggested retail price of \$3.99 [2.25-oz. bottle].



## Patak's Foods Launches New Indian Microwave Meals

Patak's, a leading brand in the U.S. shelf-stable Indian category, has announced the re-launch of its successful Microwave Meals line, now serving up three new meat options in a redesigned shelf-friendly sleeve-and-tray packaging. PATAK'S microwaveable entrées come complete with rice and will be available in both vegetable and new chicken varieties in three delicious curry recipes: Tikka Masala (Lemon & Cilantro), Korma (Creamy Coconut) and Dopiaza (Tomato & Onion).

The new meal offerings are a response to the ever-expanding demand for high quality, authentic Indian food and offer consumers a spicy alternative in popular varieties to an otherwise ordinary meal. Each recipe has been spiced to suit American tastes, yet still provides a complete and authentic Indian meal experience.

Repackaging the entrées to offer more convenience, Patak's Foods is switching from a box to a sleeve-and-tray format with proven consumer appeal. In contrast to most competitor products, the meal can be eaten directly out of the microwaveable container. Ready to eat in 90 seconds, all of the meals are shelf-stable and can easily be transported and stored. PATAK'S is the only top-selling Indian convenience brand with a meat option.

"Patak's new Indian Microwave Meals are made with high quality, authentic ingredients and are ready to enjoy in 90 seconds," says Vijay Anand, executive chef, Patak's Foods. "Now available with chicken, the new varieties give consumers an easy and delicious way to discover the world of Indian food at work or home."

Patak's Microwave Meals are packaged in 10.5 oz. containers with a suggested retail price of \$3.49.





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■ PUBLIX FOOD & PHARMACY #1127, which opened April 12 at 4195 W. Lake Mary Blvd., in the new Lake Mary Collection Shopping Center, features a 4,500 sq. ft. culinary cuisine section offering shoppers both a visual and sensory shopping experience, unlike anything to date.

# Publix

## Debuts Worldly Culinary Cuisine



### *New Lake Mary Store Offers Visual and Sensory Experience*

**P**ublix Super Markets continues to demonstrate its innovation and creative leadership as a leading force in food retailing with the opening a new showplace shopping experience in Central Florida.

The Publix at Lake Mary Collection, a 51,000 sq. ft. replacement store, which opened on April 12, will pilot a 4,500-square-foot culinary prepared foods experience with over eighty entrees to entice every palate and engage every sense. In addition to the traditional Publix Deli, the stations include:

- **PACIFIC WOK** - wok cooking of Asian specialties ranging from Kung Pao Scallops to Mongolian Beef
- **THE GRILL** - cooked to order favorites from Curiyaki Salmon to Churrasco Steaks
- **THE CARVERY** - choice of meats, slow cooked to perfection, including Cedar Plank Salmon, Hickory & Molasses Crusted Tenderloin of Beef, Slow Cooked Pot Roast
- **CHEF'S SELECTIONS** - showcasing the talent of our chefs, this venue features everything from comfort food to gourmet entrees
- **MEDITERRANEAN OVEN** - features old world cooking of pizza and roasted entrees inspired by the cuisines of Italy, Greece and Spain
- **HANDCRAFTED SANDWICHES** - Artisan sandwiches crafted to order on Artisan breads, stacked with slow cooked deli meats and gourmet cheeses
- **CUSTOM SALADS** - healthy salad choices made to order with fresh toppings, such as steak, salmon, shrimp and chicken
- **SOUP STATION** - featuring six freshly prepared, chef inspired soup creations
- **COFFEE BAR** - offering freshly brewed Van Houtte coffees, hot chocolate and

frozen fruit drinks

"Our customers have grown to rely on the Publix Deli as a way to enjoy high quality, wholesome foods while saving them time," said Maria Brous, director of media and community relations. "Our expansion into the culinary world enhances our customer's experience in the deli by providing additional options of freshly prepared family favorites and the latest in culinary trends, while delivering our level of customer service and our passion for flavor at an affordable price (the average meal cost is \$7.99 - \$11.00)."





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## Food City's

# Emerson Breeden Named Tennessee Grocer of the Year

Emerson Breeden, community relations director for Food City's Knoxville division has been named Grocer of the Year by Tennessee Grocers & Convenience Store Association during their recent annual convention.

TGCSA is a Nashville based trade organization representing the interests of the Tennessee food market. The association's primary function is to educate and promote the welfare of its business members, which are comprised of retail grocery, convenience and food industry suppliers throughout the state of Tennessee. TGCSA hosted its annual convention at the Gaylord Opryland Resort in Nashville, TN, April 13-15.

At the conclusion of the festivities, TGCSA selects one outstanding Tennessee retailer who exemplifies the high standards of integrity and efficiency upon which the organization was founded to be named Grocer of the Year. Emerson Breeden was named to receive this year's presti-



EMERSON BREEDEN

gious award.

"I want to thank the Tennessee Grocers & Convenience Store Association for honoring me with the Grocer of the Year Award," said Breeden. "It's so rewarding to work for a company (Food City) that encourages you to serve your community. I accepted this award with a great deal of humility and would like to thank everyone who helped make this possible."

Breeden grew up in Knox County, entering the grocery industry during a time when local chains were flourishing throughout East Tennessee. He began his ca-

reer as a courtesy clerk for the Knoxville based White Stores in 1952, while attending school. During this era, the White Store chain prospered greatly, rising to the largest privately owned company in East Tennessee. Meanwhile, Breeden quickly worked his way through the ranks, receiving promotions to the positions of department manager of grocery, meat and produce, assistant manager, store manager, district manager and finally vice-president of Human Resources and Real Estate. Breeden joined the Food City team when they purchased the White Stores in 1989. He entered the company as a member of their Human Resource department and was later promoted to his current position of Community Relations Director for their Knoxville division.

"We are fortunate to have a qualified individual like Emerson Breeden working with our company," said Steve Smith, Food City president and chief executive officer. "His service to

the community provides an outstanding example for our associates and inspires us to continue to fulfill our corporate obligation to give back to the community. Emerson is well-deserving of being named Tennessee's Grocer of the Year."

Breeden has always held a strong sense of community responsibility, which is evident in his commitment to numerous community and civic organizations. He has held several key positions with various civic clubs, including president of the Optimist Club and Lions Club, treasurer and chairman of Tennessee Grocer's Education Foundation, two year chairman of TGEF's Golf Tournament and chairman of the Boy Scout Golf Tournament.

Breeden resides in Knoxville, TN with his wife Leslie, where he is a member of the Fellowship Evangelical Free Church. They have five children: Jerry, Beth, Angie, Rusty and Vance and are the proud grandparents of Ty, Cecili and Suzanne.

## Statement From the F. M.I. on the Mandatory Country of Origin Labeling Law

Mandatory country of origin labeling (COOL) for seafood is failing to deliver the benefits promised by the law. It has not increased sales of U.S. seafood. At the same time, the supermarket industry's cost to comply with the law is up to 10 times higher than the U.S. Department of Agriculture (USDA) estimated when it issued the interim final rule for labeling seafood.

Proponents of mandatory COOL are nonetheless urging Congress to implement the law for produce, meat and peanuts sooner than September 30, 2008. This move would be extremely unwise given the industry's two and one-half years of experience labeling seafood under this law. The Food Marketing Institute (FMI) presented comments to USDA this week in response to the agency's request for cost and benefit information.

"The industry's experience underscores the need to replace the law with a flexible, industry-led program that would be far less costly and provide information that would actually resonate with consumers, such as 'Wild Alaskan Salmon,' 'Georgia Peaches' or 'Vidalia Onions,'" said FMI President and CEO Tim Hammonds.

Hammonds added, "Because of limited label space and limited time for busy consumers to make their decisions, when government continually mandates requirements for signs and labels that generate large fines for noncompliance, we have the labeling equivalent of Gresham's Law: Bad information drives out the good."

"A law this flawed cannot be corrected simply by tinkering with the administrative rules. The likely result of tinkering around the margins would be to make the bureaucratic nightmare and the resulting costs even worse, not better. The only way out of this mess is to replace the current law with something useful."

The food industry has proposed an effective, flexible labeling model that would communicate the same information in ways consumers would actually find useful without driving costs sky high. "It is time for Congress to correct its mistake and let the industry implement a plan that delivers more without building in the excessive costs that ultimately discourage consumers from buying the seafood we all want to promote. Food retailers are not opposed to providing consumers with country of origin information. We are opposed to doing it with a government program that drives the cost of food unnecessarily high," Hammonds said.

## West Coast Retailer Offering Franchise Opportunities

### One World Fine Foods Expects to Soon Award Franchises

One World Fine Foods, a specialty natural food and product market founded in San Diego, CA in 2004 by Michael and Bibiana Bulloch, is now offering franchise opportunities.

With a vision to become the leading brand of "Neighborhood Natural Markets" One World combines the characteristics of a convenience market with a healthful product and service offering, all situated in a small and efficient footprint and operates within a proven, solid food service niche.

"Our location in downtown San Diego was met with overwhelming positive response since the opening. We've been welcomed by the community as a neighbor," said Bulloch. "I'm now excited to offer the One World Fine Foods opportunity to those in other parts of the country who share an appreciation for healthy and active living and who want to help others achieve vitality in their lives."

One World provides personalized, hands-on training and support to each franchisee including: a location analysis and real estate support,

assistance with third-party financing, store build-out and opening, information systems designed to help manage business effectively and efficiently and neighborhood marketing systems customized for rapid neighborhood saturation.

The operation requires only 2,500 to 4,000 square feet that is ideal for an urban, mixed-use development that combines



■ Ideal for small footprints, in this picture you can see produce, grocery, refrigerated and front-end/checkout – all in close proximity to one another.

dense daytime population and neighborhood residents, like the flagship store in downtown San Diego.

"Our goal is to award 25 franchises and five company units in the next five years," said Bulloch who said the franchise fee for one unit is \$35,000 and the estimated cost to establish a new One World franchise is between \$454,000 and \$715,000. "Our main concern is to grow ethically while ensuring excellent support for our new markets and to maintain the One World quality not just quantity."



■ NEW SELLING CONCEPT – One World Fine Foods is a unique new specialty natural food merchandising concept ideal for urban locations or other locales where space is a premium. The concept is now being offered for franchise opportunities by its developers.



■ The creators of the One World Fine Foods store concept are Michael and Bibiana Bulloch pictured here in their downtown San Diego location.



■ ONE WORLD store owner, Bibiana Bulloch rings up the order of a young shopper.



# New Movers Mean New Business

By: **JAY SIFF**

If you're like many independent grocers offering great selection, low prices and good service to a loyal clientele, you feel pretty good about your business. Until, perhaps, you see a slick TV ad promoting one of your big-time competitors. Then it's easy to feel a bit outgunned.

Actually, nothing could be further from the truth. Even in the age of multimillion-dollar ad budgets and powerful TV campaigns, it's possible for local grocers with limited resources to out-market the major chains. Through the use of database marketing and email, you as an independent have the opportunity to capture people who, as of yet, have no



brand loyalty, then keep them coming back again and again.

Where do you find people who have no loyalty to grocery stores in your area? A great place to look is new residents. Most people don't realize that new movers represent a huge market—over 46% of all Americans moved at least once between 1995 and 2000, according to U.S. Census Bureau figures. As people enter a new community, they look for “new favorites”—local businesses that make them feel comfortable and at home. A specialty grocery store is the perfect example.

The key to this process is to find such people, then entice them into your store with an offer that is too good to pass up. A well-designed gift certificate sent through the mail for \$25 in free groceries fits the bill. And lest you think this is literally “giving away the store”, consider this: 87% of businesses who have properly applied this approach have rated it successful.

Of course, you have to turn these

first-timers into loyal patrons through a great shopping experience. If you do so, you will find you've created brand loyalty where there was none before.

You can promote repeat business by fostering an intimate, two-way relationship through the effective use of email. Contrary to what most merchants think, people want to hear from local businesses they enjoy. In fact, they are more than willing to give you their email address—if you're willing to offer them something useful in return.

The next time they come in, have your cashier ask your customers if they would like to receive periodic emails good for giveaways or “dollar-off” coupons. Chances are they'll say yes; the cashier can then ask them to fill out a card listing their email address. This becomes your list of current, active patrons who enjoy your store and plan to return. Provide them periodically with emailed certificates good for buy-one-get-one-free, free dinner from your take-

home counter with qualifying purchase, or other attractive offer, and you can generate additional business almost at will.

Your email list can even be used to generate new customers, piggyback on co-op offers, or push new services like cooking classes. You're only limited by your imagination—which, when combined with the latest digital and direct response techniques, is all you need to go on the offensive against your big-name competitors.

## About the Author

**JAY SIFF** is CEO of *Moving Targets* ([www.movingtargets.com](http://www.movingtargets.com)), a Perkasie, Pennsylvania-based provider of new resident direct marketing programs. The company's strategic business partner, *Loyal Rewards* ([www.loyalrewards.com](http://www.loyalrewards.com)), helps retailers expand their customer base and encourage repeat visits through its unique, email-based business marketing system. *Moving Targets* and *Loyal Rewards* have served over 20,000 merchants nationwide. Jay can be reached at 800-926-2451 or [jay@movingtargets.com](mailto:jay@movingtargets.com).

## D'Agostino Unveils a New Website: Delivery within Three Hours

If you think that you've got all the advantages—living in Manhattan and going online to get your groceries delivered at the time you indicate...think again!

A new D'Agostino website, [dagnyc.com](http://dagnyc.com), to go live on May 15, is designed to give customers all the advantages of shopping at their neighborhood store.

This new online website is so good that it duplicates the superior experience that shoppers feel when they visit the stores!

Recipes, interactivity and easy-to-navigate online ordering makes the new D'Agostino website, [dagnyc.com](http://dagnyc.com), just what residents of New York City and Westchester really want.

Place an order online and the store nearest the customer fills the order promptly...and with 19 stores in Manhattan and Westchester, there IS a close by store. In fact, at each store, there are personal internet shoppers that pick the order as if it is their own. And that is who customers can contact. Shoppers will receive their order within three hours.

The new D'Agostino website, designed by MyWebGrocer, goes live on May 15. And soon after, D'Agostino will offer emergency deliveries...place an order on the site, indicate emergency and you'll have it within an hour (a slight additional service fee will apply).

D'Agostino Supermarkets have, for 75 years, had a reputation based on very simple principles. Quality, service and innovation.

It is the essential and consummate “New York Grocer.” Many movies and television shows, shot on location in New York, frequently use D'Agostino stores or “DAG BAGS” to help impact a sense of New York City realism. In fact, in the famed TV series *Will and Grace*, Will met Grace in a D'Agostino. Today, Nick D'Agostino III, the third generation of D'Agostino's to head the chain, maintains the tradition.

D'Agostino is the only New York based supermarket chain in the metropolitan area to carry a full line of Certified Humane products...meat, poultry, milk, cheese, eggs...all certified humane, all have the highest quality and standards.

## Quirch Foods Opens New Orlando Division



Quirch Foods Co. has announced the opening of a new Orlando division. As part of the company's mission to provide unparalleled service to its customers, the company began servicing existing accounts in Central and North Florida from the Orlando division on May 7.

The new division will allow Quirch Foods to increase the frequency of deliveries in Central and North Florida, and also to expand its coverage into additional areas of North Florida and complete its coverage of the state.

The Orlando division will house its own management, sales, and customer service teams, in addition to warehouse and delivery personnel. The combination of facilities in Miami, Orlando, and Atlanta will give Quirch Foods uninterrupted coverage of the Southeast.

For more information, reach Quirch Foods - Orlando at (407) 826-3660

## NACS, ECRM Announce Strategic Alliance

NACS, the association for convenience and petroleum retailing, and Efficient Collaborative Retail Marketing (ECRM) have announced a strategic alliance that enhances the efficiency and productivity of scheduled meetings between retailers and suppliers at NACS events.

ECRM will work with NACS exclusively to launch new Business Planning Sessions for the convenience store channel of trade, as well as provide eFusion software and ECRM business processes at the events.

ECRM's proprietary eFusion software will be used at NACS events to facilitate business connections between retailers and suppliers in pre-planned sessions that allow participants to use ECRM software and business planning. Onsite, ECRM staff will deliver support to attendees for seamless execution of software ca-

pabilities and features during these meetings.

“A key component of the NACS mission is to facilitate connections between retailers and the supplier community. Our strategic alliance with ECRM ensures productive buyer/seller conversations and meaningful industry connections,” said Jane Berzan, NACS senior vice president of events and supplier relations.

“We are truly excited about the strategic alliance with NACS, as we believe there is great opportunity to help convenience retailers and suppliers plan more efficiently. Working with NACS provides a perfect platform to engage the convenience channel,” said Charles Bowlus, founder and CEO of ECRM. “We are looking forward to collaborating with NACS and increasing growth in the convenience channel.”

COMING IN NEXT MONTH'S ISSUE —



**PUBLIX  
RETURNS TO  
MIAMI  
LAKES**

Replaces Aging Store  
With New Showplace  
in Just 10 Months!



ALL THIS ...AND MORE  
IN YOUR JUNE

**TODAYS  
GROCER**



# SAFARI SNAPSHOTS – Krasdale/Bravo Retailers Experience an African Adventure

12-Day Trip Highlights the  
Many Wonders of South Africa

**MARCH 16-28**

**K**rasdale Foods, sponsor of Bravo Supermarkets traveled to South Africa with over 215 store owners and food industry representatives on March 16.

The 12-day South African Safari began with an overnight stop in Johannesburg. The next stop on the trip was a visit to the Township of Soweto with a visit to the home of Nelson Mandela. Pretoria, one of the country's three capital cities, was also one of the destinations and trip participants finished the day by arriving in Sun City and the Pilanesburg National Park, for a 3-day stay in this wonderful resort.

While at Sun City, there were exciting days filled with warm temperatures and unbelievable sights. Safaris through the National Park were a highlight and everyone came away with great memories of this beautiful country.

Next on the agenda was a flight to

Cape Town where the group stayed at the Table Bay Resort for three nights. A trip to Cape Wine land and the Neertlingshof Winery was the first stop followed by a visit to Cape Peninsula where everyone rode the railroads to the lighthouse at the top of the Cape of Good Hope. This unbelievable day ended with a formal dinner at the Presidential Estate, Grotte Schuur.

After flying back to Johannesburg, a large number of the group continued on to Sabi-Sabi, a private game reserve in the Kruger National Park. After landing at a small runway in Sabi-Sabi, group members traveled by open Jeeps to a private lodge where they spent the next three days going on safaris and getting 'up close' with the Big 5: Elephants, Rhinos, Lions, Leopards and Buffalos.

Everyone was sorry to see this wonderful trip end, but the memories of this beautiful country will last a lifetime.



■ KRASDALE/BRAVO African Adventure tour members pictured on the evening of the grand banquet.



■ HAPPY TIMES at one of the cocktail receptions.



■ GOOD FRIENDS – Margarita [left] and Julio Sanchez [right] pictured with Alpha1 Senior Vice President, Ken Krasne and Krasdale Senior Vice President, Jay Reinstein.







■ A special moment together for BRAVO Manager – Retail Services Southeast Division, Julio Sanchez and his wife, Margarita.



■ Members of the group at one of the dinearounds.



■ Julio Sanchez, Lou Papa, Joe Delorenzo and Dominick DeCicco.



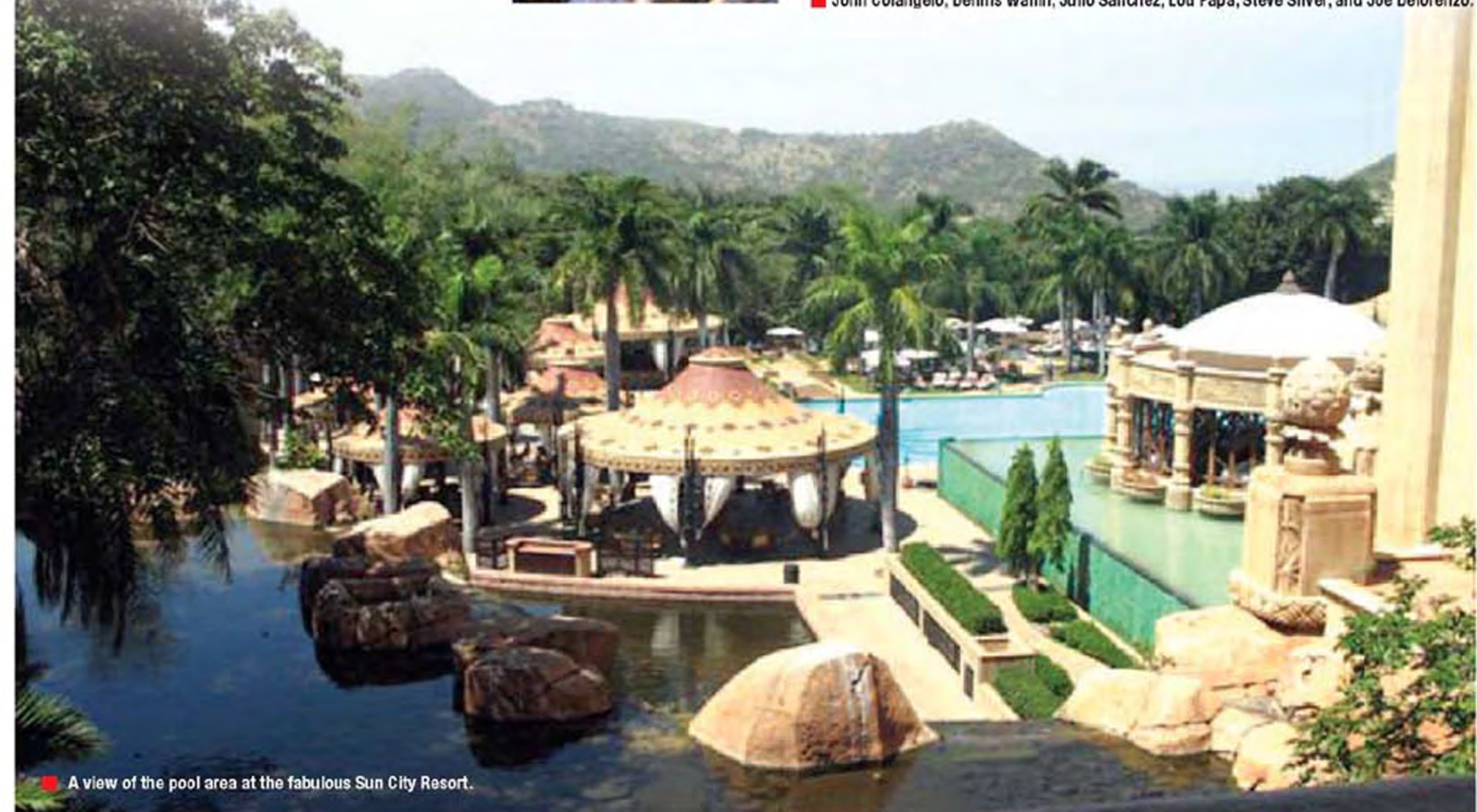
■ ALL SMILES – Julio Sanchez and Ralph Diaz.



■ BRAVO OPERATOR, Mariano Diaz [Tampa] pictured with Julio Sanchez.



■ John Colangelo, Dennis Wallin, Julio Sanchez, Lou Papa, Steve Silver, and Joe Delorenzo.



■ A view of the pool area at the fabulous Sun City Resort.



# 30 Seafood

**TODAY'S  
GROCER**

## Virginia Farm Raises Marine Fish 300 Miles from Nearest Ocean

A Virginia company using patented technology to produce a fast-growing, high-yielding marine fish some 300 miles from the nearest ocean is turning heads and luring hundreds of inquiries from potential buyers.

"We believe that freshwater-raised cobia is the next chicken of the sea - one that will fill growing consumer demand for marine fish high in Omega 3 fatty acids without burdening the ocean's already depleted fish stocks," says Bill Martin, chairman, Virginia Cobia Farms, LLC, Saltville.

There's one other plus. Virginia cobia are raised in tanks and its feed components are carefully monitored, so there's no risk of mercury content - a growing concern in some marine species.

Martin eventually plans to produce up to 200 million pounds of cobia a year at his farm in Saltville, Virginia, a small town in an economically depressed area of the state that stands to gain lots of jobs from the upstart company. Last fall, Governor Timothy Kaine estimated that Virginia Cobia Farms would create 60 new jobs for the region.

Virginia Cobia Farms is a joint venture by Martin's fish farm, Blue Ridge Aquaculture, Inc., of Martinsville, the nation's largest tilapia producer, and MariCal, Inc., of Portland, Maine. MariCal is a privately held animal health



■ Bill Martin, Chairman of Virginia Cobia Farms, with a 12-month old Cobia at the International Boston Seafood Show.

and nutrition biotechnology firm that discovered a way to raise saltwater species in low-salinity fresh water - without compromising taste, texture or nutritional content.

Dr. William Harris, a co-founder, president and chief scientific officer of MariCal, notes that many marine fish naturally adapt to variations in salinity and that some species, including salmon, spend part of their lives in fresh water.

MariCal's patented technology involves a protein that serves as a calcium-sensing receptor (CaSR), which Harris describes as a "molecular thermostat."

"We don't do anything to the fish. There are no genetic modifications, no antibiotics, no hormones," Harris says. "We're simply signaling this natural sensor. It's sort of like putting your hand over a thermostat to raise the temperature reading. You're not doing any-



■ Bill Martin, Chairman of Virginia Cobia Farms, with MariCal's Dr. William Harris, President & Chief Scientific Officer, and William Thomas, CEO, with a 12-month old Cobia at the International Seafood Show.



■ FISH OF THE FUTURE - Freshwater-raised cobia [left] shown as a whole fish, steaks and a fillet, on ice at the International Boston Seafood Show alongside shrimp [center] and tilapia [right]. Cobia has been compared to Mahi Mahi or halibut for taste and texture.

thing to the thermostat. You're simply triggering a response."

Established last October, Virginia Cobia Farms will harvest its first crop of cobia this month. "We'll have about 100,000 pounds of fish, but I wish we had three times that much," says William Thomas, MariCal's chief operating officer.

## Fispal Latino Coming to Miami Beach

*Largest Latin Food Show in the World Now in its Third Edition*

From May 31 to June 2, at the Miami Beach Convention Center, the 3rd Fispal Latino - Latin Food Fair in the United States of America, will bring together nearly 600 companies that produce, process, package and distribute food with a Latin flavor from different countries, but mainly from Latin America, Spain and the United States itself.

This is an excellent opportunity to develop commercial relationships with the world's largest buying market and where the largest ethnic group in the USA - those of Hispanic origin - lives.

During the fair it will be possible to get to know new products with a Latin flavor in order to increasingly meet the demand of the nearly 40 million people of Hispanic descent who live in that country.

This group has been growing in purchasing power and even distinguishing itself in comparison with the average American consumer: in 2004 alone the Hispanic community spent US\$ 54.4 billion on food and drink.

### ONE STOP. THREE EVENTS -

#### TASTE LATINO

Taste Latino is the only show that brings together the leading food and beverage brands in the Americas, featuring the widest range of international companies seeking to showcase and acquire the Latin flavor. A multi-million dollar market awaits you, and this is the ideal opportunity to experience the latest, consolidate contacts and close great business deals.

#### TECHNOPACK LATINO

Technopack Latino is the ideal place where technologies, packaging, processing, and the most significant advances in the food and beverage industries come together for your benefit at a meeting point specially created to foster innovation and prepare the Latin American food processing industry to face the challenges of the future.

#### XXVIII HEMISPHERIC CONGRESS

CAMACOL is bringing together the delegates from 20 countries to explore current political and economic issues. In addition to treaties and agreements now in effect, the agenda also includes discussion about commercial and technical issues focused on increasing awareness of the food processing and packaging activities in Latin America.

Learn what the economy will be like in the coming years, and plan a winning strategy to overcome even the most unexpected challenges.

New, interesting proposals await you at the XXVIII Hemispheric Congress.



■ THE 3rd FISPAL LATINO - Latin Food Fair in the U.S. will take place May 31-June 2 at Miami Beach Convention Center, bringing together nearly 600 companies that produce, process, package and distribute food with a Latin flavor.



■ Meet new friends and make new business acquaintance



■ Discover a new world of products and profits.



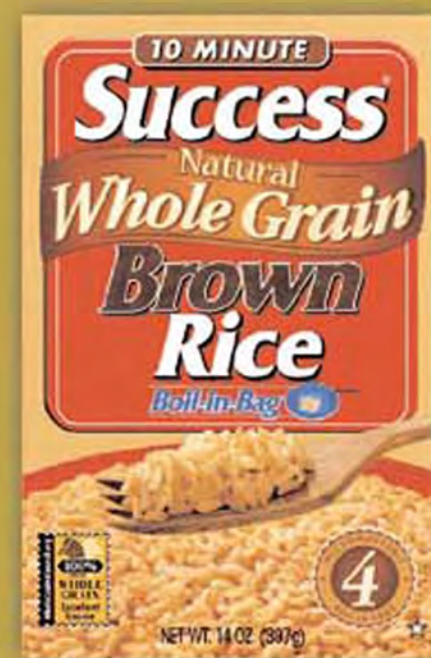
■ Watch some of the world's leading chefs in action.



# Sales Appeal!

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TO ORDER, CONTACT YOUR LOCAL BROKER.



# 32 The Book Shelf

**TODAY'S  
GROCER**

## Super Natural Cooking

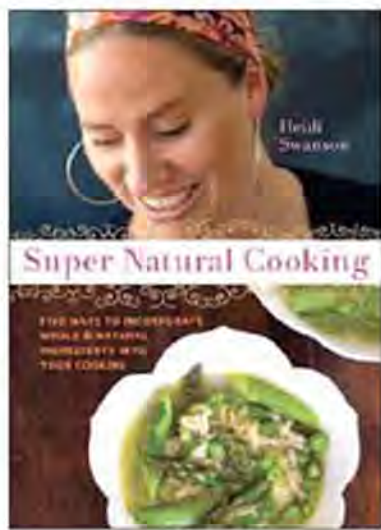
### Five Ways to Incorporate Whole & Natural Ingredients into Cooking

 By: **HEIDI SWANSON**

The average American pantry—chemical-laden, highly refined, and nutritionally barren—definitely leaves room for improvement. Thankfully, it is getting easier to find whole and organic foods, not only at farmers' markets and natural food stores, but also on the shelves of major supermarket chains. Aisle af-

ter aisle is packed with an amazing array of salts, dried seaweeds, bulk flours, heritage beans, colorful grains, and a kaleidoscope of spices. While the sheer number of choices is exciting, it can also be downright intimidating.

In *Super Natural Cooking*, Heidi Swanson—the blogger behind the popular 101 Cookbooks website—introduces a palette of natural ingredients as she offers up globally inspired, nutritional cuisine that is both gratifying and flavorful. With her weeknight-friendly dishes, Heidi teaches home cooks how to become confident in a whole-foods kitchen by experimenting with alternative flours, fats, grains, sweeteners, and more.



*Super Natural Cooking* is broken down into five easy steps so any-

one can work healthier, better tasting ingredients into everyday cooking. Heidi first demonstrates how to build a natural foods pantry without throwing out everything you currently use.

Shopping for and cooking with these ingredients isn't difficult. Heidi includes quick and easy—recipes alongside more intensive undertakings as well as fresh twists on some classics, such as burgers, pancakes, and chocolate chip cookies.

Natural foods—with their super-nutritional profiles, their unique and complex flavors, and their eco-friendly benefits—give food lovers of all stripes an expansive and exciting realm to explore. *Super Natural Cooking* is a whole new way of

thinking about cooking from scratch.

#### About the Author

Photographer, writer, and graphic designer **HEIDI SWANSON** is the creator of the award-winning culinary websites *101cookbooks.com* and *mightyfoods.com*. Her work has been featured on *NPR.com* and in national and international publications, including the *Washington Post*, *Vegetarian Times*, *Time*, and *Life*. She lives in San Francisco.

*Super Natural Cooking: Five Ways to Incorporate Whole & Natural Ingredients Into Your Cooking* by Heidi Swanson

\$20 paper • 224 pages • full color photographs • 7 x 10 inches  
ISBN-13: 978-1-58761-275-6

## Video & Music

**TODAY'S  
GROCER**

### New Orleans' Kermit Ruffins Releases Live at Vaughan's

New Orleans label Basin Street Records just released a new Kermit Ruffins album entitled *Live At Vaughan's*. *Live At Vaughan's* is an evening with one of the Crescent City's favorite trumpeters, Kermit Ruffins, and his band, the Barbecue Swingers, at their Thursday night residency, Vaughan's Lounge.

Almost every Thursday night for fifteen years, Ruffins swings this down home, little dive in the Bywater like tomorrow may not come. Locals and visitors alike have discovered this show and pack the house every week to listen and dance to Ruffins and enjoy the red beans and rice served in between sets. Short of being there, this album captures the experience of a Thursday night at Vaughan's, minus the red beans.

"I'd like to thank the owners of Vaughan's Lounge, Cindy and Chris, for fifteen years of some of the best times of my life on any given Thursday in the Ninth Ward," said Ruffins.

Kermit Ruffins was born in New Orleans on Saturday, December 19, 1964 (a birthday shared with New Orleans' beloved pianist, Professor Longhair). Ruffins was raised in

the Lower Ninth Ward on Jordan Avenue, one block from the levee breach that devastated this neighborhood in August of 2005. Ruffins' old neighborhood remains a wasteland.

In 1992, Ruffins debuted

his solo album, *World On A String*, on Justice Records. It was well received and followed by *Big Butter & Egg Man* in 1994 and then *Hold On Tight* in 1996.

Ruffins and the Barbecue Swingers are still blowing strong and serving it up like only New Orleans originals can do. *Live at Vaughan's* is the latest release from Basin Street Records and it captures a raw, celebratory performance from one of its most prolific artists.

The efforts on this album represent the determination and the passion of the artists and the record label owner, whom have experienced much loss. They are driven to press on by their love for the music and the culture of New Orleans, in spite of the challenges they have endured and their ongoing struggles to rebuild and move forward.

"Kermit's love for this music and the spirit in which he plays it are uplifting. For him, it's all about sharing these things he loves about New Orleans - the music, the food, as much as you can take, he's going to give it to you. This album captures those gestures in a genuine and fun way," says label president Mark Samuels.

### Image Entertainment Brings Comic Steven Wright's "When the Leaves Blow Away" to DVD



Image Entertainment, Inc. has announced the DVD release of "Steven Wright: When the Leaves Blow Away."

"Steven Wright: When the Leaves Blow Away" showcases the work of the Oscar-winning comedian, named #23 on Comedy Central's list of the 100 greatest stand-up performers of all time. The DVD features Wright's May 2006 namesake performance at Toronto's historic Elgin Theater, his first stand-up special since 1990's "Wicker Chairs and Gravity." Dry, wry and hilariously deadpan, Steven Wright unleashes a torrent of ironic and hysterical thought-provoking one-liners in the quirky stand-up style that has become his trademark. Directed by Mike Drumm and originally broadcast on the Comedy Central network, *The New York Daily News* said of "When the Leaves Blow Away," "For those who loved Wright's unique style of deadpan observational comedy 20 years ago, or five, this special provides every reason to keep loving it."

The DVD also includes Wright's short film *One Soldier* (1999; 30 minutes)—a heady, existential tour-de-force which the comedian wrote, directed, produced and stars in—as well as "Steven Wright: Boston 1988," archival footage from a comedy club performance. The DVD carries a suggested retail price of \$14.99.

### 'VOY BABY' Offers Fun-Filled Passport to Bilingual Education

#### New Bilingual Children's DVD Series Introduces the Basic Building Blocks of Learning

Responding to the ever-growing demographic of bilingual Latino families in America, VOY—a multimedia company building a cultural bridge between Latinos and those discovering the Latin culture throughout the country—has launched VOY Baby, a charming DVD series that gives early learners a high-quality, entertaining and invaluable educational experience.

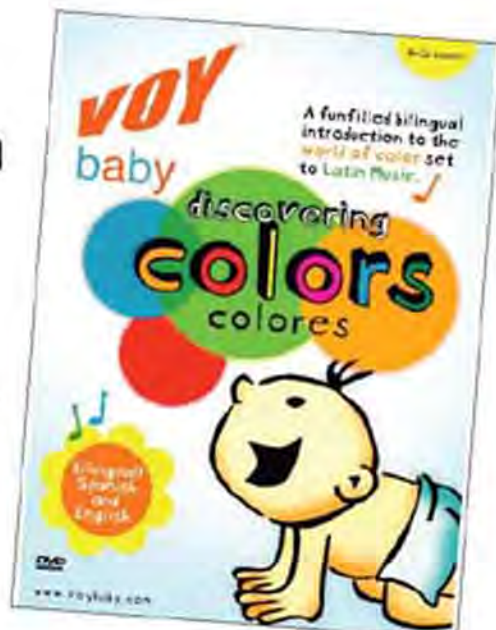
Latinos are currently 14.8% of the U.S. population, making this group of consumers the largest minority in the country and the minority leader in childbirths. U.S. Census data released in May of 2006 documents almost 1 million new Latino births between 2004 and 2005 and also indicates that the proportion of children in the 0-5 age group is far greater in the Hispanic population (10.2%) than in the population as a whole (6%). Often, today's Hispanic parents can't find children's educational products geared specifically toward their multi-lingual, multi-cultural needs, though the demand thoroughly exists.

VOY Baby was created by Latinos for Latinos. It is the perfect tool for parents looking for an engaging, entertaining program to teach both English and Spanish language fundamentals. Each VOY Baby title, appropriate for children ages 0-3, combines eye-popping toys, Latino iconography, lively puppets with upbeat Latin music, and repetition (vital to early learning) to introduce the basics—colors, shapes, numbers, etc.—through identical English and Spanish segments.

Initial titles in the release, "VOY Baby Discovering Colors" ("Colores") will be available nationwide on DVD February 6 for a suggested price of \$12.99. The next video in the series, "VOY Baby Playing with Shapes", will be available in the following quarter. Each VOY Baby DVD is approximately 30 minutes and recommended for ages 0-3.

"When I started looking for early-development videos for my son, I realized that there was a real lack of truly Latin infant products that were actually bilingual," said Lourdes Diaz, president of VOY Pictures. "VOY Baby" was developed for the bilingual household where the child can relate to an image contextually in both English and Spanish. I felt it was important to produce DVDs that were tailored specifically to our needs as Latinos in the United States. It has been heartwarming to see my son and his friends watch the Latin-themed toys and dance along to the vibrant music with giant smiles on their faces while picking up on both languages."

VOY Baby is distributed by Vivendi Visual Entertainment.





# CATALINA



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Catalina Finer Food Corp.

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# 34 Technology

**TODAY'S  
GROCER**

## ■ NCR RealScan™ 780FX

### NCR's Optical Effects Technology Takes Bar-Code Scanning to New Levels

NCR Corporation, a pioneer in bi-optic scanning, has announced the industry's newest bar-code scanner for retail – a model that introduces unique technology advances to provide enhanced investment protection and operational efficiencies.

The NCR RealScan 780FX bi-optic scanner/scale was designed with extensive input from store front-end supervisors and cashiers as well as operations, IT and service managers.

"We asked our stakeholders what they wanted, and NCR's scanner engineers and human factors consultants turned those ideas into reality," said Jeff Cegalis, vice president, engineering and development, for NCR's Retail, Hospitality and Self-Service Solutions business. "The NCR RealScan 780FX introduces our exclusive Optical Effects Technology, which sets a new standard for scan pattern density – a key factor in scanning performance – by generating more scan lines, longer scan lines and more scan angles. The result is a scan pattern that is denser than other comparable scanners currently on the market."

#### OPERATIONAL EFFICIENCY

The NCR RealScan 780FX incorporates design innovations that provide significant investment protection for retailers, including support for simple and fast field upgrades. In addition, auxiliary USB ports enable retailers to readily incorporate emerging technologies such as radio frequency identification (RFID) readers.

Compared with previous generation bi-optic scanners, the new NCR scanner/scale is designed for serv-

iceability to improve product availability. The unique modular design allows for quick and efficient component servicing combined with an LED "scan adviser," which serves as a diagnostics tool, on the top of the scanner.

To further enhance operational efficiency, NCR's



PACESETTER Management Tools enable retailers to remotely update their existing scanners without the expense of physically handling each device. These same tools can also provide data for asset tracking, reviewing cashier performance and monitoring bar-code quality.

#### USER-FRIENDLY SCANNING

The NCR RealScan 780FX introduces additional features that help make scanning even more user-



friendly for cashiers and self-checkout customers. For example, the eye-catching scan adviser provides visual feedback to the user – a feature that is particularly beneficial for new cashiers or self-checkout customers. The scan adviser is also helpful for hearing-impaired users, and its colors and patterns can be customized by the retailer.

## Need Equipment? We Can Help.

### Equipment Leasing Solutions

Looking to acquire new equipment for your business? Consider leasing. Leasing doesn't disrupt your cash flow the way purchasing Equipment outright or other forms of financing can. Besides offering cash management and potential tax benefits, it can help keep your equipment from becoming obsolete and your company from losing competitive ground. Atlas Small Business Finance cuts down on paperwork and speeds up the approval process. We make financing the equipment your business needs fast, simple and very convenient. It's so easy, in fact for up to \$75,000 all we require is a simple one page lease application. In most cases you will have your approval in 24 hours.

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**100% Financing.** Financing 100% of your equipment cost and build in soft-cost items such as Software, installation, training, consulting fees, and freight right into the lease.

**Savings on Down Payment.** Avoid large down payment-by leasing we only require the First and Last payment at the start of your lease.

**Potential Tax Benefits.** Some businesses are able to deduct the monthly lease payment as an operating expense, thus reducing the net cost of the lease [consult your tax advisor for details].

**Personal Sales Support.** Atlas Small Business Finance recognizes that each industry has a broad range of sales and service requirements. Whether you operate nationwide or in a local market, Atlas Small Business Finance representatives will give you the personal support you need.

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The ISE logo features a stylized yellow swoosh that curves from the left side, under the 'I', and extends to the right. A small red dot is positioned above the 'I'. The letters 'I', 'S', and 'E' are rendered in a bold, blue, sans-serif font.

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# 36 People Places & Things



■ KRAFT FOODS CEO Irene Rosenfeld and 11 employees from Kraft offices all over the world join the CEO of the New York Stock Exchange to ring the Opening Bell on April 2 as an independent company. Photo: "NYSE Group, Inc."

## Kraft Foods Celebrates First Day as Fully Independent Company

Irene Rosenfeld, Chairman and CEO of Kraft Foods Inc. joined with 11 Kraft employees from around the world to ring The Opening Bell(sm) at the New York Stock Exchange on April 2 to mark the food and beverage company's first day of trading as a fully independent company. Altria Group, Inc. completed the spin-off of Kraft on March 30, distributing the approximately 88.9% of outstanding Kraft shares it owned to Altria's shareholders.

With the spin-off, Kraft welcomed an additional 800,000 shareholders and celebrated its new listing on Standard and Poor's S&P 100 and S&P 500 indices. As previously announced, Rosenfeld has assumed the additional post of Chairman, replacing Louis Camilleri, who will continue to serve on the Kraft Board.

"Our Board, executive team and 90,000 employees are energized and eager to write this next chapter in Kraft's history," said Rosenfeld. "As a fully independent company,



■ IRENE ROSENFELD, CEO and Chairman of Kraft Foods, Inc.

we'll have more opportunity to fulfill the potential of our great brands and great company. We're confident we have the right plans in place to deliver attractive returns to our shareholders."

In addition, effective March 30, Mary Schapiro, Chairman and CEO of the National Association of Securities Dealers, Inc., has been appointed Lead Director. The Lead Director will serve as a liaison between the Chairman and non-employee directors, provide input on Board meeting schedules and content, and preside at executive sessions of the non-management directors.

"I'm delighted to be in this new role, working alongside Irene and the other Directors to help accelerate Kraft's growth over the long-term, while faithfully representing the interests of our investors," said Schapiro, who also serves as Chair of the Board's Nominating and Governance Committee.

## Food Lion Stores in Tennessee Sign Statements of Support For Guard, Reserve

For four years, employers all over the country have been impacted by members of the National Guard and Reserve fighting in Iraq and Afghanistan. To show ongoing support of such associates, Food Lion stores in Tennessee and elsewhere are formally signing and displaying Statements of Support.

Food Lion was the first company in Tennessee to sign a corporate statement (in 2003) and follow it with store-by-store signings, says Joe Yearout, chair of Tennessee's Employer Support of the Guard and Reserve (ESGR) Committee. The ESGR is a Department of Defense organization of volunteers that is assisting Food Lion with the signings.

Because of Food Lion's example, Tennessee's ESGR Committee is now approaching other major employers in the state to sign Statements of Support on both corporate and store levels. "Had we not had the Food Lion experience I'm not sure we would have gotten involved on the store level (with other employers)," Thomas says. His group is talking to Regal Cinemas, Cracker Barrel, Tractor Supply Company and others, he says.



■ ESGR volunteer Carolyn Forster sits with Joe Yearout, store manager at a Food Lion store in Maryville, TN, as he signs the Employer Support of the Guard and Reserve Statement of Support.

The Food Lion signings are to raise awareness among employees, says Pat Fulcher, vice president of associate services for Food Lion.

Steve Petty, a Food Lion human resources manager based in Clinton, Tenn., volunteers with the ESGR and is heading up the signing effort for the company's 65 stores in Tennessee. A Marine reservist who served in Iraq, he knows the significance of company support. "When I came back to Food Lion after being deployed, I had the most renewed vigor and pas-

sion for the organization," he says. "I was already a loyal employee, but the way the organization treated me and my family — they have an employee for life."

Food Lion's Tennessee signings began in February. Joe Yearout, a store manager in Maryville, TN, says associate reaction was memorable. "We all act like we're not easily touched," he says, "but they took a moment and realized what it really meant. You could see it on their faces — that it touched them deeply."

## Food City Family Honors Virginia Tech

As a shocked nation mourns one of the worst tragedies in its history, Food City officials announced plans to establish a special collection fund to honor Virginia Tech. The company will begin the program by pledging a \$50,000 corporate donation.

"This horrific tragedy has touched us all. While there are no words to express our sorrow, our deepest condolences, thoughts and prayers go out to the family members, students and faculty. April 16th is a day that will forever be remembered in all of our lives," said Steve Smith, Food City president and chief executive officer.

As members of the Food City family, the company invites their associates, customers and vendor partners to share in honoring the memory of the victims of the tragedy at Virginia Tech. Contributions can be made April 22 through May 12, 2007 at all area Food City and Super Dollar Discount Food locations. Customers should simply indicate their desired donation amount at the time of checkout and it will be conveniently added to their grocery bill.

"While no amount of money can compensate for the loss of innocent lives, as a community, we felt compelled to use every resource at our disposal to aid in the recovery process," concluded Smith.

Working with the University, 100% of the monies collected will be contributed to those affected by the tragedy.

## New Presidents Named at Gatorade and Quaker

QTG (Quaker Tropicana Gatorade), the Chicago-based division of PepsiCo has named Todd Magazine president of its Gatorade business unit and Mark Schiller as president of Quaker Foods and Snacks.

"Todd and Mark, who collectively have nearly 25 years experience with PepsiCo's QTG and Frito-Lay divisions, are both proven leaders who are familiar with our culture and have extensive insights into our powerful consumer health and wellness brands," said QTG President and CEO Chuck Maniscalco. "We are truly privileged to have Mark and Todd's dynamic leadership capabilities here within PepsiCo as they each bring skillful direction to our high-performing food and beverage teams."

Magazine, who will report to Maniscalco, assumes the Gatorade president post from his most recent position as president of Quaker Foods. Gatorade's top spot had been held by Maniscalco until his promotion to QTG President and CEO this past October.

Schiller, will report to both Maniscalco at QTG on Quaker Foods as well as to Al Carey, President and CEO of Frito-Lay North America (FLNA), PepsiCo's Plano-based snack food division, on Quaker Snacks. Most recently, Schiller has been Sr. VP and General Manager of FLNA's Convenience Foods (Quaker Snacks) business unit. In this new position, Schiller will add his new QTG Quaker Foods responsibilities to his previous leadership role on FLNA Convenience Foods.

## Food City Mourns Passing of Jack Smith

*Founder and Chairman of the Board*

Food City and its associates mourn the passing of their beloved Founder and Chairman, Jack C. Smith. After a brief illness, Smith passed away March 15 at his home in Abingdon, VA. Smith was born August 21, 1925 in Grundy, VA. He was the only child of Buchanan County natives Curtis and Elizabeth Belcher Smith.



■ JACK SMITH

Smith graduated Grundy High School in 1942 and was later appointed to the United States Naval Academy by U.S. Congressman John Flannagan, effective 1944. Following the end of World War II, he graduated the Naval Academy three years later in June 1947, earning a degree in Electrical Engineering.

After marrying the love of his life, Jewell Garland Smith in September, 1947, Smith served seven years active duty in the US Navy, stationed in Panama and San Diego, CA. He returned to his hometown of Grundy, VA in 1954, where he opened his first 8,800 square foot Piggly Wiggly store in 1955, with the help of three special stockholders: his father, Curtis Smith, uncle, Earl Smith and cousin, Ernest Smith.

In 1963, Smith added a second store in S. Williamson, KY, followed by a newly constructed third location in Pikeville, KY in 1965 and a store in Prestonsburg, KY in 1967. Over the years, the company continued to grow under his leadership.

In lieu of flowers, memorial contributions may be made to the Jack C. Smith Memorial Education Scholarship Fund, c/o of The Tennessee Grocers Foundation, 1828 Elm Hill Pike, Suite 136, Nashville, TN 37210.



## Obituary

### Food Broker Ron Tillman

The Florida food industry is mourning the death of Ronald M. [Ron] Tillman, President of R.A.M. Foods Industries, Inc.

Tillman, of Dania Beach, FL, who was involved in both wholesaling and retailing, passed away on April 1 at the age of 55.

Ron was the son of the late Melvin L. [Mel] and Ann S. Tillman. He is survived by a brother Jerry Tillman Sr. of Houston, TX, a nephew Jerry Tillman, Jr. of Orlando, FL, and nieces Katharine and Caroline Tillman of Houston, TX.

Ron was active in the South Florida food community and would be soon participating at numerous area food shows.

A graveside service was held Thursday, April 5, at Lauderdale Memorial Park cemetery in Fort Lauderdale.

## Safeway Names Des Hague President & Gen. Mgr., Perishables

Safeway Inc. has announced the appointment of Des Hague as President, General Manager, Perishables. He succeeds Rojon Hasker, who will now dedicate herself exclusively to her role as President, General Manager, Lifestyle. Hasker was previously responsible for both Perishables and Lifestyle.

Hague will oversee the company's perishable operations including produce, floral, meat, seafood, food service and bakery. He comes to Safeway from Hot Stuff Foods (formerly Orion Food Systems), an international food franchiser with more than 2,000 locations worldwide, where he spent three years as Chairman, Chief Executive Officer and President. Prior to that, he spent two years as Vice President, Fresh Food Merchandising at 7-Eleven in Dallas, where he was responsible for the chain's foodservice program across more than 25,000 locations. Hague spent several years at Maytag's Commercial Business Unit in Dallas as Vice President of Strategic Marketing. Before that, he held a range of marketing and management positions in the Pepsico and Whitebread organizations in the U.K. and Europe. Hague holds an MBA from the American College in London, England.

"Bringing someone of Des' caliber to Safeway will provide our company with an even greater opportunity to build on our already strong reputation for superior perishables," said Brian Cornell, Safeway Executive Vice President, Chief Marketing Officer. "His strong track record as an executive across some of the world's best food service and CPG companies is well suited to Safeway's results-oriented culture and overall business objectives."



■ DES HAGUE

## Food City Continues Support of ETSU Pharmacy School

Food City is continuing its support of the College of Pharmacy at East Tennessee State University through the recent gift of \$25,000.

Food City has committed to donate \$100,000 to the ETSU College of Pharmacy over a four-year period. The money will bring ETSU closer to reaching its fundraising goal of \$16 million for the pharmacy school.

"From the very start, Food City has been on board with us in making the ETSU College of Pharmacy a reality," said Dr. Larry Calhoun, ETSU Dean of Pharmacy. "They have gone above and beyond the call of duty through several promotional campaigns to support us, and we are very fortunate to have them on our team."

In addition to Calhoun, individuals present at the check presentation were ETSU President Dr. Paul E. Stanton, Jr.; Don Clark, Food City Vice President of Pharmacy Operations; Mike Gilliam, Food City Director of Advertising; Amy Pendleton, Food City Pharmacy Supervisor; and Dr. Loni Garcia, ETSU Associate Dean of Pharmacy.



■ ALEC COVINGTON

## Nash Finch Names Hanley V.P. Retail Format Development

Nash Finch Company has named Dennis Hanley to the new position of Vice President of Retail Format Development. Hanley will report to Alec Covington, President and Chief Executive Officer.

In making the announcement, Covington highlighted the significance of this new position as it relates to the execution of the company's strategic plan, Operation Fresh Start. "Dennis brings more than 20 years of industry expertise working across a diversified range of retail formats," Covington said. "One key element in our new strategic plan is to put in place a suite of store types designed to support the success of our independent retail customers. Dennis will be instrumental in developing and implementing these store formats for both our corporate-owned stores and our independent retail customers. His depth and breadth of experience in food retailing is an excellent addition to our management team."

Most recently, Hanley was a Vice President at Giant/Top's Arena of Ahold USA. Prior to Ahold, he held leadership positions at Winn-Dixie, Woolworth's New Zealand Limited, and Farm Fresh. Hanley graduated from San Jose State University in San Jose, California with a B.S. in Business Administration and Marketing.

## Crossmark Acquires Marketing Solutions Int'l

CROSSMARK, Inc., a leading provider of business services to the consumer goods industry has acquired Marketing Solutions International (MSI), provider of retail event services to the warehouse club industry. Terms of the transaction were not disclosed.

According to Joe Crafton, CROSSMARK President of Strategic Alliances, "This acquisition takes advantage of the growing trend in shopper marketing and the importance of the warehouse club channel. MSI has done an outstanding job of executing impactful retail events and services for these important retailers. This new service offering for CROSSMARK complements our existing services and responds to the growing needs of our clients."

"Product demonstrations and events have been proven to be the single most effective way to influence and educate shoppers," adds Crafton. "CROSSMARK will be able to expand our customized solutions for our manufacturer clients and retailers. We are excited to have MSI Co-Founder Randy Douglas, an experienced industry leader, to lead us into a dynamic future."

"CROSSMARK provides an impressive infrastructure that will improve our speed, flexibility and scale," states Randy Douglas, President of MSI. "Additionally, we see opportunities for our associates for increased benefits, career paths and overall job satisfaction. We are excited about our two companies coming together."

MSI will continue to operate under the MSI name. Specializing in event marketing and road shows, MSI is a nationwide provider of field marketing, auditing, merchandising and demonstration services.

## Save-A-Lot Names Goodman COO



■ MARK GOODMAN

Save-A-Lot has announced that Mark Goodman has been appointed as Executive Vice President and Chief Operating Officer.

"Mark is a dynamic, hands-on business executive with a track record of building and leading complex global,

consumer-driven retail, food and financial services organizations," said Bill Shaner, President and Chief Executive Officer at Save-A-Lot. "Mark will bring new energy and insight to our executive team. He has a passion for retail and a deep respect for the demographic we serve. I believe he will be an excellent partner in guiding the future of Save-A-Lot to be even brighter than our past."

Prior to joining Save-A-Lot, Goodman most recently held the position of Executive Vice President, Marketing, Membership & E-commerce for Wal-Mart / Sam's Club in Bentonville, Arkansas. Prior to Wal-Mart, he was Corporate Vice President, U.S. Strategy & Operations at McDonald's Corporation.

"I am very excited to be part of a management team that is primarily focused on its customers. We are living in a true interactive consumer culture where our customers want to make a connection with us as a brand and a company," said Goodman

## Winn-Dixie Names Olson to Board of Directors

Winn-Dixie Stores, Inc. has announced the appointment of James P. Olson as the ninth member of the company's Board of Directors. The announcement was made by Peter L. Lynch, president, chief executive officer and chairman of the newly constituted board.

"We are very pleased to welcome Jim to our board," said Lynch. "His energy, drive and experience make him a great fit and a valuable asset."

With over 35 years of national and international industry experience, Olson has held executive positions in major corporations such as PepsiCo, Inc., Ernest & Julio Gallo Winery and Kraft Jacobs Suchard, Inc. Most recently he served as Senior Vice President of Operations for PepsiCo International. Senior Vice President of Operations for PepsiCo in Europe, Africa and the Middle-East and PepsiCo Finance Europe LTD in Geneva, Switzerland.

## COMING EVENTS

### 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, [2007 Shellabration] Sandestin Golf and Beach Resort, Sandestin, FL. For more information, Tel.: 770-438-7744.

**20-22**  
**BAGELFEST 2007** 21st Annual Lender's Bagelfest, Peterson Park, Mattoon, IL. For more information, log on to [www.mattoonillinois.org](http://www.mattoonillinois.org).

**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.

**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](http://www.alabamagrocers.org).

### AUGUST

**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. 954/876-300.

**22-**  
**SOUTHEAST WHOLESALE FOODS** Buying Event and Customer Appreciation Celebration - Hilton Miami Airport Hotel, Miami, FL. For additional information, contact: Mary Lopez at 305-883-1198 ext. 100 or your SWF Sales Representative.

### OCTOBER

**12-15**  
**PRODUCE MARKETING ASSOCIATION (PMA)** Fresh Summit, Annual Meeting, Houston, TX. For additional information, call 302-738-7100.

**22**  
**ALABAMA GROCERS EDUCATION FOUNDATION** Fall Golf Classic, Pine Tree Country Club in Birmingham, AL. For more information, call 205-823-5498 or go to [www.alabamagrocers.org](http://www.alabamagrocers.org).

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# Gala Anual de Goya Foods of Florida para vendedores destacados

**R**ecientemente, en el Hotel Sheraton de Miami, tuvo lugar la fiesta de Gala de los vendedores de la empresa Goya Foods of Florida, la compañía hispana de alimentos más grande de los Estados Unidos.

El maestro de ceremonias de dicho evento fue el señor Armando Martínez, vicepresidente de esta empresa. El señor Frankie Unanue tuvo palabras de agradecimiento para los asistentes y dijo sentirse orgulloso del departamento de ventas, después de realizar el trabajo desempeñado durante todo este año y destacar la calidad de todo el equipo de empleados de la Florida que hizo posible un año lleno de éxitos.

En esta fiesta se premió a empleados destacados en el desempeño de su labor, como el "Merchandiser" del año, el Señor Brigido de la Torre, el vendedor del año, el Señor Jorge Restrepo. El premio al Supervisor de plata fue otorgado al Carlos Galvis y el de Oro al Sr. Hector Mora, mientras el premio al Vendedor Novato del año le fue entregado al Sr. Marco A. Gomez.

La parte más emocionante de la noche fue la entrega del premio Don Prudencio Unanue, máximo galardón que entrega esta empresa, para el cual fue seleccionado esta vez el vendedor Ariel Martínez, por su excelencia y lealtad a la compañía en todo este tiempo.



■ PREMIO DON PRUDENCIO UNANUE Frank Unanue, Sr. & Sra. Ariel Martínez, Armando Martínez y Tom Unanue.



■ PREMIO FRANK UNANUE Sr. Frank & Sra. Patricia Unanue, Cesar y Michelle Soler.



■ PREMIO DE SUPERVISOR DE ORO Hector Mora, Sra. Mora y Armando Martínez.



■ PREMIO VENDEDOR DEL AÑO Jorge Restrepo.



■ Sr. Tomas y Evelyn Unanue con Sr. y Sra. Alfredo Lardizabal.



■ PREMIO DE SUPERVISOR DE PLATA Sr. y Sra. Carlos Galvis.



■ Enrique y Suzette Fernández, Rudy Quant, Yaknel y Pedro Penton, ISE Corp., Miami, FL.



■ PREMIO "ROOKIE" DEL AÑO Marco A. Gomez.



■ PREMIO "MERCHANDISER" DEL AÑO Brigido de la Torre.



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