

TODAY'S GROCER

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THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

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Minimum Wage Hike Approved

Congress has approved the first increase in the federal minimum wage in nearly a decade, voting on May 24 to boost wages for America's lowest-paid workers from \$5.15 to \$7.25 an hour over the next two years.

The bill, which a spokesman for President Bush said he would sign, would end the longest stretch without an increase in the federal minimum wage since it was established in 1938. It would also mark a victory for congressional Democrats, becoming the first item to be enacted from an eight-point agenda that House leaders vowed to pursue during their first 100 hours in power.

The wage hike was largely ignored, however, during an acrimonious debate over an emergency spending bill for the Iraq war, to which it was attached.

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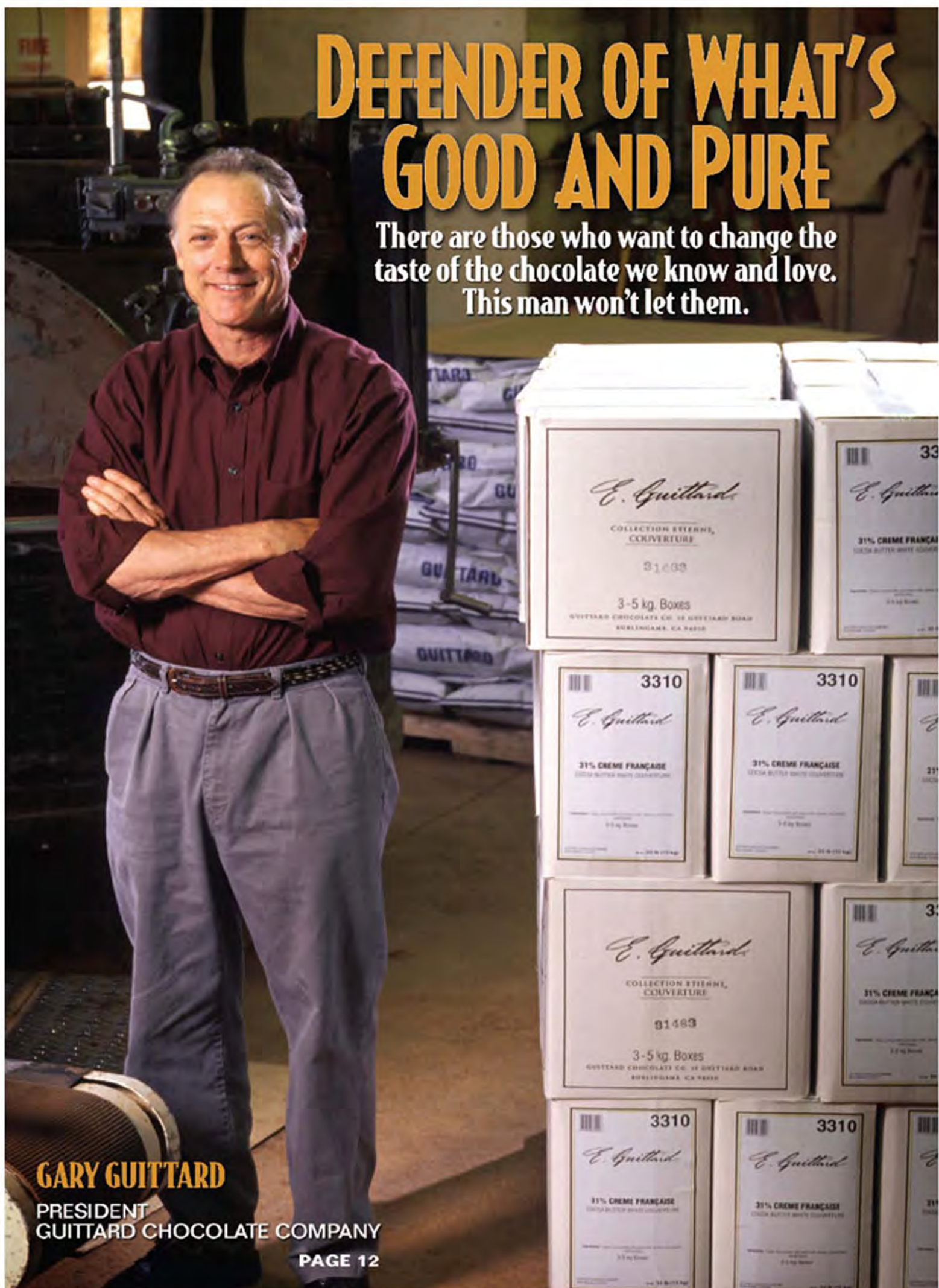
U.S. Organic Sales Show Substantial Growth

Preliminary findings from the Organic Trade Association's (OTA's) 2007 Manufacturer Survey released at OTA's All Things Organic™ Conference and Trade Show at McCormick Place last month in Chicago show U.S. organic food sales totaled nearly \$17 billion in 2006, representing approximately 3 percent of all retail sales of food and beverages.

Organic foods' share of total food sales is up from 1.9 percent in 2003 and approximately 2.5 percent in 2005. According to survey results, sales of organic foods grew by 22.1 percent in 2006 to reach \$16.9 billion. Sales in 2005 were \$13.831 billion.

"These preliminary findings verify

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DEFENDER OF WHAT'S GOOD AND PURE

There are those who want to change the taste of the chocolate we know and love. This man won't let them.

GARY GUITTARD
PRESIDENT
GUITTARD CHOCOLATE COMPANY

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FMI's State of Food Retailing 2007

Sales Surge for National Chains, Many Other Retailers Challenged

Rising Healthcare Costs, Competition, Credit Card Fees Top the Issues

Supermarket industry sales increased 5.3 percent in 2006, and same-store sales rose 4.0 percent, the highest mark for this performance measure in more than a decade, according to the Food Retailing Industry Speaks: Annual State of the Industry Review 2007 released last month in Chicago by the Food Marketing Institute (FMI). These figures were up from 4.6 percent and 2.4 percent, respectively, in 2005.

The national chains reported a banner year in sales and profit growth, but the picture was far less rosy for many other retailers. In fact, same-store sales decreased for nearly one-quarter (23.5 percent) of food retailers. All together, nearly half (47.1 percent) lost ground in same-store sales when factoring in inflation.

Net income before taxes and extraordinary items decreased to 1.8 percent, from 2.1 percent. Retailers with more than 100 stores reported the highest income numbers at a median of 3.2 percent.

"These results are impressive in view of all the rising costs the industry must bear, including energy, healthcare, credit card interchange fees and the imperative to keep im-



■ THE FMI SHOW OPENS- Last month's show in Chicago featured the MARKETECHNICS food technology showcase for the first time.

proving products and services in today's extraordinarily competitive marketplace," said FMI Senior Vice President Michael Sansolo. "However, it is also clear that many retailers are struggling to solve the puzzle of cutting costs as much as possible while continually improving customer service."

Meal Solutions Proliferate

Retailers are responding aggressively to diverse and changing customer demands, delivering fresh, healthful and convenient products storewide.

They are offering meal solutions in multiple forms, including:

- Hot-service counters, 89.2 percent;
- Self-service refrigerated cases, 83.8 percent;
- Made-to-order sandwiches, 71.6 percent;
- Soup bars, 67.6 percent;
- Catering, 62.2 percent;
- Separate checkouts for prepared foods, 58.1 percent;
- Salad bars, 56.8 percent;
- Sushi stations, 52.9 percent;
- Snack/juice/coffee bars, 50.0 percent.

Prepared foods departments have grown large with the me-

dian number of items offered at 62. The menu items range from traditional chicken to made-to-order pasta dishes, paninis and burritos. Chicken remains the most popular item, prepared in a wide variety of forms including barbequed, broasted, fried, rotisserie and tenders.

The industry continues to reach out to fast-growing market niches. As many as 83.9 retailers offer ethnic foods and 72.4 percent feature a natural/organic food aisle or section. Nearly half of the retail-

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TODAY'S GROCER

The Readers' Choice in the Food Industry

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MIDA To Present Annual Convention

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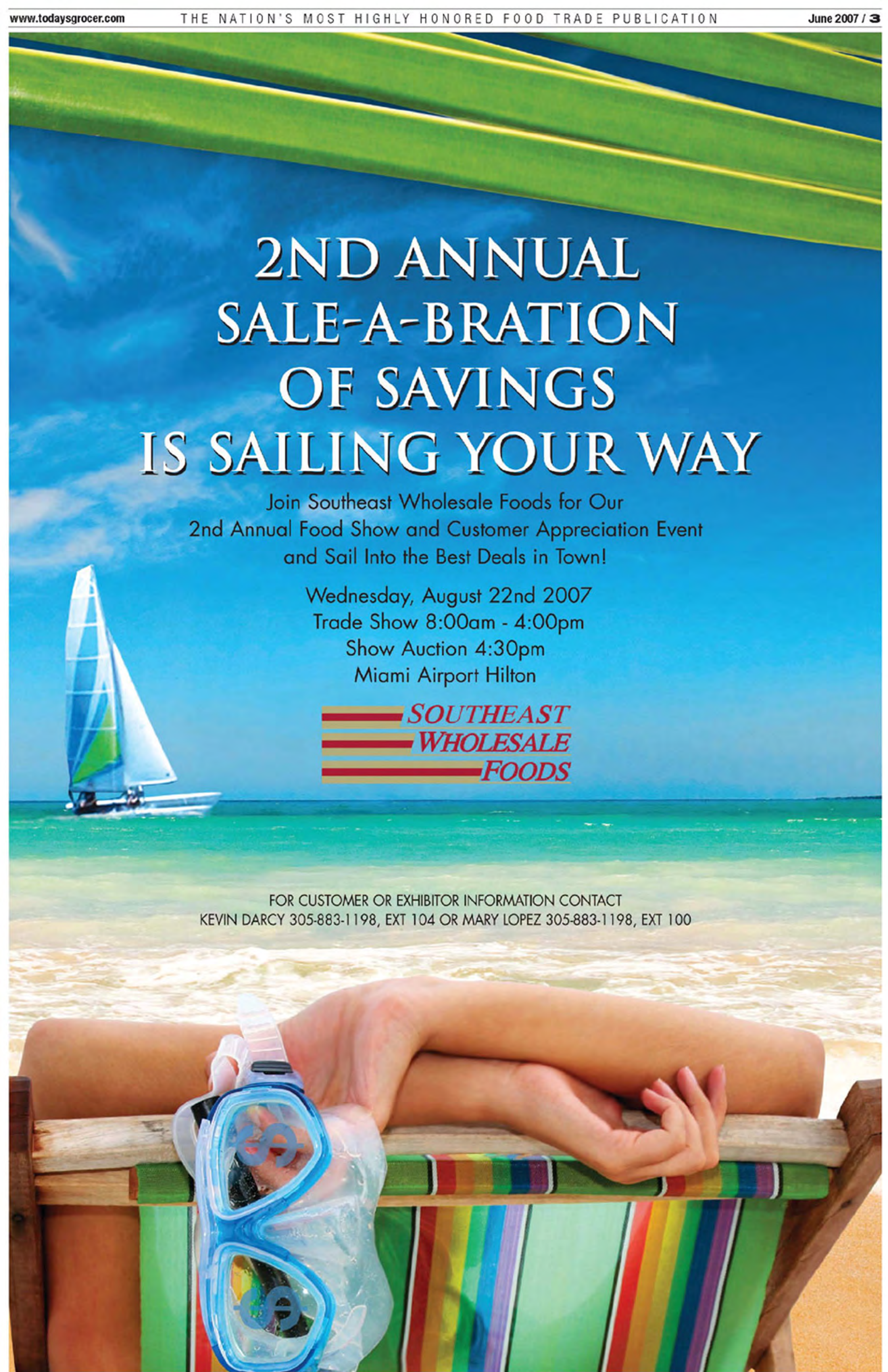
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4 On the Promotional front

Pedal Power! Promotion Rides Through Retailers Nationwide

Jennie-O Turkey Store Healthy Living Program that Targets Moms and Kids



Jennie-O Turkey Store is partnering with Schwinn® for the second year of Pedal Power!, a summer-long in-store and online promotion that encourages healthy and active lifestyles.

From June 1 through Aug. 31, Jennie-O Turkey Store will give away 40 Schwinn bicycles through an instant-win sweepstakes on www.jennieo.com. In September, Jennie-O Turkey Store will draw one lucky grand prize winner who will receive a family bike package

valued at \$2,500. The package includes four bikes, a bike carrier, bike trailer, helmets and other safety accessories.

To drive sweepstakes participation, Jennie-O Turkey Store is offering retailers nationwide turkey deli counter promotion kits. The vibrant and eye-catching kits contain take-one pamphlets, a creative family-friendly recipe featuring Jennie-O Turkey Store® Premium Deli Turkey, bike safety tips, tricks to improve biking skills and Pedal Power! sweepstakes information.

"Jennie-O Turkey Store actively supports healthy, balanced lifestyles through both our products and our consumer promotions," said Jennifer Templer, associate product manager, Jennie-O Turkey Store. "The Pedal Power! promotion resonates with moms because it encourages families to get outside, get active and fuel up with healthy, great tasting meals."

Last year, Jennie-O Turkey Store received more than 150,000 online sweepstakes entries, and over 15 major retailers participated in the promotion.

Jennie-O Turkey Store has offered retailers turnkey promotion kits since 1998, featuring healthy recipes and exciting consumer sweepstakes.

National Watermelon Association Teams with the Wumblers

To Make the World a Better Place for Children



Heidi Schwartz, Director of Licensing for The Giddy Gander Company, has announced the partnership between The National Watermelon Association and The Wumblers preschool television series. The pairing will include joint endorsements and promotions educating families to the nutritional benefits of healthy eating made fun.

Laura Wellington, CEO of The Giddy Gander Company and creator of The Wumblers, says she is pleased to join forces with The National Watermelon Association. "The teaming of these two highly conscious organizations is yet another way of making the world a better place for children."

According to Bob Morrissey, Executive Director and CEO of The National Watermelon Association Inc., "This is the first time our organization has ever partnered with a children's television series."

New Study Finds That Food is the Top Product Seen Advertised by Children

Half of All Ads Shown During Children's Shows are for Food

As the fight against childhood obesity escalates, the issue of food advertising to children has come under increasing scrutiny. Policymakers in Congress, the Federal Trade Commission (FTC), and agencies such as the Institute of Medicine (IOM) have called for changes in the advertising landscape, and U.S. food and media industries are developing their own voluntary initiatives related to advertising food to children. To help inform this debate, the Kaiser Family Foundation released on March 28 the largest study ever conducted of TV food advertising to

children.

The study, *Food for Thought: Television Food Advertising to Children in the United States*, combines content analysis of TV ads with detailed data about children's viewing habits, to provide an estimate of the number and type of TV ads seen by children of various ages. The study found that tweens ages 8-12 see the most food ads on TV, an average of 21 ads a day, or more than 7,600 a year. Teenagers see slightly fewer ads, at 17 a day, for a total of more than 6,000 a year. For a variety of reasons — because they watch less TV overall, and more of their viewing is on networks that have limited or no advertising, such as PBS and Disney — children ages 2-7 see the least number of food ads, at 12 food ads a day, or 4,400 a year.

For each age group studied, food

was the top product seen advertised. Thirty-two percent of all ads seen by 2-7 year olds were for food, while 25% of ads seen by 8-12 year olds and 22% of ads seen by 13-17 year olds were for food. Of all genres on TV, shows specifically designed for children under 12 have the highest proportion of food advertising (50% of all ad time).

"Children of all ages see thousands of food ads a year, but tweens see more than any other age group," said Vicky Rideout, vice president and director of the Program for the Study of Entertainment Media and Health at the Kaiser Family Foundation. "Since tweens are at an age where they're just becoming independent consumers, understanding what type of advertising they are exposed to is especially important."

Types of Food Advertised. Of all food ads in the study that target children or teens, 34% are for candy and snacks, 28% are for cereal, and 10% are for fast foods. Four percent are for dairy products and 1% for fruit juices. Of the 8,854 ads reviewed in the study, there were none for fruits or vegetables targeting children or teens.

Appeals Employed to Advertise Food. One in five (20%) food ads targeting children or teens include a push to a website, and a similar proportion (19%) include the offer of a premium, such as a game or toy. About one in ten (11%) have a tie-in to a children's TV or movie character.

Physical Activity Portrayed. Fifteen percent of all food ads targeting children or teens include depictions of a physically active lifestyle, such as showing children skateboarding, snowboarding, or playing basketball.

Public Service Advertising. The study also measured children's exposure to public service messages on fitness or nutrition (whether donated or paid). Children 2-7 and 8-12 see an average of one such message every 2-3 days (164 a year for 2-7 year-olds and 158 a year for 8-12 year-olds). Teens 13-17 see just one such message per week, for an average of 47 per year.

"While public service ads on fitness and nutrition may well play an important role in helping to fight childhood obesity, we need to be realistic about our expectations, given how few such messages children see," Rideout said.

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Goya Ice Cream Debuts

The well known Hispanic Goya brand is making its way into the freezer case as a result of a co-branding deal between Unilever Ice Cream, Green Bay, WI, and Goya Foods Inc., Secaucus, NJ. The new Goya/Breyers products come in a variety of authentic flavors and forms. The 56-oz line comes in Chocolate, Dulce de Leche and Vanilla-Vanilla. There are also 3.75-oz single-serve stick bars sold individually via impulse venues, as well as, six-packs of 3.0-oz individually wrapped bars for retail markets. Bar flavors include: Mangos 'n Cream and Strawberries 'n Cream. To learn more, contact Manny Garcia, Pan American Food Brokers, broker sales representative at tel. 305-273-9442.

Publix Milk Goes rbST-Free

Publix Super Markets Inc. announced that its private label brand milk, including whole, reduced fat, low fat, fat free, chocolate and low-fat chocolate, in all sizes, is now rbST (recombinant bovine somatotropin) free. Traditionally, rbST is a bioengineered hormone that is injected into cows to increase the cow's milk production.

"As a retailer devoted to customer satisfaction and highest quality of products, we wanted our customers to enjoy the wholesome goodness of milk, without added hormones," said director of media and community relations, Maria Brous. "Our Publix brand milk is Grade A - pasteurized, certified Kosher and contains Vitamins A&D."

Halal Food Market Expected to Grow in Size and Demand

Muslim-Americans looking to buy food in compliance with the Islamic principles of halal often buy kosher food as a readily available alternative, but that will change in the near future as more marketers seek to fulfill this growing demand, predicts advertising agency JWT, which recently completed an extensive study on marketing to Muslims.

According to the study, 44 percent of Muslims agreed with the statement that "Most products and brands do not understand my needs," compared to a mere 15 percent of non-Muslims. This finding directly applies to the food market as many in search of halal products travel out of their way to retailers who stock them.

"The global halal food market is already worth \$580 billion annually. As it grows, we envision aisles in the supermarket dedicated to halal foods, in much the same way as kosher and ethnic foods, such as Indian and Spanish, do today," says

Marian Salzman, executive vice president and chief marketing officer, JWT Worldwide. "To be truly global, food marketers have to cater to the Muslim population. There are significant opportunities for major marketers to build relationships with them, especially in the areas of prepared, convenience and pre-packaged halal meals."

Here are other ways marketers can tap into the growing halal market:

- The "low hanging fruit" for marketers are those Muslims who are currently using kosher as a "surrogate," given the limited access to halal foods versus the broader distribution of kosher. Supplying existing demand can materially change the fortunes of the halal business.
- The prospect of halal foods crossing over into the mainstream (in the same way that kosher has done) can be propelled by concentrating on their perceived benefits, including quality, cleanli-

ness and health, among other factors. Those benefits nicely match some mainstream trends in food.

- Marketers should begin to pay attention to the extended requirements of halal in other categories, like cosmetics, household goods and personal care.
- Not only can U.S. companies fulfill this untapped niche market among Muslim-Americans, they will be better positioned to serve significant Muslim populations in other parts of the world.
- "It's become clear to us that Muslim-Americans are a niche market to be approached with classic market disciplines and new marketing tools," says Ann Mack, director of trendspotting, JWT Worldwide. "While they don't want to be singled out as Muslims by corporate America, they do want to be acknowledged by marketers. They are more sensitive than most non-Muslims to branded communication that acknowledges them."

Publix District Manager

Bob Resciniti Recognized for Promoting Diversity

Publix Miami Division District Manager, Bob Resciniti was one of four district managers to receive the company's 2006 President's Award at Publix's annual leadership conference in Orlando, FL, May 14 - 16.

Resciniti began his Publix career in 1977. He worked in a variety of store positions before being promoted to assistant meat manager in 1981. He was promoted to meat merchandiser in 1988 and to his current position in 1992. Resciniti oversees 10 Florida stores located in Parkland, Coral Springs, Margate, Coconut Creek, Lighthouse Point

and Pompano Beach.

Each year, the President's Award is given to one district manager from each of Publix's retail divisions who has demonstrated success in meeting equal opportunity goals, displayed dedication to the dignity, value and employment security of Publix associates, and maintained a work environment that values diversity and is free from discrimination.

Publix President Ed Crenshaw presented the award. "Bob's strengths are his people skills, and he gets to know the individual," Crenshaw said.



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6 Beverage

**TODAY'S
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First Organic Unsweetened Almond Beverages Debut

Pacific® Natural Foods has launched the first USDA-certified Organic Unsweetened Almond Beverages available in the marketplace. These new unsweetened beverages are available in both Original and Vanilla flavors and are sold in 32 oz. shelf stable containers.

Pacific Natural Foods has also reformulated its 32 oz. Almond Original and Almond Vanilla Beverages based on consumer sensory feedback. These reformulations along with the new Organic Unsweetened Almond Beverages contain roasted almond butter, which delivers a more delicious taste, improved mouth feel, and a creamier texture. The SRPs for these 32 oz. products are \$2.49-\$2.99.

All of these 32oz. Pacific Natural Foods Almond Beverages are low fat, Kosher, and gluten free, with the Unsweetened Organic versions offering consumers 50 calories or less per 8 oz. serving. Additionally, these all natural and organic beverages are enriched with calcium and vitamins A, D and B2.



LIV Natural™ Introduces New Orange Flavor

LIV Natural™, the innovative all-natural sports drink designed for athletes and active adults and kids, has introduced its third flavor, orange, joining berry and lemon on retailers' shelves. In addition, all three LIV Natural flavors will now be offered in a 12 oz. Bottle.

Ritorna Natural, Inc., the makers of LIV Natural, believes that a sports drink does not have to sacrifice taste to be healthy and effective. All sports drinks contain some sugar to improve taste and assist athletes in recuperating from intense exertion. Unlike most electrolyte replacement beverages that use unnatural and unhealthy high-fructose corn syrup as a sweetener, LIV Natural is made with agave nectar, a natural, unprocessed source of sugar. LIV Natural contains only all natural ingredients, meaning there are no artificial colors, flavors or preservatives. The use of rice syrup provides a healthy source of carbohydrates. As a result of LIV Natural's unique balance of beneficial sugars, carbohydrates and minerals, it promotes physical recovery both during and after exercise.

Nancy Dince, COO of Ritorna Natural, commented, "The orange flavor is a great addition to our line of beverages. LIV Natural was introduced to the market less than one year ago and has already created quite an impact with consumers and retailers alike, especially in New York City and with our third flavor we now have more to offer to LIV Natural consumers."

LIV Natural is currently offered in 20 oz. bottles in lemon, orange and berry flavors, and has an SRP of \$2.10-\$3.00. The 12 oz. bottles, also available in all three flavors, have an SRP of \$1.19-\$1.99.



Sweet Leaf Tea Takes A Stand On Lemonade

Classic Mason Jars Feature Organic, Ready-to-Drink Lemonades

Sweet Leaf Tea is known for its line of great-tasting, all natural and organic teas and now it's branching out to offer consumers a refreshing line of organic lemonades through its "lemonade stand" line. The line features three, freshly-squeezed, granny-inspired flavors, including Organic Original Lemonade, Organic Peach Lemonade, and Organic Cherry Limeade, all available in keepsake, 16-ounce, glass mason jars.

"We're excited to offer a ready-to-drink line of lemonades to consumers," said Clayton Christopher, founder of Sweet Leaf Tea. "My grandmother, Mimi, used to make freshly-squeezed lemonade in the summertime and she'd frequently serve it up in recycled, Mason jars. So, packaging our lemonades in Mason jars just seemed like a natural fit."

The lemonade line is the first departure Sweet Leaf has made from its industry-leading line of all-natural iced teas, which includes nine flavors: Organic Original Sweet Tea, Organic Mint and Honey Green Tea, Peach Sweet Tea, Diet Peach Tea, Diet Original Tea, Unsweet Lemon Lime Tea, Raspberry Sweet Tea, and Organic Hibiscus Herbal Tea and Organic Half and Half Lemonade Tea. Each bottle of freshly-made lemonade features real, organic lemon and lime juice, not made from concentrates.

Additionally, Sweet Leaf Tea is launching 12-ounce and 20-ounce versions of its most popular flavors in PET bottles. The 12-ounce PET bottles will be available in Organic Original Sweet Tea, Peach Sweet Tea, and Organic Half & Half Lemonade Tea. The 20-ounce bottles will flavors will include Organic Original Sweet Tea, Organic Mint and Honey Green Tea, and Organic Half & Half Lemonade Tea.



Welch's New 14-oz. Single-Serve Sports Sleek New Design

First Full-Body Shrink Label's Bold Graphics Jump Off The Shelf

The shape of Welch's single-serve business is taking a surprising turn. Available now is a line of 14-oz., single-serve, 100% juices with an entirely new look; one that's sure to catch consumers' attention.

Welch's proprietary design delivers the first panel-less full shrink label in a shelf stable package. The graceful, gently contoured plastic bottle features colorful graphics that make the fruit images appear to jump off the label.

For c-store distribution, as well as mass merchants, club stores, drug retailers and vending operations, the new shelf-stable bottle will stand-out among competitive products with its revolutionary design. According to Jeff McAdams, senior product manager, Single Serve, "This is a category that thrives on innovation. To compete, you need a package that sells itself. Welch's new 14-oz. bottle does just that by jumping off the shelf. Simply put, it makes people thirsty."

Six varieties, all 100% juices, are available in the premium package: Concord Grape, White Grape, White Grape Peach, White Grape Mango Passion Fruit, Orange Fusion, and Fruit Punch. Available where single-serve juices are sold cold, the new 14-oz. will fulfill the needs of on-the-go consumers looking for a healthy, thirst-quenching beverage. Suggested retail price is in line with competitive cold case offerings.

"With single-serve the package is the marketing plan," says Mitch Stoner, Area Manager - Vending at Welch's. "To make sure we had it right, the package went through multiple rounds of testing resulting in extensive customer feedback. And, the verdict is in: consumers love the look, the size, the varieties offered." Stoner concluded, "We know we have a winning product on our hands."

New Atkins Advantage Ready-to-drink Café Caramel Latte



This shake is the second flavor in the Atkins Advantage ready-to-drink Café Nutrition Shake line, joining the Atkins Advantage Café Mocha this summer. The Atkins Advan-

tage Café Nutrition Shakes offer a nutrition advantage with high protein, only 160 calories, 1g of sugar and 24 vitamins and minerals, and no trans fats. The Café Caramel Latte offers a rich coffee and caramel blend, and will serve as a healthy, yet satisfying snack or meal replacement for those interested in smart nutrition and/or weight management.

The Café Caramel Latte is currently available to retailers and expected to hit the shelves this month. These shakes will be sold in packs of four with an average retail price of \$7.49.



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8 Produce

This Father's Day

Tanimura & Antle Takes Iceberg Lettuce to the Big Leagues

Rick Antle, CEO of Tanimura & Antle, Inc., wants to own Father's Day. And he thinks he can do that by giving Dads what they really want ... an incredible meal at home featuring Dad's steakhouse favorite, the classic Iceberg Wedge Salad.

"Mother's Day has strawberries, Thanksgiving has celery, but historically no holiday has been associated with Iceberg lettuce," Antle told TODAY'S GROCER. "What better product to claim ownership of Father's Day than the cornerstone salad of steakhouse menus?"

He may be onto something. The iconic Iceberg Wedge Salad is back in style, revered for its simplicity and ease of preparation. "Everybody loves the fresh, crisp flavor of an Iceberg wedge," declares Antle, "and alongside a nice, juicy steak, it's the perfect addition to a Father's Day meal."



■ RICK ANTLE

Tanimura & Antle is starting its Iceberg-for-Father's-Day takeover this year by incorporating another one of Dad's favorite pastimes – baseball – in their "Hit A Home Run This Father's Day!" retail promotion. Elements of the promotion include Iceberg lettuce packaged to look like baseballs, which feature a recipe for the BLT Wedge Salad, destined to become a mainstay at Father's Day meals.

Twelve U.S. and Canadian retail players will be participating in this year's promotion, including Albertsons, Ingles, Harris Teeter, Jewel-Osco, Meijer, Price Chopper, The Produce/Grocery People, Schnucks, Shaw's, Thrifty Foods, Wal-Mart and Weis Markets.

With the help of Tanimura & Antle-provided ad support materials, retailers can promote Iceberg lettuce in weekly ad circu-

lars and with in-store displays. In turn, Tanimura & Antle is providing a promotional price on specially-wrapped iceberg lettuce 24s, and sweetening retailers' efforts by offering prizes for the best ads and displays.

Tanimura & Antle is also promoting Iceberg for Father's Day through consumer public relations efforts. They've provided food and lifestyle editors with several Iceberg Wedge Salad recipes and photos, and will launch a special splash page on their website: www.taproduce.com just prior to Father's Day that provides recipes and ideas directly to consumers.

"It's a win-win," continues Antle. "Retailers can increase sales and create excitement in the produce department, while we get a chance to remind consumers that Iceberg lettuce is still a perennial favorite – for Father's Day or any day."



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AG of Florida Postures for Continued Growth

Consolidation, Redeployment, and Redevelopment of Assets to Fuel Increased Profits

When Associated Grocers of Florida recently announced the consolidation of distribution operations, formerly conducted at its Ocala Distribution Center, into its Pompano Beach facility, many observers were questioning the move. According to President and CEO Cal Miller, these strategic steps are part of a carefully orchestrated series of moves the company has currently undertaken to redeploy and develop its properties as it continues to grow members' assets and profits. The company is shifting all distribution to its 800,000 sq. ft. Pompano Beach — a facility large enough to support the entire distribution needs of the company for now.

Prior to the 2006 acquisition of its new headquarters/distribution center in Pompano Beach from Winn-Dixie Stores, Inc., the company had been operating multiple warehouses of various ages and type in the Miami area.

"When we bought the Pompano Beach facility, it was part of our initial plans to consolidate all our operations at our new home base. It was our strategic plan to buy the (Pompano Beach) warehouse and consolidate our

entire operations here," Miller recently told TODAY'S GROCER. To date, we have already rezoned our property and are in the process of building 360,000 sq. ft. of flex warehousing and a 50,000 sq. ft. two story office complex. "It's a great move for us," says Associated Grocers' Executive Vice President & Chief Financial Officer, Allan C. Sutherland. "The synergies created by these moves we are undertaking will make AG of Florida an even stronger, more efficient organization," Sutherland said. Consolidation of all distribution activities at Pompano Beach will result in substantial inventory savings for the company as well as substantial savings of the cost of operation.

The consolidation of distribution activities in Pompano Beach will enable Associated Grocers to continue the development of its Ocala property for commercial purposes.

Miller is quick to point out that a day care center and a school will continue operating without interruption. The 130-acre Ocala complex is zoned B-5 (heavy construction) and will be developed and leased out to current and new tenants. All current Ocala tenants will remain. The property will be redeveloped and marketed out to new single or multiple users.

Fifty percent of the Ocala center's distribution activities have already been transferred to Pompano Beach with a full transfer expected to be complet-



■ CAL MILLER

ed by mid summer. "This will significantly reduce our operating cost and significantly improve our members' return on investment," Miller continued.

Both Miller and Sutherland are quick to point out that the current Pompano Beach Distribution Center is an ideal facility to meet the needs of domestic customers, while being situated close enough to Port Everglades and I 95 to expedite operations between the company and AG of Florida's new Bahamian subsidiary — International Development, Ltd. (IDGBL) — currently completing construction on its new state-of-the-art headquarters/distribution and showroom center in Freeport,

Grand Bahama.

The Pompano Beach facility will now serve as a hub for distribution for all domestic customers along with all distribution activities between South Florida and IDGBL.

By redeploying the Ocala Distribution center for public warehousing and other commercial development, the company can more economically service its customers and members.

"It's one of the most positive things this company has ever done," Miller says. "The elimination of cross-docking alone will result in big savings."

The current redeployment of Associated Grocers' property and facility in Ocala represents only part of a number of strategic moves the company is currently embarking upon to continue its enviable growth record while building members' equity. This will also enable us, through innovative measures and increased efficiencies, to deliver grocery, meat, frozen, dairy, HBC/GM and produce at the lowest possible cost to our outstanding member retailers to secure their competitive edge for their now and future generations.

"An ingenious scenario was created by our board of directors when the Winn-Dixie facility became available," Miller continued. "These current moves we're making represent yet additional insightful visionary moves for AG's continued success and prosperous future."



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Publix Expands Pilot Programs

In an effort to continue better serving its customers, Publix Super Markets has decided to expand its Publix GreenWise Markets and Publix Apron's programs.

"We are always looking for ways to offer a variety of products in convenient locations," said Maria Brous, Publix director of media and community relations. "These programs will allow us to provide our customers with more value and convenience."

In response to the competition established by natural food retailers, Publix continues with the expansion of Publix GreenWise Markets, a format dedicated to health, natural and organic products with an emphasis on prepared foods. With the first market set to open in early fall in Palm Beach Gardens, FL, followed by Boca Raton, FL, Vero Beach, FL, and Tampa, FL, respectively, two additional locations have been announced:

- 4601 9th St. N, Naples, FL - 38,000 square feet (a conversion of an existing Publix store) and
- 3451 University Dr., Coral Springs, FL - 39,000 square feet (a newly constructed building on the site of a former Publix).

In related company news, Publix announced the expansion of its cooking schools. With three locations currently open (Tampa, Sarasota, FL, and Jacksonville, FL), two additional cooking schools have been added:

- 4305 State Bridge Rd., Alpharetta, GA (opening June 1, 2007) and
- 5050 Champion Blvd., Boca Raton, FL (opening date to be determined).

As an expansion of the Publix Apron's program, which includes Recipes, Simple Meals and Cooking Schools, Publix Apron's Make-Ahead Meals will pilot in two locations:

- 10500 San Jose Blvd., Suite 36, Jacksonville (currently houses a cooking school) and
- 5642 Fishhawk Crossing Blvd., Lithia, FL (site of current store; however, a stand-alone version will be tested at this location).

Under Apron's Make-Ahead Meals, customers can register online for a meals-assembly session. At the session, the ready-to-cook ingredients are prepared and ready to assemble. The meals are then built and packaged for customers to freeze and use later. For customers on the run, the program also will offer call-ahead for Publix assembly and customer pick-up.



PRODUCT INTRODUCTIONS

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

MERCHANDISING, REPORTING AND TRACKING

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

PRODUCT ANALYSIS AND DEVELOPMENT

Ensuring products are ready for market requirements

PROMOTIONAL MARKETING

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

SALES OPPORTUNITIES

Combining trade and market intelligence to create opportunities for your products

Bringing the industry market focus

Your sales arm in the retail grocery business

 **PAN AMERICAN
FOOD BROKERS**
Your sales and marketing arm in the grocer business

12 Cover Story

Defender of What's Good and Pure

What makes chocolate...real chocolate? That's the essence of the concern that a number of chocolate manufacturers have raised because of content standards changes being considered by the U.S. Food and Drug Administration (FDA) that would change the composition and thereby the taste of America's chocolate.

The changes in standards were proposed by the Grocery Manufacturers Association (GMA) on behalf of a number of trade associations including the US Chocolate Manufacturers Association in a "Citizens Petition" to the FDA, which has opened a comment period on the issue before taking action. Deadline for public comment is June 25.

Gary Guittard, President of Guittard Chocolate Company of Burlingame, California — a fourth generation maker of chocolate — has joined with other chocolate manufacturers in asking the FDA to reject the proposed food standard changes that will affect chocolate products and to have regulators enter into a broad public dialogue with the chocolate industry, consumers, consumer advocates, retailers, nutritionists, health experts, and others with an interest in preserving the quality, taste and content of traditional American "chocolate."

"While all companies in the industry may have financial and economic concerns about the cost of doing business, the chocolate industry prides itself on delivering to the consumer high quality products. The industry adheres to strict Federal Standards of Identity that were first established in the 1940s and have only been changed since to reflect new manufacturing techniques in 1993 and again in 2002 to establish a Standard of Identity for white chocolate," Gary Guittard recently told TODAY'S GROCER.

"The Citizen's Petition proposed to FDA by the Grocery Manufacturers Association has many good points as it

There are those who want to change the taste of the chocolate we know and love. This man won't let them.



GARY GUITTARD with winnowing machine called the cracker fanner used to separate the shell from the cocoa beans which leaves the nibs to be ground into cocoa mass.

pertains to other foods, but if adopted it would allow the current "Gold Standard" for chocolate to be changed in a way that will ultimately result in short-changing the consumer and changing what we know and love as traditional chocolate. There are no clear consumer benefits associated with the proposed changes."

A part of the proposed changes in the Citizens Petition presented by the Grocery Manufacturers Association to the FDA is a change in the strict Federal "Standards of Identity" for chocolate products which would permit the use of cheaper vegetable fats instead of the traditional cocoa butter and lower-cost milk substitutes instead of genuine milk products. This change would permit the resulting products to still be called "chocolate."

The head of the 139-year old Guittard Chocolate Company, along with other industry leaders, strongly supports food standards

intended to establish a standard of identity and promote honesty and fair dealing with consumers. Federal food standards are intended to protect consumers by ensuring that products they purchase are what they are expecting. Food standards protect manufacturers by providing a level playing field for standardized products. Responsible manufacturers strongly support the existence of food standards, and most industry leaders believe that these should be aggressively enforced.

"White chocolate," "milk chocolate," "sweet chocolate," and "semi-sweet chocolate" are all terms familiar to consumers that are clearly defined (and whose manufacture is governed) by FDA Standards of

Identity. For a product to bear one of these terms, manufacturers must comply with the specific formulation requirements in the appropriate standards. Changes in these standards can impact the taste and quality of the product and have it become something else — not the traditional "chocolate" Americans have enjoyed for more than a century.

Changing the current "Gold Standard" for chocolate by allowing the substitution of hydrogenated or chemically-modified vegetable fats for cocoa butter will also have a dramatic impact on cocoa growers in Central and South America, the Caribbean Basin, Africa, and nations in Southeast Asia at a time when the global chocolate industry is working to improve working and economic conditions of these developing countries' farmers. In fact, the plan to substitute these types of vegetable fats for cocoa butter would cause a disastrous economic impact on their livelihoods as the demand for cocoa butter would likely decrease and prices would plummet as some manufacturers switch

to the cheaper substitutes.

Guittard Chocolate, along with some other chocolate manufacturers, is committed to preserving the quality and composition of chocolates that consumers know and trust. They are asking the FDA to reject the changes proposed by the GMA Citizen's Petition to the current "Gold Standard for Chocolate."

"My family has been involved in the manufacturing of chocolate for 139 years," notes Guittard. "Chocolate is not just my business — it is my passion and these changes would lead the way to the manufacturing of something entirely different ... that would not be the traditional chocolate that most of us know and love."



New Packaging Method Keeps Beef Fresh Longer



The Stop & Shop Supermarket Company began introducing "New Smarter Packaging" for ground beef to 325 of its stores on May 11, with the company-wide roll out expected to be completed by mid-July.

The new packaging process seals in freshness, quality, taste, and color, keeping ground beef fresh for days longer than meat packaged in store. This offers customers greater

flexibility for meal planning, as the ground beef can be refrigerated longer without needing to be frozen.

"With New Smarter Packaging ground beef, customers don't have to worry if they have to postpone grilling their burgers because of rain. Instead, they can keep their ground beef in the refrigerator and grill a few days later without worrying about losing product flavor," said Roger Wheeler, Vice President of Meat and Seafood for the Stop & Shop Supermarket Company.

New Smarter Packaging ground beef uses a safe, USDA-approved process known as Modified Atmosphere Packaging (MAP). This process removes oxygen and replaces it with a safe mixture of other gases, sealing in flavor and freshness. The airtight package allows the beef to be frozen for up to six months with minimal risk of freezer burn. It also prevents juices leaking from the package, helping to keep refrigerators and freezers cleaner.

New Smarter Packaging ground beef is available in small and family packages, in varieties from 75 percent to 93 percent lean. The process also will be used to package five pound packages of 75 percent lean beef, ground sirloin, meat loaf mix, and ground beef patties. Ground beef products under Stop & Shop's "Nature's Promise" brand also will be packaged using the New Smarter Packaging method.

Production Expanded on Flavorseal™ Patchless Bone Guard Shrink Bags

Due to the success of their Flavorseal™ BGB-90™ Bone Guard Shrink Bag, CMS has expanded their production line to manufacture more per run of the patchless shrink bags for packaging bone-in meats. Flavorseal BGB-90 Bone Guard Shrink Bags reduce bag punctures, extend the shelf life of meats, and increase productivity with a new, proprietary bone guard structure that offers greater value along with high-abuse performance.

The bags provide complete puncture protection—from edge to edge—without patches. Flavorseal's high-abuse material greatly reduces leaker rates as well as the number of re-packs needed, and eliminates the labor needed to apply patches, soaker pads, and bone disks—thus improving the processor's bottom line. The bag also offers better barrier properties than those of conventional bone-in meat packaging, thus extending product shelf life.

Flavorseal BGB-90 is ideal for bone-in fresh and processed meats, including ribs, ham, beef, and poultry. The bags offer superior clarity and gloss, are printable to enhance branding, and can be heat-sealed or clipped to accommodate any retail or foodservice application.



Tasty Baking Company Relocating to New Facilities in Philadelphia

Tasty Baking has entered into an agreement with Liberty Property/Synterra Limited Partnership to relocate its Philadelphia operations to leased facilities at The Navy Yard, which is a commercial and industrial development center in Philadelphia. The Navy Yard will be home to a newly constructed, state-of-the-art Tastykake bakery and a "green" corporate headquarters, representing a milestone in the company's history.

The plan to relocate the Philadelphia operations is the result of a comprehensive operational review of strategic manufacturing options, which was announced a year ago. The company currently produces the vast majority of its products at a six-story manufacturing facility that was built in 1922 and utilizes 15 production lines.

James E. Ksanskak, Chairman of the Tasty Baking Company Board of Directors, said, "We look forward to the opportunities that the new bakery will provide for Tasty Baking Company. This relocation plan is the culmination of a significant and comprehensive effort by management with heavy involvement from the entire Board. It provides a platform for future investment, growth and increased profitability, helping to improve the long-term financial health of the business."

At a May 9 news conference, Tasty Baking Company President and CEO Charles P. Pizzi was joined by Pennsylvania Governor Ed Rendell, Philadelphia Mayor John Street, and the Chairman, CEO, and President



of Liberty Property Trust, William Hankowsky, to unveil plans for the new Tasty Baking Company facilities and other related development investments at The Navy Yard.

The capital investment for the baking equipment and other project-related expenditures are expected to be approximately \$75 million. The project will be funded through the combination of a multi-bank loan commitment led by Citizens Bank,

as well as \$32 million in low-interest development loans provided in part by the Commonwealth of Pennsylvania and the Philadelphia Industrial Development Corporation (PIDC). In addition, Tasty Baking Company has been awarded a \$600,000 Opportunity Grant by the Commonwealth of Pennsylvania.

"A new manufacturing and distribution facility is the critical next step in the transformation of Tasty Baking

Company and our goal to increase shareholder return," said Pizzi. "During the course of the last four years, we have assembled a strong Board of Directors and management team. Together, we have significantly improved the company's financial position and developed a comprehensive technological platform to operate the business. The new facilities will be instrumental in moving to the next stage of the company's growth."

"We believe that investments in consumer marketing, product and packaging innovation, and technology will generate increased sales opportunities as we continue to align Tastykake products with consumer lifestyle trends and lay the groundwork for future expansion opportunities."

Tasty Baking Company has entered into a 26-year lease with Liberty/Synterra for a 345,500 square foot building on 25 acres, which will

include the production facility, a warehouse and a distribution center. The building will be designed and built by Liberty/Synterra. When complete, the new bakery will house state-of-the-art production and packaging lines, as well as a distribution center. The design also includes a mezzanine that will allow public tours to view Tastykake production. Liberty/Synterra expects to begin site preparation for the project immediately and commence construction in late 2008, with a scheduled completion in late 2009. Tasty Baking Company expects the facility to be fully operational in 2010.

In addition to facility leases, Tasty Baking Company plans to purchase new high-tech, modern baking equipment. This equipment is designed to increase product development flexibility and efficiency, while enabling the company to provide the same delicious taste that consumers have enjoyed and trusted for almost 100 years.

For its corporate headquarters, the company also expects to lease from Liberty/Synterra 35,000 square feet in a new office building to be constructed in The Navy Yard Corporate Center. The new building will be developed as a high-performance, LEED-certified (Leadership in Energy and Environmental Design) "green" facility. It will employ energy efficient HVAC, water conservation, recycled building materials, and day-light harvesting, among other environmentally efficient features.

14 Dairy

**TODAY'S
GROCER**

■ Stonyfield Farm Introduces

Oikos Organic Authentic Greek Style Yogurt



Stonyfield Farm is partnering with Euphrates, Inc., makers of authentic Old-World foods, to create a new organic, authentically strained Greek style yogurt, under a new brand, Oikos Organic. Oikos Organic is the only nationally distributed organic Greek style yogurt on the market today.

Oikos Organic's Greek style yogurt's debut comes in response to a growing number of consumers with a passion for Greek yogurt.

"I've always had a passion for family recipes handed down from one generation to the next," says Gary Hirshberg, Stonyfield Farm President and CE-You. "We wanted to introduce an authentic yogurt that's not only rich in taste, but rich in tradition. Because it's organic, Oikos Greek style yogurt is also better for the Earth. And we think it's better for you too."

The production of Oikos Organic 0% Fat Greek style yogurt is overseen by Euphrates Master Yogurt Maker, Mustafa Dogan. Mustafa is well-known overseas, where yogurt connoisseurs follow a favorite yogurt master from one yogurt company to another, just as one might follow a favorite chef.

"The true Greek yogurt is strained," says Hamdi Ulukaya, Euphrates President and a third-generation maker of Mediterranean foods. "The technique is from Europe and there is a big tradition behind it. To make Greek yogurt, you take something away. You do not add anything to thicken it. It is pure, clean, simple, and has been made this way for hundreds of years."

Oikos Organic Greek style yogurt reflects that tradition as a tangy, incredibly thick and creamy yogurt that is naturally high in protein and lower in carbohydrates and sugar than regular yogurts. And while Oikos Organic relies on overseas recipes for its authentic taste, it's made here in the United States.

Flavors include vanilla in a 6 oz. size, a top seller in regular yogurt and until now unavailable in Greek style, and plain available in 6 oz. or 16 oz. containers. Suggested retail price is \$1.89 per 6 oz. cup and \$4.49 per 16 oz. tub.



■ Spread it on -

Tropical™ Toppings

Tropical™ Toppings are shredded processed cheese each with a smooth, firm texture and mild flavor. They come attractively packaged with bright eye-catching graphics in 8 oz. bags. 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. 305-598-2665 or Fax: 305-598-0218.

Deli

**TODAY'S
GROCER**


Oscar Mayer® Deli Creations™

From Fridge to Mouth in 60 Seconds

Sandwiches may vary in style and content, but two ingredients should always be constant — good taste and simple convenience.

Kraft Foods and Graphic Packaging have combined these qualities in a completely different way with new Oscar Mayer® Deli Creations™, which use an award-winning QuiltWave™ microwave receptor tray to create hot restaurant-quality sandwich melts in just 60 seconds.

Each Oscar Mayer Deli Creations package contains all the fixings for a delicious sandwich with fresh-baked taste — bread, generous amounts of Oscar Mayer meats and Kraft cheese, plus Kraft condiments, specifically, Kraft steak sauce and Grey Poupon mustard.

"These sandwiches are prepared in a specially-designed microwavable paperboard tray that uses our revolutionary QuiltWave active microwave packaging to heat the bread to a soft and warm consistency, while at the same time fully melting the cheese and warming the meat," explained John Gerstner, senior account executive at Graphic Packaging.

"Thanks to QuiltWave packaging, consumers can take a great deli sandwich from their fridge to their mouth in about one minute."

"Deli Creations are an innovative new alternative for today's busy lifestyles," explained Gerstner. "It's a quick-eat that's flavorful, nutritious, and convenient."

In addition to the QuiltWave microwave receptor tray, Deli Creations use a unique camphor-shaped outer carton produced by Graphic Packaging. The carton is printed in seven colors plus a coating to attract consumer attention, plus it features a reverse cut score opening for easy consumer access.

Deli Creations are available in five stock keeping units (SKU's) — Steakhouse Cheddar, Oven Roasted Ham and Cheddar, Honey Ham and Swiss, Turkey and Cheddar Dijon, and Turkey Monterey.

■ Like A Casserole-On-The-Go

Unique New Deli Buttons™ Join Homemade Goodness With Convenience And Expediency

Retailers looking to increase sales by introducing their customers to a "fresh face" within the freezer section now have a new option from which to choose. Unlike anything else currently available, a unique approach to capturing the wholesome goodness of a home cooked meal within an easy to heat, hand-held mini "dough bowl" compels shoppers to reach for this product and place it in their shopping cart. Created by Poppi Al's of Harrisburg, Pennsylvania, these aptly dubbed Deli Buttons™ usher in a new approach to quick-serve foods that hold the potential to serve up profits for big box retailers, grocers, and convenience stores.

By baking a 1" deep dough bowl, Poppi Al's created a tasty harborage for a variety of delicatessen fillings. Unlike a pizza, the edges of the Deli Buttons allow the containment of semi-liquid foods—akin to a sourdough bread bowl of clam chowder, except that these open-faced, circular dough bowls are stuffed (50% filling-to-dough ratio) from edge to edge with a more solid, stick-to-your ribs, casserole filling.

Unlike a crusty chicken-pot-pie or even thin-sided pocket-pita, the company's Deli Buttons manage to marry the wholesome goodness of a home-cooked meal with the hand-held convenience of fast food.

Fast Preparation time appeals to busy shoppers-

Available in two sizes, the smaller (1.25 oz) Mini Deli Button is brought to serving temperature within 10 seconds in a microwave oven if already thawed.

The larger (4.7 oz) Meal Size button needs only 30-40 seconds of microwaving if thawed, and 90-120 seconds if frozen.

Strictly a matter of heat-and-eat, no other preparation is required. The packaging spells out this



convenience, helping to create a strong appeal for busy shoppers juggling work and home life with little time to prepare meals, yet still wishing to provide their family with a nutritious meal.

Eight varieties widens range of appeal-

- **FOUR CHEESE WHITE GARLIC:** loaded with ricotta, mozzarella, white cheddar and Romano cheeses and seasoned with garlic and a sprinkling of parsley.
- **TOTALLY TACO:** yellow cheddar and Monterey Jack cheese, pinto beans, soy sausage crumbles, black olives and red bell peppers in a medium-spicy picante sauce.
- **TUNA MELT:** a freezer-adapted version of classic tuna salad, blanketed with melted cheddar cheese.
- **GARDEN MEDLEY:** broccoli, spinach and carrots in a garlic-flavored white sauce with yellow cheddar.
- **PIZZA SUPREME:** mozzarella and provolone, soy sausage crumbles, mushrooms, onions and green peppers within a pepperoni flavored marinara sauce.
- **TRADITIONAL THREE CHEESE PIZZA:** mozzarella, provolone and Romano cheeses in a delicately spiced marinara sauce.
- **FRENCH SCRAMBLE:** scrambled eggs seasoned with onions and herbs, Swiss and mozzarella cheese in a buttery white sauce flavored with bacon bits—a distinct alternative to the average breakfast burrito.
- **APPLE/CRANBERRY:** laden with ricotta, cream cheese, cinnamon apples and studded with sweetened sun-dried cranberries—for an original dessert.





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■ GUEST EDITORIAL

Using a Good RFP to Avoid Bad Spinach

Proactive Spend Management Techniques to Reduce the Risk of a Public Relations Nightmare for your Company

By: **KRIS COLBY**, Director of Strategic Sourcing, Ariba



Large supermarket chains stock and sell millions of dollars worth of goods from thousands of pre-packaged food manufacturers as well as other meat and produce items branded by the companies themselves. If any one of these items passes through unsanitary plant conditions and/or gets tainted with hazardous chemicals or harmful bacteria, the supermarket can unwittingly be the conduit for a major food safety scare.

In the past year, we have seen E. Coli turn up in a large quantity of spinach bags leaving more than 200 people sick. More recently, ConAgra pulled thousands of jars of Peter Pan and Great Value peanut butter due to salmonella found in the jars. The spinach case was traced back to a supplier, while initial speculation from government officials in the latter case points to unsanitary plant conditions on the part of the manufacturer.

The costs associated with these events are enormous and can have a significant long-term negative impact on a company. But what if these incidents could be mitigated at the outset of negotiations for new food suppliers? What if the purchasing officer who procures and monitors supplier contracts had the power to affect more than just purchase prices, discounts and special serv-

ices? It turns out, the purchasing officer is a gatekeeper that can affect all aspects of supplier performance including adherence to the strictest safety standards.

AN OUNCE OF PREVENTION

By carefully selecting suppliers and setting clear and enforceable expectations about performance and compliance, the purchaser and supplier relationship contact can reduce your company's exposure. Careful use of a structured strategic sourcing process, appropriate questioning and testing during the RFP period are all integral to this process. Companies should consider taking the following steps:

- Include detailed questions about food safety practices and certifications in the RFI and other official documented vendor selection criteria sent to potential suppliers
- Allow for multi-variant bidding during an online event so that bidders can provide bids on other factors as well as price
- Develop and implement scoring mechanisms for supplier selection that include food safety attributes. For example, award decision criteria could be driven 50% by price, 25% by service and 25% by food safety compliance
- Educate potential suppliers about the exact systems and processes that will be used to judge ongoing performance, including safety standards, once selected as a vendor for your company

CLOSING THE LOOP

Along with a structured approach during the sourcing process, it is imperative to follow through on the commitments between you and the supplier after selection. A structured supplier grading and feedback system through system-enabled scorecarding and process management will make it easier to drive continuous improvement via consistent and objective measurement.

The following are steps for effective Performance/Risk Management through Supplier Performance Management (SPM) and Scorecarding:

Be upfront — It is now a common practice to introduce formal Risk Management / SPM programs in RFIs and RFPs

Establish clear, well-defined and consistent performance criteria — The program should include an established baseline of performance expectations which all suppliers should meet (with the understanding that Performance Improvement Plans or rebates will be necessary should a supplier not meet their goals). These criteria, processes and systems need to be standardized across a wide base of suppliers enabling an objective, "apples to apples" comparison across the supply base. It also provides an organization visibility into where suppliers rank and whose performance should be rewarded

Utilize exception-based alerts — Exception-based reporting can quickly identify suppliers performing below the minimum baseline established by the company thus triggering a proactive response by your company's relationship owners

According to Aberdeen Group, no company that has implemented a formal and systematic SPM program has ended up abandoning it. Strong SPM programs are associated with at least a 20 percent improvement in various supplier performance categories.

In the end, the food market is like many other industries in that the effectiveness of a final product that is purchased by a consumer is affected by the performance from all of the players along the supply chain that contributed to the product. Thus, every player along the supply chain can work to together to hold each other accountable to prevent an incident like the Peter Pan/Great Value recall or the spinach incident from last year.

More importantly, plant inspectors and operations personnel should not bear the entire burden within the company of mitigating these types of risks. Accountability needs to start right when the supplier walks in the door to discuss a contract, and the procurement officer needs to play gatekeeper.

Sales Surge for National Chains, Many Other Retailers Challenged

Continued from PAGE 2

ers surveyed (46.0 percent) are branding their own organic foods, selling private label versions of these products.

Anxiety High

Looking at the future, the report found increased concern over a growing host of strategic issues. The frustration over some of the issues stems from the industry's inability to control them. The most significant example is interchange fees, averaging nearly 2 percent, which credit card companies and banks extract from every plastic transaction.

Interchange fees are fixed by Visa, MasterCard and the banks that issue their cards. The cost is rising fast for three reasons: the fees themselves keep increasing, more consumers are using rewards cards with higher interchange rates and plastic is becoming the predominant way that consumers pay for goods and services.

Interchange costs for all retailers totaled \$30.7 billion in 2005 and \$36.3 billion in 2006 — an 18 percent increase in just one year. The cost of interchange has more than doubled since 2001. In the long run, consumers pay these costs as retailers are forced to build them into the price of all goods and services.

Retailers Rising to Meet Challenges

Nearly all retailers (98.8 percent) are addressing competition issues by emphasizing perishable products such as meat, produce, prepared foods and deli and bakery items. This strategy is yielding success with an effectiveness rating of 8.6 with 10 being the highest.

Companies are also competing by developing store brands (87.8 percent); focusing on natural and organic products (84.1 percent); providing a unique shopping experience, store design and product selection (74.4 percent); emphasizing consumer wellness and family health (73.2 percent); and featuring low prices (72.0 percent).

PAFB Moves

Continued Growth Necessitates Move

Pan American Food Brokers (PAFB), the Miami-based food sales organization headed by Manny Garcia and his wife, Denise —Jaime Garcia, has recently relocated to newer and expanded facilities in South Florida. Please note their new address:

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18 Feature Profile

Story by: DENNIS KANE, Editor

He knew Publix founder, George Jenkins — even played golf with him. He's also known Joe Blanton, Charles Jenkins, Sr., Charlie Capps, Pete Newsome, 'Skeets' Forsythe, Mark Hollis, Monte Thornton, Kenny Kimball, and many of the others that contributed so much toward making Publix Super Markets the great company it is today. This month, Publix Miami Division District Manager, Jack Hardy celebrates his 54th anniversary with the company. Even more amazing is the fact that Publix wasn't his first job in the food industry.

Hardy is manager of District 07, an area in Broward County which runs east and west, including stores in Weston, Plantation, Sunrise, and Ft. Lauderdale. At 72 years young he's still doing what he loves best — remaining active, working hard, passing along the knowledge he's gained over the years to yet another generation of Publix associates and developing talent that will serve the company well in coming years. It's been a long and exciting career — and one he plans to continue for a long time.

Jack Hardy joined Publix on June 12, 1953. It wasn't, however, his first job in food retailing. As a young boy he first joined Margaret Ann Stores (a precursor of Winn-Dixie) as a bag boy and stock clerk. They were called bag boys back then.

He was hired by Art Bishop, manager of a Margaret Ann Store in West Palm Beach. "I loved Art — he was my first mentor in the business," Hardy recently told TODAY'S GROCER when recounting a career which began when he was still in elementary school. There weren't a lot of laws, rules and regulations back then, like there are today. Consequently, the young 6th grader was able to get an early start in the food business as were many of his contemporaries.

John Graydon (Jack) Hardy, Jr. was born March 29, 1935, in Knoxville, Tennessee. Both his parents were educators. At a young age his family moved to Bethesda, Maryland before ultimately relocating to West Palm Beach. His father was director of vocational education, Palm Beach County Schools, and his mother was a history teacher at Palm Beach High School (now closed).

The family relocated to Florida's West Coast where Jack got his start with Publix being hired by another early mentor — Sam Nix. He went away to college, spending one year at Florida State University before returning to the St. Pete area where he got a chance to go to work at store #9 for its young manager, Charlie Capps. It was here that his hard work and dedication was first recognized and he began to be promoted up through the ranks to positions such as Produce Manager and Assistant Store Manager before returning to South Florida as Assistant Manager at Store #50 on Southern Boulevard.

The company had just begun to enter the South Florida market. The Southern Boulevard store was just the third store to be opened



Jack Hardy, Publix' longest currently employed associate, celebrates 54 years with company

in the Miami Division. A short time later to help develop the market, the company purchased a number of store locations, The Grand Union Company. Just three weeks after first arriving back in West Palm Beach, Jack was picked to head one of the former Grand Union locations — Store #54 in Riviera Beach. "That was in October 1959. I remember it well," he said. "It was the same week my son was born."

From this point in time, the company began to grow and Jack Hardy's travels with the company continued. He headed Store #58 (Searstown) in Ft. Lauderdale for one year, followed by three years at Store #88 (Young Circle) in Hollywood, before moving on to Store #102 (now Store #0432) at the Hollywood Mall for three years.

His next stop was opening a large new store — #164 on Sheridan Street in Hollywood. He spent three years at the store before being promoted to the position of supervisor (now titled District Manager) in 1974.

Ask anyone in the food business — who is anyone in the food business in South Florida — and they will quickly recognize the name, Jack Hardy.

Regional Director (Central) Richard Rhoads says, "Jack has been a part of the Publix family more than half a century. He has dedicated his life to making Publix a better place through building relationships and understanding the business," says Publix. "As the years have gone by, Jack has kept up with the new methods and technologies, making sure he is on top of the grocery business. Jack is a person who has not lost his passion for the business or the people, despite many years of service. He shows no signs of slowing down."

As a District Manager of over 32 years experience, Hardy has spent a good part of his lifetime imparting some of what he has learned to those he has worked with. But, he is not without many friends and co-workers from whom he has learned along the way.

Among his early mentors he includes Charlie Capps — "He was like a father to me. My first real big time store manager. I loved the guy and I loved his family"; Pete Newsome and Hubert Collins, too — "They supported everything I did."

As the years progressed, he would learn from others, and from

a slightly younger generation, singles out other mentors, including Bob Burkett and Ken Terry. Today, ask him who he admires and has learned from and he will be quick to mention Miami Division Vice President-Retail Operations, Bill Fauerbach and Regional Directors, Chuck White and Richard Rhoads.

As he celebrates his 54th anniversary with the company — an unbelievable accomplishment to even comprehend, Jack Hardy is the company's senior currently active associate, and he has been for some time.

"I have always enjoyed serving customers, mentoring our associates . . . watching them grow, and promoting people," he says proudly.

"With Jack's leadership within Publix over the past 54 years, he has been responsible for many Publix people moving forward in management and staff," says Miami Division Vice President Retail Operations, Bill Fauerbach.

"Jack's strengths are many; however, he excels in people skills. Whether it be developing and coaching or leading by example, Jack is loved and respected by all his associates, including his peers."

"One would think — as long as Jack has been around — he would lose some of his energy and passion. This is not the case. In fact, I think Jack's longevity has actually contributed to the love he has for this company and the people he works with day in and day out."

One piece of sage advice he imparts to almost everyone he comes in contact with, is, "You want to treat all associates like you want to walk all over their shoes — *but don't scuff the shine.*"

"You want to be their (associates) friend first and boss second. Never leave the store mad." If you were to ask Jack his most important role as District Manager, he will say, "I'm just another pair of eyes and ears. I really like promoting people — there's a real joy in promoting those you feel have talent and watching them grow."

For all his efforts, Jack's own contribution to the company has not gone unnoticed. He was a recipient of the coveted "President's Award" in the year 2000 — an honor that is bestowed on those who have had effect in the areas of diversity, sales, profits and goal achievement. Over the years, Jack has been active in many civic and charitable endeavors such as March of Dimes Walk America, Children's Miracle Network Golf Tournament, and United Way Day of Caring.

Even though he is very proud of his career with Publix, there is one thing he is even more proud of — his family. In July he will celebrate yet another enviable anniversary as he and his wife, Betty, (a former English teacher in St. Petersburg) will celebrate 51 years of marriage. Together, Jack and Betty have raised three children and their family now includes five grandchildren. Daughter, Patricia Lynn "Trisha" is married to Gary Torian, a physician, and they have a son, Andrew. Son, John Graydon III (nicknamed "Gray") enjoyed a 9-year career as a professional baseball player, pitching for both the Chicago White Sox and the Texas Rangers. Today, "Gray" is manager of Store #528 in Pembroke Pines. He and his wife, Trina, have two children, Matthew, 11 and Nicholas, 6. Daughter Mary Elizabeth ("Beth") Hazen resides in California with her husband, Brian, and their two children, Taylor, 13 and Carter, 8.

Away from work and his family, Jack has two big interests — playing golf and bass fishing in the Everglades.

You don't go through life without a few bumps along the road and Jack sure has had his share. He has beaten cancer, not once, not twice, but three times. He has survived a whole host of other ailments including a blood clot and pneumonia (nine times). But still has no plans to retire.

"I'm *not* going to sit at home and I'm *not* going to play bingo," he says sending a loving barb toward his wife, Betty, who he describes as an "Olympic caliber" bingo player.

"If you ask anyone that knows me, I just like the people I work with. Someday I will act my age."

"*Work and fun* . . . sometimes I can mix the two. It seems like this all began yesterday. If you're having fun, time flies."



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22 Grocery

Whole Grain, No Pain

Success® Rice Introduces Flavorful Whole Grain Brown Rice Mixes



Ready in Just
10 Minutes

Riviana Foods Inc. has announced another new product line: Success Whole Grain Brown Rice Mixes, a collection of convenient mixes made with the whole grain goodness of brown rice, barley, oats and seasonings. The mixes, fueled by consumers' desire for tasty and convenient whole grain products, feature flavorful ingredients such as portobello mushrooms, herbs and chipotle peppers and are ready in just 10 minutes — less than one-fourth the time it takes to cook regular brown rice.

"We placed a great deal of effort into whole grain product development, with a strong emphasis on flavor and ease of preparation," said Paul Galvani, vice president of marketing for Riviana Foods. According to Galvani, the mixes have a quicker cooking time than their competition, offer more interesting, complex and distinctive seasonings and have a superior texture. With the addition of ingredients such as rotisserie chicken and fresh vegetables, the mixes easily move to center of the plate for quick, healthy and delicious one-dish weeknight meals. "We are confident that Success Whole Grain Brown Rice Mixes will be a best seller among whole grain product offerings."

Available in five varieties — Herb Roasted Chicken, Multigrain Pilaf, Portobello Mushroom, Creamy Cheddar & Broccoli and Southwest Chipotle — the suggested retail price for the 4.4-ounce mix is \$1.39. The mixes are conveniently packaged in stand-up foil pouches and may be prepared on top of the stove or in the microwave. When cooked, each serving provides two servings of whole grains, approximately 230 calories, less than 10 milligrams of cholesterol and contains no trans fat or MSG.

"For those committing to eat more whole grains, Success Brown Rice Mixes are a great menu option," said Debbie Jaramillo, test kitchen manager for Riviana Foods. "Besides being an excellent source of whole grains, they're easy, delicious, satisfying and take no advance planning." Similar to regular brown rice, the bran layer is intact, which accounts for its slightly chewy texture and delicious nutty taste.

Just Dip, Sip and Say Ahhhh

Jel Sert Makes it Fun to Drink Milk

At a time when busy, health-conscious moms want to encourage their kids to eat more nutritious foods, Jel Sert has found a way to make drinking milk fun—without adding a lot of excess sugar. The marketer of kids' favorites, such as Fla-Vor-Ice® freezer bars, Wyler's® drinks and Royal® puddings, is introducing the Sipahh® milk flavoring straw as a fun and healthy treat that everyone can enjoy. Sipahh milk flavoring straws will bring flavorful excitement to the milk category.

The Sipahh straw—now available for the first time in the U.S.—is being introduced in four delicious flavors including banana, strawberry, cookies and cream, and chocolate.

"Sipahh straws fill the gaps that consumers have identified with current milk additives and flavored milk products," says Ken Wegner, president, Jel Sert. "Parents like the easy, portion-controlled serving that contains only a half-teaspoon of sugar per straw and encourages their children to drink more milk. Kids like choosing their favorite flavor and turning milk into a genuine fun treat."



TODAY'S
GROCER

Hormel Foods Flexes Muscle with Microwave Meals

Restages Microwave Trays as Hormel® Compleats™

To address the increasing demand for hot, filling and quick meal solutions, Hormel Foods has announced the launch of Hormel® Compleats™, convenient microwaveable meals available in more than 20 tasty, meat-filled varieties to satisfy hunger.

Previously known as Hormel Microwave Trays, Hormel Compleats utilize shelf-stable technology pioneered by Hormel Foods to provide tasty, portable and protein-rich meal solutions for on-the-go adults in the workplace or at home.

The product has tripled in sales in the past three years, making it the fastest-growing product in the company's grocery product division.

"The \$452 million microwave meal segment is increasing at double digit rates. Hormel Compleats fills an underserved, but growing category niche," said Brett Asay, product manager, Hormel Foods. "With the strong Hormel brand name and heritage in quality meats, and as an innovator in shelf-stable technology, we are in a unique position to meet consumer demand for speedy, portable and satisfying meals."

During the hectic work day, consumers often find themselves with little or no time for lunch and crave a quick yet hearty meal they can eat at their desks. In fact, 75 percent of office workers eat at their desk at least two to three times a week. Hormel Compleats cater to consumers looking for "heat-and-eat" meal solutions that are filling, great-tasting and easy to fit into busy lifestyles.

The shelf-stable, microwaveable

trays offer benefits over other microwave, refrigerated or frozen meals in the category including:

- Satiety: substantial and protein-filled so it satisfies hunger;
- Speed: ready to eat in 90 seconds;
- Portability: travels in a purse or briefcase;
- Easy-to-store: can be stored in a desk or work space—no freezing or refrigeration needed; and
- Consistent heating: no cold spots.

Hormel Compleats are complete meals as each features quality chicken, beef, turkey or tuna as well as flavorful vegetables and/or grains, such as pasta, potatoes or rice. Available in 21 varieties, new offerings include Beef Steak Tips, Chicken Breast & Dressing, Swedish Meatballs and Tuna Casserole.

Hormel Compleats are available with a suggested retail price of \$2.39 per 10 oz tray/unit.



Fremont Special Brands Launches Cinnamon Bay Caribbean Line

Fremont Special Brands is launching Cinnamon Bay Gourmet Sauces, Inc., an exclusive line of Caribbean flavored sauces, marinades, dressings and spices. The Fremont Company, founded in 1905 also produces Frank's and SnowFloss sauerkraut brands.

"2007 will be the year of Caribbean food, it's the latest trend that we've been tracking and Cinnamon Bay represents the best of breed product offering in this space," says Chris Smith, VP of marketing for the Fremont Company. "We know that the ease of preparing unique foods with these products will fit perfectly with the consumer's growing demand for convenience and original flavor. These products are going to perform very well in all markets," he adds.

Cinnamon Bay products are named after the famous Cinnamon Bay in St. John, Virgin Islands. The flavors are based on extensive research conducted throughout the Caribbean and are infused with lime, citrus, rosemary, papaya, mango, coconut, tarragon, rum and poppy seed, among others.

The Cinnamon Bay product line was developed with complete ease of use in mind. In many cases a seasoning can be added to chicken or fish with some rice and an authentic Caribbean meal, on par with restaurant quality, is ready in less than thirty minutes.

Cinnamon Bay represents a full line of products, composed of authentic marinades, glazes, dressings and dry spices.

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■ GRAND OPENING OF

Publix at Veranda Shoppes

*New 28K Showplace
Opens in Plantation*

Publix Super Markets continues its growth in the South Florida market with the April 26 opening of Publix at Veranda Shoppes in Plantation, Florida. The new 28,800 sq. ft. entry for Publix Miami Division is located at 550 N. Pine Island Rd. in the recently completed Veranda Shoppes.

Heading the team at the new store is Store Manager Karline Abrahams. Helping her manage a staff of 150 store associates is a key management team which includes: ASST. STORE MGR.-Clarence Thomas, GROCERY MGR.-Derek Burgess, ASST. GROCERY MGR.-Andrew Ramlal, CUSTOMER SERVICE MANAGER-Basil Spencer, ASST. CUSTOMER SERVICE MGR.-Victoria Campola, DELI MGR.-Rodrigo Solano, ASST. DELI MGR.-Judith Davis, BAKERY MGR. Francis Sanza, ASST. BAKERY MGR.-Staphina Jordan, PRODUCE MGR.-George Ellett, ASST. PRODUCE MGR.-Frank Richardson, MEAT DEPT. MGR.-Jim Burley, ASST. MEAT DEPT.-Reginald Johnson, PHARMACY MGR.-Shah Kadir, R.Ph, and ASST. PHARMACY MGR.-Julie-Ann Smith-Ransom.

The new store which is located on N. Pine Island Road just south of Cleary Blvd. is open Monday-Saturday: 7:00 a.m.-11:00 p.m., and on Sunday: 7:00 a.m.-10:00 p.m.



■ PUBLIX AT VERANDA SHOPPES #1040 opened on Thursday, April 26 at 550 North Pine Island Road in Plantation, Florida. The 28,800 sq. ft. store is under the direction of store manager, Karline Abrahams.



■ PUBLIX AT VERANDA SHOPPES Store Manager Karline Abrahams pictured with Grocery Manager Derek Burgess and Grocery RIS Joe Coniglio.



■ BOAR'S HEAD Distributor, Mike Flora, Showcase, Coral Springs, FL (right) pictured with Publix Northern Regional Director, Chuck White. White was 'subbing' on opening day for Publix Central Regional Director, Richard Rhoads who was out of town.



■ Karline Abrahams pictured with Produce RIS Carol O'Neill, and Produce Manager George Ellett.



■ DELI MANAGER Rodrigo Solano pictured with Karline Abrahams.



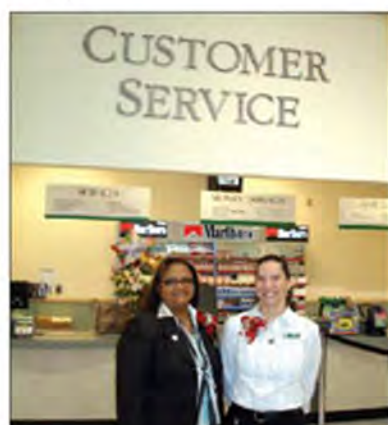
■ Bakery RIS Darin McGrath, Store Manager Karline Abrahams, and Bakery Department Manager Francis Sanza.



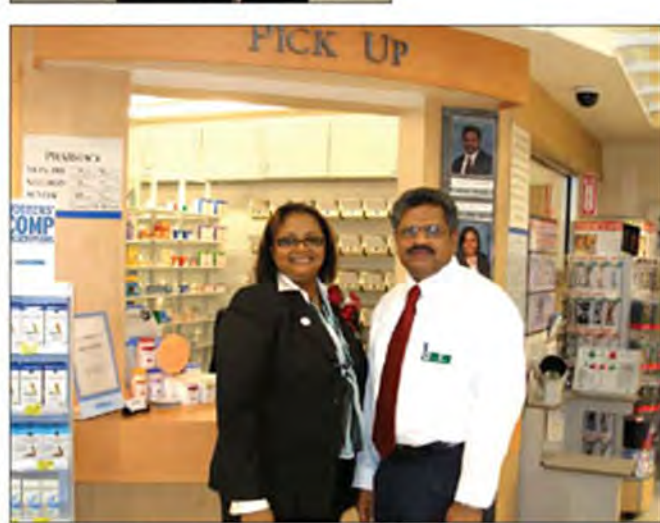
■ Karline with Meat Department Manager Jim Burley.



■ Karline Abrahams pictured with District 7 Manager, Jack Hardy.



■ Karline at the Customer Service Counter with Asst. Customer Service Manager Victoria Campola.



■ Karline in front of the Pharmacy Department with Manager Shah Kadir, R.Ph.

■ Getting to Know

KARLINE ABRAHAMS

Store Manager, Publix #1040

Originally from Kingston, Jamaica, Karline graduated from Excelsior High School. She joined Publix shortly after arriving in the States, and over the past 24 years has acquired a wide range of experience with the company including positions as cashier, stock clerk, produce clerk, back office, and receiving clerk. A former assistant manager at store #290 (Cooper City), she was named manager of store #101 on Davie Blvd. in Ft. Lauderdale in 2006. Following the recent closing of store #101 for replacement with a brand new facility, she was named to head the new Plantation location. Karline has two grown children – son Robert Fender, who is a produce clerk at store #267, and daughter Suzanne Marcellus. She is proud grandmother to Suzanne's children, Khaleel, age 10 and Ananiah, age 2. When away from the demands of the workplace, she loves to travel... loves to cook, and spend quality time with her family and her mom.

Chicago Chef's Efforts To Help School Kids Eat Better Transfers Into The Home

Greg Christian Organics' Pizza First Product In New Organic Line

Chicago's Conscious Caterer™ Greg Christian has emerged as one of Chicago's most influential and respected advocates for changing how our kids eat. His work to transform public school cafeterias into powerhouses of nutrition has inspired him to develop a line of frozen organic meals, Greg Christian Organics for families.

Concerned with the growing epidemic of childhood obesity and other health issues, Christian founded Organic School Project, a pilot program in the Chicago Public Schools that works with parents, school employees, professors and doctors to help instill healthy habits. The program inspired the development and release of his new organic frozen food line, Greg Christian Organics.



■ CHICAGO STYLE PROFITS – Caterer Gregg Christians's new pizza has a suggested retail price of \$6.49 for the cheese or mushroom and onion options and \$7.99 for sausage

Christian decided to try and bring some of the concepts taught in Organic School Project to the family dinner table with Greg Christian Organics line of organic frozen food.

"When families increase the consumption of vegetables, whole grains and fruits, we rarely see an obese child. It is literally impossible to become obese when consuming a

diet that predominates in healthful, natural food," says Christian. With his new line of frozen organic foods, Christian hopes to make it easier for parents and their children to make small dietary changes that can lead to a better diet. Greg Christian Organic pizza, the first product in his line of family food, is a tasty treat that is organic and portioned for kids.

Greg Christian Organics pizzas are made with all organic ingredients from the crust to the sauce to the toppings, which help give the pizzas their fresh, delicious taste.

The 7" x 9" thin crust organic pizzas are available in cheese, mushroom and onion, and hormone free sausage. With Greg Christian Organics certified organic manufacturing plant based in Chicago, the fresh/frozen pizzas are available for regional and national distribution.

As the pizza launch takes off, Christian has plans to unveil several other organic lines.

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Lucini Italia Revolunizes The Olive Oil Market

Debuts 100% Organic Limited Reserve Premium Extra Virgin Olive Oil

Lucini Italia, a leading producer of authentic handcrafted Italian specialty foods, paired with an endorsement by America's pioneer and leader in integrative medicine Andrew Weil, M.D. brings the first *Reserve Premium Select™ Extra Virgin Olive Oil 100% Organic Limited* to the market, available now at Whole Foods. This revolutionary product is not only a celebration of sustainable organic farming but a gourmet and health-conscious product for those looking to experience the highest quality, authenticity and freshness.

Lucini Italia places a special emphasis on artisanal oils from producers who take pride in creating outstanding product. They are committed to creating authentic, specialty foods that are based on high quality fresh ingredients from Italy. From super premium, award winning extra virgin olive oils and aged vinegars, to gourmet sauces and artisanal soups, Lucini Italia creates 100% natural products, handmade in small batches for an exceptional taste experience. With a steadfast dedication to honoring regional Italian culinary traditions, Lucini Italia inspires both the home and professional chef.

Dr. Weil has been an outspoken advocate of organic foods, particularly extra virgin olive oil in his writings and teachings. The Lucini team is very excited to have Dr. Weil's endorsement for the new organic extra virgin olive oil, making this one of Dr. Weil's first forays in the organic food marketplace.

"I have long been a proponent of the health benefits of organic foods," says Dr. Weil. "This exceptional extra virgin olive oil exceeds my expectations for both taste and healthful qualities." Andrew Weil, M.D., donates all of his after-tax profits from royalties for sales of Lucini Limited Reserve Premium Select™ Extra Virgin Olive Oil 100% Organic directly to the Weil Foundation, a not-for-profit organization dedicated to supporting integrative medicine through training, education, and research.



■ Crispy Green's

Crispy Fruit Snacks Cater to the Latest Food Trend

Crispy Green Inc., the maker of Crispy Green® Crispy Fruit premium, freeze-dried fruit snacks, announced that Crispy Fruit are an excellent snack food choice for health-conscious individuals. According to Weight Watchers.com, Crispy Fruit is part of a new, top-10 food trend where fruit has a starring role as a snack food.

Crispy Fruit snacks contain 100% high-quality, freeze-dried fruit with no additives, preservatives, fat or cholesterol and each single-serving of Crispy Fruit is 40 calories or less. Crispy Fruit is available in a single-serving size and the handy 'Grab & Go' 6-PACK (six single-servings in one convenient package) in four flavors: Crispy Apples, Crispy Apricots, Crispy Peaches and their

newest, Crispy Pineapples.

Delicious, Fun & Healthy Anytime

According to USA Today, with obesity concerns as a key driver, dehydrated fruits and vegetables are now popping up in places few chip-loving kids would expect. Crispy Fruit is easy to carry in the lunchbox, backpack, purse or briefcase and is the ideal snack choice for 'on-the-go' health-conscious consumers who seek a healthy alternative to traditional snack foods.

The word "snack" often conjures up thoughts of unhealthy foods, but Crispy Fruit is redefining that concept. These light, crisp, tasty, all-

natural fruit slices are packed with intense, flavorful fresh fruit taste and one serving of Crispy Fruit equals approximately one serving of fruit. According to TimeOut Chicago, Crispy Green freeze-dried fruits are "making it easier to get your fruit quota for the day."

"We are delighted to offer the marketplace healthy snacks and be part of the newest food trend to help consumers make healthier eating choices," says Angela Liu, President and Founder of Crispy Green. "Our low-calorie snacks have been a hit with customers and we pledge to continue meeting the needs of those consumers who chose a lifestyle of living well."



■ Heart-Healthy

Genisoy Introduces New Baked Soy Tortillas Chips

Genisoy has introduced a brand new line of heart-healthy baked soy Tortilla Chips available in both Nacho Cheese and Lightly Salted flavors.

Offering the same blend of great taste and great nutrition, which has made Genisoy such a popular brand, the new Tortilla Chips deliver seven grams of soy protein and are: heart-healthy, baked, not fried, cholesterol free, trans-fat free, all-natural and contain only 110 calories per serving.

Genisoy's new Tortilla Chips are offered at a SRP of \$3.49 per bag.



Farmer's Market Foods Launches Easy-to-Prepare Organic Butternut Squash



Butternut squash is enjoying a great surge in popularity – for a lot of reasons – like its rich flavor. But its limited seasonal availability and its reputation as a "tough nut to crack" when it comes to at-home preparation causes many of us to resist the temptation.

Now, thanks to Farmer's Market Foods, consumers can enjoy butternut squash without the hassle of preparing it, which oftentimes results in the loss of flavor and valuable nutrients.

Farmer's Market Foods is launching Farmer's Market Organic Butternut

Squash, a delicious ready-to-use butternut puree perfect for soups, sauces and a variety of other dishes – the first ever introduced to the marketplace.

"We're incredibly excited to be launching our Butternut Squash at All Things Organic," says Tracy Miedema, national sales and marketing manager for Farmer's Market Foods. "Our certified Organic Butternut Squash is a simple-to-use, smooth and luxurious puree abundant in all the wonderful flavor and the extraordinary nutrients butternut squash has to offer," she adds.

According to Miedema, butternut squash has gone mainstream. "We're seeing more and more recipes asking for butternut squash, and we're finding it on menus as the 'house' soup at a growing number of family restaurants."

Farmer's Market Organic Butternut Squash contains no fat, calories, trans fats or cholesterol, and is an excellent source of fiber and disease-fighting antioxidants like folate, vitamin C, potassium and beta-carotene. It contains only 12 grams of carbohydrates and 5 mg of sodium.

Farmer's Market Organic Butternut Squash retails for about \$2.29 a can.



Barbara's Bakery Debuts New Cookies and Packaging

Natural and organic foods leader Barbara's Bakery is debuting its new 100 Calorie Organic Mini Cookies; a new crispy cinnamon Snickerdoodle flavor just added to the company's much-loved Snackimals™ line; and a new convenient packaging option for the Snackimals™ family – a 6 pack tray of 1 oz single serving bags.

These new conveniently packaged snacks are calorie-conscious, convenient, and free of artificial flavors, colors, preservatives, cholesterol, hydrogenated oils and

trans fats.

Joining the line of time-tested family favorites, the new Snickerdoodle Snackimals cookies are dairy-free, made with organic grains, kosher and only 120 calories per serving. They are also free of artificial flavors, colors, preservatives, cholesterol, hydrogenated oils or trans fats.

Snackimals now also come available in a 6 pack tray of 1 oz single serving bags, which will be sampled at ATO. SRP for the new convenience trays is \$4.19 - \$4.69.



■ It's time to enroll and begin making your plans for AG of Florida's 2008 Retailer Incentive Trip Program to Buenos Aires, Argentina. The 7-day, 5-night trip will take place April 26-May 3, 2008.

AG of Florida Announces 2008 Retailer Incentive Trip Program

Participants to Visit Exciting Buenos Aires

Associated Grocers of Florida retailers are in store for an exciting trip next year as they go "Down Argentine Way" to beautiful Buenos Aires. The Florida-based, member-owned co-op has announced an exciting 7-day, 5 nights trip to Buenos Aires to run April 26-May 3, 2008, according to Senior V.P. of Procurement, International Business Development & Incentive Travel Organizer, John D. Weal.

"We will be revealing full details of what I believe to be one of our most exciting trips ever, to those joining us on our 2007 Trip Program, our Western Caribbean Cruise, June 24-July 1," Weal recently told TODAY'S GROCER.

Next year's trip will be to beautiful Buenos Aires, the capital of Argentina, and the most cosmopolitan city in South America. Home to over 14 million residents, it enjoys the nickname of "Paris of the Americas."

AG of Florida retailers, vendors/suppliers, friends and family members on the trip will be able to visit a charming city that exhibits a strong influence of the most important European cities. Beautiful walks, avenues and parks, monumental buildings, sidewalk cafés, museums and churches — each with a personality of its own, give the city and undeniable cosmopolitan air.

For fans of music, history, good food — and those who just love to shop — this will be the perfect trip. You'll have a chance to visit the Eva Peron museum and burial site, take private tango lessons at a popular tango palace and visit a local 'estancia' and enjoy great barbecue and local entertainment. Most meals are included in the trip's price, which will feature group dining and one dine around night. At the conclusion of the scheduled trip, participants will have the option to extend their



trip with an extension to Iguazu Falls — larger than Vistoria Falls and Niagara Falls!

During the trip, participants will be staying right in the center of all the action in a luxurious hotel located in 'La Recoleta' — the city's most fashionable district.

Cost for the full 7-day, 5-night basic program which includes airfare, hotel accommodations, and most meals and scheduled events, will be \$4,599 per person, double occupancy. But, paying for the trip isn't what these trips are all about. Retailers have the opportunity, by supporting the Retailer Incentive Trip Program, to earn all or part of their trip for FREE!

A valid passport is required and this trip is open only to AG of Florida members, suppliers, and families. To enroll in the program or for additional information, contact John Weal at 954-876-3005, or your AG of Florida retail counselor.



MIDA To Present Its Annual Convention

With the theme "MIDA, the key for the business development", The Food Marketing, Industry and Distribution Chamber (MIDA, by its Spanish acronym) holds its Annual Convention on July 4-8, 2007 at El Conquistador Golf Resort & Casino in Fajardo, Puerto Rico.



MIDA's Convention is the largest and most prestigious

food industry event in Puerto Rico. This year over 5,000 people will attend and almost than 190 exhibitors will present the latest on food, beverage and consumer products.

"The last Convention was very successful and we will do our best to overcome last year accomplishment. Conferences and social activities will take place at the New Ballroom in El Conquistador Golf Resort & Casino. Meanwhile, the Caribbean Ballroom will be used to provide the comprehensive area to our exhibitors. MIDA's Convention 2007 will be held in a biggest and redesign space", says MIDA's President, Manuel González Azcuy.

The Convention includes the presentation of "Radiografía del Consumidor" (Consumer Radiography), the most complete research about the Puertorrican consumers shopping habits; the Annual Meeting, where MIDA's members establish the work plan for the next year; and MIDA's Second Annual Golf Classic Tournament for the benefit of La Esperanza School from Puerto Nuevo, Puerto Rico.

"MIDA's Convention offers a variety of activities for all whom attend. Such as previous years, the exhibitors will participate in MIDAespeciales (MIDA sales); a business event that produce over \$100 million in sales. To demonstrate our commitment to our members health, this year we will present our First Health Fair. Also the Comité Mujer MIDA... en acción (MIDA Women... in action Committee) will have special program, and children will enjoy events tailor made", adds González Azcuy.

The night activities include the bohemia of Dagmar, Lunna, Chuco Avellanet, Cuco Peña and Raphy Escudero; and the presentation of Gilbertito Santa Rosa; El Reencuentro; Lisette Álvarez; Manny Manuel, and Eddie Fuentes with his Mariachis.

MIDA is a business organization that represents the food industry of Puerto Rico. The company's members distribute 90 percent of the Island food and other related products. MIDA's members are retailers, wholesalers, distributors, manufacturers, representatives of the agriculture industry, and service companies.

Minimum Wage Hike Approved

Continued from PAGE 1

The tactic of attaching it to a must-pass bill deflected attention from an issue Democrats hammered at effectively during last year's election. But it ensured that the wage increase and \$4.8 billion in corresponding business tax breaks would take effect despite objections from the White House and other Republicans who wanted a larger package of business incentives.

"Despite our dislike for this package of tax breaks," President Bush plans to sign the bill, said White House spokesman Tony Fratto. "The Democrats put this tax package together, and it's not sufficiently focused on the economic concerns of small businesses who will be most negatively affected by the minimum-wage hike."

Over the past decade, inflation has depleted the value of the minimum wage to its lowest level in more than 50 years. Thirty states and the District have set higher minimum wages, including six where voters in November approved increases at the ballot box.

According to the Bureau of Labor Statistics, about 1.7 million workers,

or 2 percent of the hourly workforce, were earning \$5.15 an hour or less last year. About half were under age 25, and nearly three-quarters were employed in food preparation or other service jobs.

Democrats contend the measures will lift the incomes of about 13 million workers — 5.6 million who earn less than \$7.25 an hour and 7.4 million people who earn slightly more but are likely to see their wages increase.

Workers would get their first raise, to \$5.85 an hour, 60 days after the measure is signed by Bush. A year later, the minimum wage would rise to \$6.55 an hour, and it would hit \$7.25 a year after that.

Republican leaders, backed by small-business lobbyists and restaurant groups, argued that raising the minimum wage would cripple the economy unless accompanied by significant tax cuts for small businesses. A recent PNC Economic Outlook survey, conducted for PNC Bank of Pittsburgh, found that while most small and mid-size businesses would not be affected, one-third of retail and wholesale

business owners said the wage hike would force them to raise prices, limit hiring, cut staff or reduce health-care benefits.

Those concerns delayed passage of the wage hike for months, as Republicans and conservative Democrats in the Senate battled Democrats in the House, who at first insisted that affected businesses get nothing. In March, Democrats tacked the wage issue onto the Iraq spending bill in hopes of breaking the logjam.

The two chambers finally struck a compromise in April that includes tax breaks worth \$4.8 billion over 10 years, more than the House wanted but much less than the Senate had sought. More than half that amount — nearly \$2.6 billion — would pay for an extension and expansion of a tax-credit program for employers who hire former welfare recipients, at-risk youths and other targeted groups.

The measure includes specific breaks for restaurants, the industry expected to be hit hardest by the wage increase.

To pay for those provisions, the legislation would raise about \$4.4 billion in new revenue over 10 years, main-

ly through stepped-up enforcement and collection of overdue income taxes. The measure also would close a loophole that permits wealthy taxpayers to shelter income by shifting it to their children.

U.S. Organic Sales Show Substantial Growth

Continued from PAGE 1

organic product sales to be a shining star in the marketplace, and we expect strong growth in 2007 as well. Both farmers and consumers will have more choices as organic grows," said Caren Wilcox, OTA's Executive Director. Organic products are grown without the use of toxic and persistent pesticides and fertilizers, and must meet USDA regulations to use the organic label.

New Store Completed in Only 10 Months

Publix Returns to Miami Lakes

54K Replacement Store Continues Tradition of 34 Years Service to Community

Publix Super Markets, Inc. returned to Miami Lakes, FL – a city it had served for over 34 years – on Saturday, March 31 on the exact site of its original store, which had closed 10 months earlier. The 54.3 prototype store is located at 15000 Miami Lakes Drive East.

New store #01129 replaces the original Publix #169 which opened on July 18, 1972. Over the years, area residents had come to both love and depend upon the store, one of the few supermarkets in their city. With the passing of time, however, it became difficult for the old store to keep up with the area's dramatic growth and the expectations of today's modern shoppers.

"We tried every plan we knew of to expand, modernize and rebuild the store – while leaving it open," Publix Miami Division Vice President-Retail Operations Bill Fauerbach told TODAY'S GROCER. "But, it became evident that the only way we could properly do this was to close the store and demolish it to make way for all new construction." Fortunately, the company in recent years has gained experience in similar situations and has learned how to 'fast-track' construction of new stores when needed. The Publix Construction Department worked closely with contractor, The Moss Company of Ft. Lauderdale, C. Davis Electric, and others to open the store in near record time. "Our goal was to open the store before Easter – and we have," Fauerbach continued. Things went even better than planned and when the store first opened prior to 7:00 a.m. on Saturday morning, the debut was approximately 7 weeks earlier than scheduled.

At over 54,000 sq. ft., the new store offers the needed space for many expanded facilities expect-

ed by today's shoppers. Much of the additional room is being devoted to expanded perishables, prepared foods, and expansion of the Publix GreenWise® natural and organics foods program, Publix® Apron's® Simple Meals Program, expanded wine department, greeting & fragrances, and a new perfume and accessories department.

Many of the associates, shoppers remember from their old Publix, have returned to the new store. Heading the list of those returning is Tim Redding, manager of #169, who has returned to lead the staff of over 240 associates at new #01129. Joining him are members of his key management team, including: ASST. STORE MGR.-Loren Harper, GROCERY MGR.-Eiber Ortega, ASST. GROCERY MGR.-Michael Perdomo, CUSTOMER SVCE. MGR.-Alex Paredes, ASST. CUSTOMER SVCE. MGR.-Steven Davis, BAKERY MGR.-Frank Wilson, PRODUCE MGR.-Ray Neice, ASST. PRODUCE MGR.-Alex Santiago, DELI MGR.-Lionor Musa-Pena, ASST. DELI MGR.-Carlos Alvarez, MEAT MGR.-Luis Valadares, and ASST. MEAT DEPT. MGR.-Adrian Roque.

The new store is open Monday-Saturday from 7:00 a.m. to 11:00 p.m., and on Sunday from 7:00 a.m. to 10:00 p.m.



FAMILY PORTRAIT - Tim and Cheryl Redding pictured on opening day with members of their family – brother Todd (rear next to Tim), sister-in-law, Frankie, nephew Tanner (left front), son, Tyler, daughter Caitlyn (pictured to the right of her parents), grandmother Vinnie Peters and Tim's parents, Phyllis and John.



Getting to Know -



TIM REDDING along with his wife, Cheryl accepts the key to his new store from Publix Miami Division Vice President-Retail Operations, Bill Fauerbach (left).

TIM REDDING

Store Manager Publix #01129

During the opening of his beautiful new store, Timothy (Tim) Redding, store manager of new #01129 in Miami Lakes, Florida, proudly accepted the Outstanding Community Service Appreciation Award from Angela Garrison, president of the Miami Lakes Civics Association. Redding is much beloved in the northwest Miami-Dade community, and much petitioning was done of Publix Miami Division V.P.-Retail Operations, Bill Fauerbach, encouraging the return of Redding to head the new store. "There was never any other choice in our mind," Fauerbach relieved the anticipation of those attending the new store's grand opening. Tim Redding is a native of Miami and first joined Publix while attending Miami's Southridge High School. He studied business administration at the University of Florida and continued his food retailing career while meeting and marrying his wife of 28 years, Cheryl. Today they are the proud parents of Caitlyn and Tyler. The Redding family resides in Pembroke Pines where he is an avid sports fan and enjoys spending his time away from work with his family.



OPENING DAY SMILES - Tim Redding greets the first customer to his new store, Samantha Garrison.



Store #01129
Manager, Tim Redding and Miami Division Vice President Retail Operations, Bill Fauerbach are joined on opening day by (left to right): Rob Carignan, C. Davis Electric; Scott Smith, Tim Morgan and Daniel Rivero, Publix Construction Department, and Joel Kaplan, The Moss Co. (general contractor).



Tim Redding (right) pictured on opening day with Publix Miami Division Merchandising Director, Gary Correll and Publix Southern Region Director, Mike Meredith.

GUEST EDITORIAL

Maintaining the Competitive Edge

Strategies for Success for Independent Grocers

By: JOHN L. ANDERSON

This is a great time to be in the retail grocery business – if you like competition. With Wal-Mart and Publix trying their best to corner ALL the grocery business, you might think the days of the independent grocer are numbered. And for a few, their days are numbered. These retailers are still running their business as their fathers ran the business a generation or two generations ago. Competition is going to overwhelm these stores. But when you look deeper, you can see that in 2007 we have many well-run, financially strong independent grocers that are growing their businesses year by year.

The question is: What are the successful independents doing that differentiate them from those who have failed? From my experience working with independent retailers the past sixteen years, here are a few strategies I recommend:

BUILD A MANAGEMENT TEAM. Pay the dollars necessary to hire quality managers to run your departments and mold this team into an effective unit. Independent retailers



make two classic mistakes: they try to control every decision, and they try to pay as little as they can for department managers. Successful retailers learn to delegate decisions and they learn to surround themselves with highly competent managers, who are in turn well paid.

UNDERSTAND YOUR NICHE. Who is your customer, and are you catering to that customer's needs? Most independents have a limited "reach." It is essential that you know who lives within your reach, and that you offer products and services tailored to these people.

STAY CURRENT WITH TECHNOLOGY.

Invest in up-to-date front-end and back office computer systems and get professional help if you need it. Selecting the right technology can save you significant labor costs and give your customers a better shopping experience. Don't be tempted with the lowest bid; focus on the long-term value that the technology will bring to your business.

PUT PROFITS BACK INTO YOUR BUSINESS EVERY YEAR.

You simply do not know when the next hurricane is going to crimp your business; what you do know is that your insurance proceeds will only reimburse you partially for losses. In addition, store remodels are very expensive, but if you let your stores become tired and worn while Publix is remodeling every seven years, you are asking for trouble. The solution to these demands is to build the net worth of your business consistently, year after year.

DEVELOP FINANCIAL OPERATING PLANS EVERY YEAR.

Get quality and timely financial reports every period throughout the year, and share this financial information with your management team. Your financial plan should show detailed margin and payroll planning by department, should include a detailed General and Administrative Expense

plan, and should include a cash flow projection that considers debt reduction, capital investment, tax issues, and other factors that impact cash flow.

IF YOU GET IN TROUBLE, ASK FOR HELP SOONER, NOT LATER.

Most businesses have cash flow problems from time to time; it is not something to be embarrassed about. Do not solve this problem by borrowing more money from the bank and hoping things will turn around. They probably will not. Get help from your accountant, your wholesaler, your banker, another retailer you trust, or a grocery consultant. There are people out there who can and will help you.

Independent grocers employing these strategies are growing their businesses, and so can you. If you want better results, begin with a mind-set that change is OK, be brutally honest with yourself about your store's strengths and weaknesses, and tackle your problems one by one. Stay the course over time and you will see the results.

JOHN ANDERSON is a financial and operations consultant to senior management of many companies, with a particular emphasis on the grocery industry since 1991. You can reach him at john@jandersonco.com, www.jandersonco.com, or by phone at 954 385-8632.

Study Casts Doubt on Sugar as Ethanol Fuel Source

A white paper released recently by the Sweetener Users Association (SUA) says using sugar to make ethanol fuel would be too expensive to be practical.

Using Department of Agriculture data, the study conducted by the consulting firm Promar International shows that because the price of domestic sugar is twice the world market price, using sugar to make ethanol would cost between \$3.48 and \$3.97 a gallon, more than twice the current cost of using corn.

"No matter how attractive it may seem at first glance as a way to deal with what is expected to be a flood of imported sugar on the American market in coming years, taxpayers shouldn't be asked to pay for impractical schemes that don't make economic sense," said Tom Earley, an economist with Promar who contributed to the study. According to the study, covering the cost of using surplus sugar as a feedstock for ethanol production would require an additional subsidy of at least a dollar a gallon.

"It has been suggested by some members of Congress that one way to support domestic sugar prices when import restrictions are relaxed would be to divert domestic sugar to ethanol production. But this analysis shows clearly why that would not be a practical or economical alternative," said Earley.

The study goes on to examine a number of practical obstacles to using sugar for ethanol production, including the difficulty of predicting how much surplus sugar might be available on the market from year to year and the high cost of building and operating ethanol plants that would only be needed to produce occasionally.

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South Florida High School Students Receive Riviana Scholarships

Six Graduating Seniors Honored at Annual Banquet Reception

Six of South Florida's brightest graduating high school seniors are the recipients of \$2,000 scholarships awarded by Riviana Foods, Inc., producer of Mahatma® and Success® rice brands. This year's check presentation event took place Thursday, May 17, at Lario's Restaurant on Miami Beach.

This is the 16th year for the program in South Florida which is jointly sponsored by Riviana Foods and Univision Radio. The program was begun 18 years ago in the New York market and expanded two years later reflecting Miami's ranking as the number 2 Riviana market in the nation, according to Riviana Senior Product Manager, Alfredo Gomez, who hosted the Miami Beach dinner event. New York and Miami are among Riviana's top markets along with Chicago and Southern California.

Over 700 high school seniors from across Broward, Miami-Dade, and Monroe Counties competed in an essay contest writing on the subject "How Are You Going to Overcome the Obstacles of College - Other Than Financial?" From the original entries, the six lucky recipients chosen for the 2007 graduating year include: Charlie Divivero-Miami Coral Park High School, Taylor Richardson-Msgr. Edward Pace High School, Fatima Zimichi-South Broward High School, Catalina Moreno-Hollywood Hills High School, Ashtin Rodriguez-St. Brendan High School, and Prerara Bharadway, who was unable to attend due to a previously scheduled school event.

Speaking to a dinner audience composed of the young scholarship recipients, their families, Riviana and Univision management personnel, Riviana broker sales representatives, and members of the South Florida retail trade, Gomez told his audience, "You build our business, and that's why we want to give back to the community."

Gomez thanked the students' parents and grandparents, telling them,



■ 2007 RIVIANA SCHOLARSHIP RECIPIENTS - Taylor Richardson, Ashtin Rodriguez, Charlie Divivero, Fatima Zimichi, and Catalina Moreno with the Mahatma Genie. Absent: Prerara Bharadway.



■ Bertha Martinez and Alfredo Gomez with 2007 scholarship recipient, Charlie Divivero and his parents, Maria and Jose.



■ Ashtin Rodriguez with her father, Joe Rodriguez, brother, Kyle and mother, Silvia Macado.

"You raised them (students) to be great, young citizens."

Riviana Foods' strategic partner in the annual scholarship contest in South Florida is Univision Radio and its popular stations - WQBA 1140AM, WAQI Radio Mambi 710AM, Amor 107.5FM, and La Kalle 98.3FM. Each year, during the contest entry period, the event is heavily promoted to radio station listeners.

Each of the students has plans to put their scholarship money to good use. Charlie Divivero plans to study



■ Scholarship recipient, Catalina Moreno, pictured with Alfredo Gomez and her father, Afranio.



■ Riviana broker representative, Allen Einhorn, Crossmark (Tampa); Univision Radio National Sales Manager, Bertha Martinez, and Ramiro Maseda, Univision Radio; Riviana Foods Senior Product Manager, Alfredo J. Gomez, and Riviana Foods Southeast Zone Manager, Rick Bullock.



■ Linda Echelberger, Director of Procurement, and buyers Howard Elkin and Kelly Warren, Associated Grocers of Florida.



■ Heidi Lagos with Carlos Soto, from Winn-Dixie Stores, Inc.



■ Scholarship recipient, Fatima Zimichi with her father, Oswaldo Zimichi and mother, Ines Marin.



■ Bertha Martinez, Rick Bullock, the Mahatma Genie, and Alfredo Gomez with 2007 scholarship recipient, Taylor Richardson (center, holding check).

aerospace science this fall at M.I.T. Ashtin Rodriguez will study interior design at F.I.U. Fatima Zimichi, a Silver Knight nominee, will use her monies to further her journalism studies. Taylor Richardson has plans to become a plastic surgeon while Catalina Moreno from Colombia who has her eyes clearly fixed on the future thanked her family for all their support.

If you're interested in learning more about the 2008 Riviana Scholarship Program, contact Alfredo Gomez at Riviana Foods, Inc., P.O. Box 2636, Houston, TX 77252-2636.



■ This year's Riviana Foods/Univision Radio dinner honoring outstanding graduating high school seniors was held at popular Lario's on Ocean Drive.

Howard R. Miller Communications and Pan American Food Brokers Announce Alliance

Howard R. Miller, president of Miami-based Howard R. Miller Communications (HRMC), a full-service communications agency, has announced a new strategic marketing relationship with Pan American Food Brokers.

Pan American Food Brokers is a full-service broker to the North American East Coast and other select national markets. Their services include headquarter calls, retail coverage, marketing analysis, product development, new item introductions, and consulting services. With offices located throughout the Southeast with corporate headquarters in Miami, Pan American has become one of the most prominent independent food brokers in this region. They are striving to be the best, not the biggest and to give their manufactur-

ers the market attention they deserve. Pan American Foods offers customized and innovative services to their customers.

Pan American's award-winning team of experienced category specialists and territory managers achieve results by surpassing manufacturers' expectations, researching the competition, seizing opportunities and executing programs that drive volume. Their focus is the retail supermarket chains, wholesalers, distributors, and independent retailers located in their area of coverage.

"We are a service and sales driven organization giving our manufacturers the personal attention and extensive market representation they deserve. Now with HRMC's involvement, we will be able to offer our clients fully integrated market-

ing services as well," says Pan American president Manny Garcia.

Howard R. Miller Communications is a full-service, award-winning bilingual agency providing marketing, public relations, advertising, promotions, branding, and website design services for their clients. The agency has a background in non-profit, real estate, corporate, film, and entertainment industries; as well significant experience in the food and wine & spirits business. With its broad capabilities, the agency functions comfortably and successfully in any business or organizational environment, and continues to build an extensive and diverse base of local, regional, national and international corporate, non-profit and media relationships for their clients.

Howard R. Miller Communications will provide strategic integrated marketing solutions for Pan American Foods, with a specialized program for the Hispanic market. "This is a winning corporate collaboration, with our diverse Hispanic marketing experience coupled with Pan American's vast product expertise," remarks Miller. "It is the perfect combination necessary to plan award winning competitive strategies that will take their national clients sales to the highest potential."

The dramatic growth of Pan American Food Brokers has recently required relocation of the company to new and expanded facilities. The company's new address and contact information is: 10683 N. Kendall Dr., Miami, FL 33176, Tel: 305-273-9442 - Fax: 305-273-9449.

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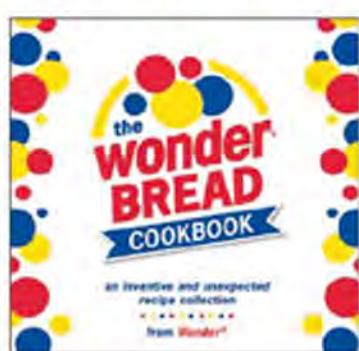
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The Book Shelf

TODAY'S GROCER

TheWonder® Bread Cookbook

Serves Up a Soft Slice of Life



From soufflés and snacks to cobblers and casseroles, *The Wonder Bread Cookbook* serves up an inventive, unexpected collection of nearly 50 savory and sweet recipes from America's kitchens and the Wonder archives. This nostalgic nod to the country's favorite brand of white bread has something for everyone: gourmet fare, vintage nibbles, even the lunchroom classic "bread ball."

As part of its 85th anniversary celebration, Wonder put out a nationwide call for recipes, asking people to share their ideas for making more than simply sandwiches with America's favorite brand of white bread. Fans responded with an outpouring of recipes featuring the famously soft loaf and also shared their personal Wonder memories and

stories, which accompany the recipes featured in the book. It seems just about everyone has a Wonder tale to tell.

"For more than 85 years, Wonder bread has been an American household staple, long reigning as the most popular brand of white bread in the country," says Stan Osman, vice president of bread marketing at Interstate Bakeries Corp., the baker of Wonder bread. "From a fixture on the Howdy Doodie Show, to 'helping build strong bodies,' to leading the way in focusing on health and nutrition, decade after decade, Wonder has become indelibly baked into our popular culture and stayed on top, even in the face of food fads of every sort. This creative cookbook celebrates an iconic brand and pays tribute to the millions of Wonder bread fans who continue to contribute to its wonderfully enduring appeal."

With vintage recipes cooked up for the Wonder bakery at the 1934 Chicago World's Fair as well as photos and colorful images from the Wonder archives, *The Wonder Bread Cookbook* proves that nothing beats mushable, squishable, toastable, simply unforgettable Wonder bread. Any way you slice it, America just wouldn't be the same without Wonder bread.

■ **Lorna Sass**

SmartBran™ Attracts Attention of Noted Cookbook Author

Award-winning author and "Grain Goddess" Lorna Sass demonstrates how Nature's Path Organic Foods' new SmartBran™ cereal can have a delicious life beyond the breakfast table.

Nature's Path invited Lorna Sass, author of the New York Times®-notable cookbook *Whole Grains Every Day, Every Way*, to develop "quick, easy and delicious" recipes using SmartBran™. Sass, who recently earned the prestigious James Beard Award in the healthy focus category, said she was honored to have the opportunity to create recipes for Nature's Path Foods.

"Whole foods require minimal processing and benefit us and our planet in many ways," Sass noted. "SmartBran turned out to be an amazingly versatile ingredient. It was

fun to transform the crunchy cereal nuggets into irresistible fudge cupcakes, fruity bran muffins, nutty pie crust, garlicky salad croutons, and even a cinnamon-scented topping for a homey sweet potato casserole."



Video & Music

TODAY'S GROCER



John White Country Pianist Releases New CD

John White, who plays a concert grand piano with an unusual drop-step style, has released a new album, *Sunny Side*. The project is a country collection of twelve unique presentations, including two bluegrass-style numbers, reflecting old-school renditions. The unusual blend of John's piano style with superb support instrumentation yields a refreshing musical CD. From the old standard, "Mountain Dew", with banjo and fiddle bridges to the smooth steel guitar accents in, "I Love You Because", this recording represents the full spectrum of old-time country sound.

Other selections include, "Bye Bye Love" and "Lonesome Me", with saxophone solo parts, "Oh! Susanna", "Waterloo" and "You Win Again". A total of ten talented musicians join White in the production of *Sunny Side*.

Born in central Virginia, White has played piano since he was nine years old. A longtime admirer of Floyd Cramer, he has developed a real taste for piano-centered instrumental music. He produced his first three cassettes in 1995. Today, a total of fifteen CD projects are available.

All CDs have been produced at MRC and Alive Recording Studios in full digital sound. An 1899 Steinway Grand and a concert Baldwin Grand piano were used to produce the clean, crisp resonance.

This latest recording, *Sunny Side*, is available through his web site at www.johnwhite-music.com.

All Aboard With Thomas & Friends™

Take a magical trip to the Island of Sodor with *Thomas & Friends* in two all-new DVD releases, including *A Big Day for Thomas* and *Trust Thomas*. These *Thomas & Friends* adventures are narrated by George Carlin, and take children on journeys filled with exciting adventures alongside their favorite steam engine. Available on DVD now, these titles have a suggested retail price of \$12.98 and \$14.98 (with on pack train).

Thomas & Friends: A Big Day for Thomas Synopsis:

Who's that pulling into the station? It's Thomas the Tank Engine! Travel with Thomas when he gets to pull his very own train for the first time — with unexpected results. Find out what really "shocks" Percy and hold your breath when some snow jams one of the Island's signals and leads Henry to disaster.

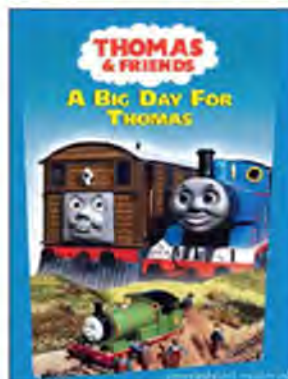
It's a big day, so get ready to join Thomas, James, Toby, and the rest of their engine friends for non-stop fun. All Aboard!

A Big Day for Thomas, a forty minute feature, has an on-pack Salty train.

Thomas & Friends: Trust Thomas Synopsis:

Take a journey to the magical Island of Sodor, where fun and adventure lies around every bend. Hop aboard Thomas and see how he finds a new way to cross a river. Watch Toby as he trades his branch line for a tightrope and help the engines replant Henry's favorite forest after a devastating storm.

Trust Thomas, a forty minute feature, has a limited number of on pack Diesel trains. Each new *Thomas & Friends* release consistently ranks on the Top 50 chart of children's weekly videos sales (VideoScan), and the series has received many awards and commendations. *A Big Day for Thomas* and *Trust Thomas* are recommended for children ages 2 and up.



Men's Health Sets Popular '15 Minute Workout' into Motion

Men's Health, the popular men's magazine brand goes onto fitness video shelves everywhere with the launch of its first fitness DVD, the *MEN'S HEALTH: 15-MINUTE WORKOUT*. Comprised of four fifteen-minute workouts, this DVD brings to life one of Men's Health most popular monthly features. The *MEN'S HEALTH: 15-MINUTE WORKOUT* will be available for \$14.98 suggested retail price.

Los Angeles-based fitness expert Terry Simpson leads the four no-nonsense workouts to help build abs, burn fat and add muscle. Simpson is certified by A.F.A. and N.A.S.M. 'Build Inner Strength' is an intense abdominal circuit workout that requires no equipment to complete. 'A Better Burn' works the whole body and incorporates offset circuit training. Two sets of weights are used here. By holding a lighter weight in one hand and a heavier weight in the other, the body's core is challenged from start to finish as it works to stabilize the body in its unbalanced state. 'Jump on it' is the fat-burning challenge. It alternates weight work with jump rope intervals to burn calories and build muscle. 'Ground Force' uses weights to sculpt the lower body. All the moves are challenging, yet straightforward and easy to learn.



Fitness Expert: Sue West "The Seasons Of Fitness"

Dynamic New Workout DVD Featuring Melange From The Synergy Video Series



Synonymous with health and fitness, exercise guru, Sue West, introduces "The Seasons of Fitness: MELANGE" her newest workout that promises a lifestyle, rich with unmatched vitality. A cleverly devised regimen that combines Pilates, yoga, ballet and classical dance, West's newly created DVD, "THE SEASONS OF FITNESS" (60 minutes, \$24.95) equates the seasons of the year with the natural progression inherent in our lives, amplifying the need for subtle change and subsequent growth. The DVD can be ordered at www.synergyvideo.com.

Filmed amid the scenic beauty of Canyon Lands, Utah; Yellowstone National Park; Bozeman, Montana; and Lady Bird Johnson's spectacular Wildflower Center in Austin, Texas, THE SEASONS OF FITNESS, with emphasis on Sue West's own unique Melange method that focuses on building strength, muscle flexibility and balance, includes exercise routines that are representative of each season of the year, all aptly set against colorful, outdoor backdrops that evoke peace and serenity.

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Meijer Deploys Software to Optimize In-Store Promotions

Meijer, a family-owned chain of 177 superstores in Michigan, Ohio, Indiana, Illinois and Kentucky, has deployed a new marketing tool that optimizes delivery of individualized promotional offers to Meijer customers.

Provided by NCR Corporation and Teradata, a division of NCR, the Enterprise Offer Management solution includes NCR's Copient Logix software and Teradata Customer Relationship Management (CRM), an analytical software portfolio.

"Meijer wants to continuously improve its relationship with our customers, and we increasingly look for technology to help with that process," said Meijer Director of Retail Systems Elmer Robinson. "Enterprise Offer Management greatly enhances our ability to manage the promotional offers that we extend to shoppers at the checkout and, potentially, at other touchpoints in the future. It provides a 'closed loop' solution, from data warehousing to campaign management, to offer optimization, to content management to multichan-

nel execution."

Enterprise Offer Management is designed to deliver cost savings, increase revenue and margins and improve the shopping experience. It comprises the processes and technologies that enable retailers to create, manage, execute and evaluate promotional programs. NCR and Teradata deliver a complete package of software components that provide all the necessary functions for a successful Enterprise Offer Management implementation, from data warehousing and analytics to promotion management and communications delivery at consumer touchpoints. These key software components are:

- Teradata CRM, which helps retailers understand the needs and preferences of different customer groups and automates the delivery of personalized communications through the best channel;
- Teradata Offer Optimizer, which automates the process of matching hundreds of products or offers to millions of customers, based on sophisticated business

rules and a simple user interface;

- NCR's Copient Logix, which manages offer distribution at retail touchpoints, such as point-of-sale (POS) workstations, kiosks, fuel pumps, Web sites or e-mail - in real time - providing value to customers while they are shopping; and
- An open POS application with consumer marketing functionality, such as NCR Advanced Checkout Solution (ACS), which optimizes and ensures offer delivery at the checkout.

"We did not have to worry about stitching together multiple products to deploy an end-to-end solution," Robinson said. "NCR ACS, with the Consumer Marketing module, was already in place chain-wide, driving our POS operations. The other components of our Enterprise Offer Management solution - Teradata CRM, Teradata Offer Optimizer and Copient Logix - were proven and integrated, enabling us to readily implement and launch an effective promotional management program."

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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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].

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36 People Places & Things

Ed Crenshaw Reelected to FMI Board

Food Marketing Institute (FMI) has announced the reelection of William E. Crenshaw, president, Publix Super Markets, Inc., to the FMI Board of Directors.

Crenshaw just completed a two-year term as FMI vice chair, heading up the Board's Industry Relations Committee.

Crenshaw joined Publix Super Markets in 1974. Over the years, he served as a store manager and held positions in buying, retailing and strategic planning before becoming president in 1996.

Crenshaw is active in community and charitable organizations. At the national level, he serves on the Food For All Board of Trustees. At the local level, he supports the Kidney Foundation of Central Florida, Central Florida Speech and Hearing Center, Polk County Museum of Art, Lakeland Chamber of Commerce and Polk County School Board Business Commission. He serves on the Board of the Lakeland Regional Medical Center.

Crenshaw is a graduate of Baylor University in Waco, TX.

Steven Smith Elected Chair of FMI Board



STEVEN C. SMITH

Food Marketing Institute (FMI) announced that Steven C. Smith, president and CEO, K-VA-T Food Stores, Inc., has been elected chair of the FMI Board of Directors.

K-VA-T Food Stores, a family business, operates 92 Food City supermarkets throughout southeast Kentucky, southwest Virginia and northeast Tennessee. The company also operates three Super Dollar Discount Foods limited assortment stores in Wytheville, Abingdon and Hillsville, VA.

Throughout his 27 years with K-VA-T, Smith has served in numerous key positions, including district manager, director of meat operations, director of advertising, store operations divisional vice president, executive vice president of store operations and chief operating officer before assuming his current position at the company.

Smith has served on the boards of Topco, Wellmont Health Care Systems, Bristol Chamber of Commerce and Weis Supermarkets, and is a member of Sequoyah Council Boy Scouts of America and the National Grocers Association, serving as chairman from 2000 to 2002.

Smith and Food City support many organizations, including the Boy Scouts, United Way, Big Brothers/Big Sisters, American Cancer Society, East Tennessee Children's Hospital, Santa Pals, YWCA, Boys & Girls Clubs and the American Diabetes Association.

Smith earned a bachelor's degree in business administration from James Madison University.

Alec Covington Elected to FMI Board

Food Marketing Institute (FMI) announced the election of Alec C. Covington, president and CEO, Nash Finch Company, to the FMI Board of Directors.

With nearly 30 years of experience in food wholesaling and retailing, Covington joined Nash Finch in 2006. He most recently served as president and CEO of Tree of Life, Inc., a leading national distributor of natural, organic, specialty, ethnic and gourmet food products.

From 2001 to 2004, Covington was president and CEO of AmeriCold Logistics, a leading provider of supply chain solutions in the consumer packaged goods industry. From 2000 to 2001, he was executive vice president of SUPERVALU INC., and president and COO of its Distribution Companies Division. Covington's industry experience includes leadership positions with Richfood, Inc., Houchens Industries, Inc., and Wetterau, Inc.

Covington attended Western Kentucky University in Bowling Green and Tennessee Technological University in Cookeville.



WEGMANS FOOD MARKETS employees Linda Lovejoy, Joe Sofia with Spouse Sandy Sofia, John Cortina with Spouse Teri Cortina and Phoebe Bryant. Seated: Spouse Donna DeLaus with Dave DeLaus, Bob Fuller and Spouse Susan Fuller.

Wegmans Receives Friend of Children Award

Wegmans Food Markets Inc. received the 2007 Friend of Children Award at the Children's Home Society of New Jersey's (CHS of NJ) 113th Annual Gala Celebration Saturday, April 21.

Throughout the 2006-2007 school year, Wegmans generously supported CHS NJ programs including *NJ After 3 - Positive Impact and Kids Intervention with Kids in School*. The organization also extended a generous helping hand providing more than 750 students attending Trenton's Grace A. Dunn Middle School with back-to-school supplies, delivering 200 students weekly after-school snacks and donating food baskets to needy area families.



SPECIAL OLYMPICS FLORIDA President, Monty Castevens (center) received a check for over \$2 million from Publix Super Markets, on behalf of Special Olympics Florida, Georgia, South Carolina, Alabama and Tennessee, from Publix Director of Government Relations, Randy Roberts (left) and Lou Bruno, Senior Operations Manager for Procter and Gamble (right).

Publix Finds 2 Million Ways to Support Special Olympics Athletes

Through the generosity of its associates and customers, Publix Super Markets raised \$2,067,579.47 in just three weeks for Special Olympics as part of their annual promotion, in partnership with Procter & Gamble, which ran during the month of January. By purchasing paper torches for \$1, \$3 or \$5, Publix associates and customers throughout the Southeastern United States showed their support of the organization, dedicated to serving children and adults with intellectual disabilities.

A supporter of Special Olympics for thirty-five years, Publix serves as a major sponsor of Special Olympics Florida, Alabama, Georgia, Tennessee and South Carolina and has an industry-leading history of hiring people with intellectual disabilities, many of whom participate in Special Olympics.

"We are pleased to be one of the top supporters of Special Olympics," said Maria Brous, Director of Media and Community Relations for Publix Super Markets. "Our customers and

associates look forward to supporting the campaign each year. For Publix, it's a personal mission. Many of our very own associates compete in the State and National Games. Supporting Special Olympics means supporting our associates and that is part of our commitment of being a great place to work!"

Monty Castevens, President of Special Olympics Florida, speaking on behalf of the Southeastern Special Olympics Programs, said "We are honored to have the ongoing support of Publix. One of the lasting benefits of Publix Super Markets' promotion is that it helps educate the public about Special Olympics and its long-term impact on the lives of people with intellectual disabilities." Castevens added "Through sports, Special Olympics empowers our athletes to realize their full potential and develop necessary life skills. It's through the efforts of generous organizations like Publix that we can provide our athletes with the quality programs they deserve."

Jay Campbell, Jr., Reelected to FMI Board

Food Marketing Institute (FMI) announced the reelection of J.H. "Jay" Campbell, Jr., president and CEO, Associated Grocers, Inc., to the FMI Board of Directors.

Headquartered in Baton Rouge, LA, Associated serves more than 220 independent retailers in Alabama, Louisiana, Mississippi and Texas.

In 1972, Campbell began his career at Associated Grocers and held a series of positions, including in-house legal counsel, chief financial officer, chief operating officer and vice president, before assuming his current post in 1995.

Campbell's honors include being inducted into the Hall of Distinction at the Louisiana State University College of Business Administration. He was named Baton Rouge's Volunteer Executive of the Year in 2004.

He chairs Shurfine International, Inc., and serves on the Board of TOPCO Associates, LLC. Campbell is a past chair of the National Grocers Association, Louisiana Association of Business and Industry, Retailer-Owned Food Distributors and Associates, and Capital Area United Way.

Campbell holds a B.S. degree in accounting from Louisiana State University (LSU) and a J.D. degree from the LSU Law School.

Seva Raskin Joins NACS as Dir. of Supplier Relations

Seva Raskin has joined NACS, the association for convenience and petroleum retailing, as its Director of Supplier Relations and Advertising.

In this position, Raskin will develop NACS Supplier Member programs to enhance their membership benefits, serve as liaison to NACS Hunter Club members and will oversee the association's advertising relationships. Prior to joining NACS, she served as an account executive for the Oil Price Information Service.

"Seva brings an ideal combination of industry knowledge, customer relations expertise and sales skills to this position," said NACS Senior Vice President of Events and Supplier Relations Jane Berzan. "The foundation of our business model is cultivating relationships with our members, and with Seva's passion for customer service and her strong background in customer relationship management, we are excited to have Seva join our team and help take our programs to a new level."

Raskin earned a B.A. in communications from the University of Delaware.



SEVA RASKIN



■ County Executive Steve Levy, Uncle Wally's President Lou Avignone, Brookhaven Town Supervisor Brian Foley and Founder Wally Amos cut a ribbon made of muffin cup liners to unveil this addition.

Uncle Wally's Grand Opening Features Wally Amos Look-A-Likes

Wally "Famous" Amos recently unveiled the new 16,000 square foot addition to Uncle Wally's Muffin Company, adding to the 44,000 square foot bakery in Shirley, NY. This addition, which makes the total footprint of the company's operation 60,000 square feet, has allowed Uncle Wally's to more than double its workforce to 140 employees. The consolidation of its total baking operations in the Town of Brookhaven is expected to bring cost savings and increased productivity to Uncle Wally's, which already produces hundreds of millions of gourmet muffins a year.

CEO Lou Avignone notes that the much needed expansion, which will better allow the company to compete for and service customers on a national level, was made possible through the work of several qual-

ity partners, including JPM Chase, GE, NY State's Manufacturer Assistance Program, the Town of Brookhaven, Suffolk County, LMJ Contracting and Fenster Consulting.

Uncle Wally's is presently in the process of introducing the food industry's first and only slice-and-bake muffin under the brand name of Oven Luv'n Muffins. "We're pleased to be the first company to offer consumers the option to bake muffins at home with convenience and ease," says Wally "Famous" Amos, founder of Uncle Wally's. The 13-ounce tubes of refrigerated muffin dough are currently carried by a number of retailers.

Uncle Wally's muffin lines are sold nationally in more than 5,000 stores.

Nash Finch Names Befort S.V.P., Merchandising

Nash Finch Company has named Howard Befort to the position of Senior Vice President, Merchandising. Befort is a seasoned executive, bringing more than 30 years of industry experience in marketing, merchandising and supply chain management. He will report to Christopher A. Brown, Executive Vice President, Food Distribution.

Befort spent 33 years with Safeway, Inc., including serving as Safeway's Senior Vice President, Marketing Systems and Strategies. He also held oth-

er management positions at Safeway, Inc. including positions in merchandising, marketing operations, and supply chain. Immediately prior to joining Nash Finch, Befort served as Executive Vice President and Managing Partner of Encore Associates, Inc., a strategic advisory firm, sales & marketing organization, and solutions provider to the national food and consumer goods industry. Befort graduated from Regis College in Denver, Colorado, with a B.S. in Business Administration.

Christopher Brown said: "Howard's

extensive experience in merchandising and marketing strengthens our team's capabilities as we continue to implement the company's strategic plan, Operation Fresh Start. Howard will be instrumental in driving our center store program, a key element of our strategic plan, as well as other merchandising programs designed to promote sales and profitability for our customers. We welcome Howard to Nash Finch and look forward to his leadership in our merchandising efforts."

Greater Boston Food Bank Receives \$3,000 Donation From Big Y

As part of Big Y's participation in Food for All®, a program of the Food Industry Crusade Against Hunger, the manager of the chain's Walpole store presented a donation of \$3,000 on Friday to an executive of The Greater Boston Food Bank on April 20.

"We are very proud to make our second donation in four months to The Greater Boston Food Bank," said Walpole Store Manager Adam Hession. "Big Y continues its tradition of supporting our communities and the people we serve, and we appreciate the tremendous commitment of The Greater Boston Food Bank to fighting hunger."

Throughout the year, donations from Big Y customers and employees are collected at all 56 Big Y locations to benefit Food for All®. Customers can make \$1, \$3, or \$5 contributions as they pay for their groceries. As a result, over \$68,000 was raised last year through Big Y. The proceeds are being distributed by Big Y as part of Food for All®'s Retailer-Designated Distribution Program. Big Y chose to contribute a portion of the funds collected to The Greater Boston Food Bank, which serves people in need in Walpole and throughout eastern Massachusetts.

"The generosity and compassion of Big Y customers and employees is outstanding," said Kate Goodrich, The Greater Boston Food Bank's individual gifts manager. "Their support helps us feed more than 83,000 people a week in eastern Massachusetts."



■ BIG Y Walpole Store Manager Adam Hession (left) and Employee Service Representative Taryn Rossi (right) present Kate Goodrich, individual gifts manager for The Greater Boston Food Bank with a check for \$3,000, donations contributed by Big Y customers and employees in support of Food for All, a program of the Food Industry Crusade Against Hunger.

COMING EVENTS

JUNE

24 - July 1

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

JULY

8-10

53RD SUMMER FANCY FOOD SHOW - Jacob K. Javits Center, New York City, NY. For more information, contact Nat'l Assn. for the Specialty Food Trade: 212-482-6440, Fax: 212-482-6459 or www.fancyfoodshows.com

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.

24-25

ASSOCIATED GROCERS OF THE SOUTH, INC. Food Show, Birmingham, AL. "Celebrating 80 Years of Service to the Independent Grocer." 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.

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.

24-27

AMI INT'L MEAT, POULTRY & SEAFOOD INDUSTRY CONVENTION & EXPO - McCormick Place, Chicago, IL. Contact Eric Mistic, American Meat Institute show management, 703-934-4700 Fax: 703-934-4899 or email: ami@cmgexpo.com

29-31

MEDITERRANEAN EXPERIENCE - Miami Beach Convention Center. For additional information, tel: 305-567-2822 or fax: 305-529-9522.

NOVEMBER

10-13

INT'L HOTEL/MOTEL AND RESTAURANT SHOW - Jacob K. Javits Convention Center, New York. Contact Christian Falkenberg, show manager, GLM shows at Tel: 914-421-3296, Fax: 914-948-6180 or www.ihmrs.com.

12-13

KOSHERFEST - Jacob K. Javits Convention Center, New York. Contact Diversified Business Communications, Tel: 207-842-5504, Fax: 207-842-5505, email kosherfest@divcom.com, or log on to www.kosherfest.com.

12-13

EXPO COMIDA LATINA - Jacob K. Javits Convention Center, New York. Contact Diversified Business Communications by Tel: 207-842-5504, Fax: 207-842-5505, or www.expo-comida-latina.com.

12-13

ALL ASIA FOOD EXPO - Jacob K. Javits Convention Center, New York. Contact Diversified Business Communications by Tel: 207-842-5504, Fax: 207-842-5505, email allasiafood@divcom.com, or log on to www.allasiafood.com.

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

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**TODAY'S
GROCER**

La esencia del Mediterráneo



I Can't Believe It's Not Butter!® debuta con nueva mezcla mediterránea

I Can't Believe It's Not Butter!® (que en español significa "No puedo creer que no sea mantequilla") acaba de introducir Mediterranean Blend (o Mezcla Mediterránea) a su línea de aderezos. Elaborado con aceite de oliva, que es un componente crucial en la dieta mediterránea, el nuevo producto de I Can't Believe It's Not Butter! es una magnífica fuente de Omega 3, naturalmente libre de colesterol y no contiene transgrasas.

"Siempre he creído en la importancia del estilo de vida mediterráneo, de manera que me siento muy entusiasmado por el hecho de que mis amigos de I Can't Believe It's Not Butter! hayan creado este nuevo producto, la Mediterranean Blend, con aceite de oliva", comentó Fabio, el reconocido modelo y personalidad de los medios que apoya a la marca. "Es una gran manera de disfrutar de este delicioso aderezo y de la esencia del Mediterráneo".

La Mediterranean Blend de I Can't Believe It's Not Butter! también está disponible en una versión "light" o ligera, con 50% menos de grasa y calorías que la mantequilla. Ambas versiones son naturalmente libres de colesterol y no contiene transgrasas por ración. Están disponibles en contenedor de 15 onzas.

*Mediterranean Blend contiene 8g de grasa (2g grasas saturadas) por ración.

*Mediterranean Blend Light contiene 5g de grasa (1g de grasa saturada) por ración.

Arroz Success® introduce mezclas de arroz integral de grano entero



¡Listo en 10 minutos!

Riviana Foods Inc. acaba de anunciar otra nueva variedad de su extensa línea de productos: Success Whole Grain Brown Rice Mixes, una colección de convenientes mezclas de arroz integral con los beneficios que ofrece el grano entero, la cebada, la avena y las especias. Estas deliciosas mezclas, que no son más que una respuesta al clamor de los consumidores por productos de este tipo, incluyen otros ingredientes de gran sabor tales como los codiciados hongos Portobello, hierbas, pimienta y ají chipotle, y lo mejor de todo es que están listas en 10 minutos —menos de la cuarta parte del tiempo que toma cocinar un arroz integral regular.

"Hemos puesto todos nuestros esfuerzos en el desarrollo de este producto de grano entero, con un gran énfasis en el sabor y en la rapidez y facilidad de preparación", comentó a TODAY'S GROCER Paul Galvani, Vicepresidente de Mercadeo de Riviana Foods.

Según Galvani, las mezclas cuentan con un tiempo de cocción más breve que el de la competencia, y ofrece una más interesante, compleja y distintiva sazón y una textura superior. Con la adición de ingredientes tales como pollo a la rotisserie y vegetales frescos, las mezclas fácilmente se convierten en plato fuerte mientras que hacen la cena de entre semana de un modo por igual saludable que delicioso.

"Estamos confiados en el éxito de Success Whole Grain Brown Rice Mixes, que serán un best seller entre las ofertas de productos de grano del mercado de hoy", añadió Galvani.

Disponible en 5 variedades (Herb Roasted Chicken; Multigrain Pilaf; Portobello Mushroom; Creamy Cheddar & Broccoli, y Southwest Chipotle), el precio sugerido del flamante producto es de \$1.39 para la mezcla de 4.4 oz.

Las mezclas vienen convenientemente empacadas en bolsas erectas de papel aluminio y pueden ser preparadas en la hornilla o en el microondas. Una vez cocidas, la mezclas proveen dos raciones de grano entero, de aproximadamente 230 calorías, menos de 10 miligramos de colesterol y carecen de grasa MSG.

"Para aquellos comprometidos en comer más granos, las mezclas de arroz integral Success representan una magnífica alternativa para su menú," nos comentó Debbie Jaramillo, Manager de Pruebas de Cocina de Riviana Foods. "Además de constituir una excelente fuente de granos enteros, son deliciosas, fáciles y rápidas de preparar y no necesitan de planes de antemano".

Similar al arroz integral regular, la capa del llamado 'bran' del grano queda intacta, lo que garantiza una deliciosa textura y sabor al paladar.



Los Quesos Dofino se expanden

Dofino, marca tope de Havarti, está fortaleciendo su posición en la categoría de los quesos amarillos de especialidad que incluye el premium Gouda y los Edam, efectivo desde marzo del 2007. Anteriormente mercadeados bajo las marcas White Clover Dairy y Holland Farm, estos quesos ahora serán ofrecidos a través de Dofino.

Los nuevos quesos complementan la actual línea de productos de Dofino, muy conocidas y reconocidas por su calidad excepcional y su manufactura tradicional, y continuarán siendo producidos por Hollandtown, de Wisconsin.

Con esta ampliación, Dofino será el líder dentro de las especialidades de quesos amarillos. Según Mikael Horsboll, Vicepresidente de Mercadeo de Arla Foods, "las investigaciones demostraron que Dofino tiene una fuerte presencia en el mercado y se ha convertido en una elección tope de los consumidores para Havarti. Deseamos extender la equidad de la marca a otros tipos de quesos, y los primeros de éstos han sido el Gouda y los Edam. Dofino proveerá una fuerte plataforma para el crecimiento perspectivo de estos excelentes quesos", puntualizó el ejecutivo.

Estrenan Helado Goya

En estrecha cooperación con Breyer

La bien conocida y reconocida marca Goya está trazando su propio camino hacia las neveras de los supermercados y de los hogares con un nuevo producto que elabora en conjunto con Unilever Ice Cream, de Green Bay, WI. Se trata de los nuevos helados Goya/Breyers, que vienen en una variedad de auténticos sabores y formas. La línea de 56 oz. cuenta con los



sabores de Chocolate, Dulce de Leche y Vainilla-Vainilla. También, viene es paletitas de una ración de 3.75 oz, así como en paquetes de 6 (six-packs) de 3.0-oz, individualmente envueltas para el mercado minorista. Éstas, son de los sabores Mangos y Fresa.

Para conocer más acerca de estos productos, contacte a Manny García, Representante de Correduría de Ventas de Pan American Food Brokers al teléfono 305-273-9442.

Estudiantes de High School del Sur de la Florida reciben Becas Riviana

Seis graduados de último año son honrados en banquete anual

Seis de los más brillantes estudiantes del último año de High School del Sur de la Florida han sido beneficiarios de becas de \$2,000 de Riviana Foods, Inc., fabricantes de las marcas de arroz Mahatma® y Success®. Este año, el evento de presentación del cheque tuvo lugar el jueves 17 de mayo en el afamado Restaurant Lario's de Miami Beach.

Este es el décimosexto año del programa en el Sur de la Florida, que se lleva a cabo en conjunto entre Riviana Foods y Univisión Radio. El programa comenzó hace 18 años en New York y se extendió dos años más tarde a Miami, Florida, lo que reveló a la Capital del Sol como el segundo mercado más grande de Riviana en los Estados Unidos, según Alfredo Gómez, Senior Product Manager de la compañía y quien, a propósito, sirvió de anfitrión de la cena. New York y Miami están entre los mercados más importantes para Riviana, junto con Chicago y el Sur de California.

Más de 700 'seniors' de High School de los Condados de Broward, Miami-Dade y Monroe compitieron en el concurso del ensayo escrito basado en el tema "¿Cómo sortearás los escollos para llegar al College, además del asunto financiero?".

De todas las remisiones originales sólo 6 resultaron ser las agraciadas en el certamen de los graduados de la Clase del 2007. Los premiados fueron: Charlie Divivero-Miami Coral Park High School; Taylor Richardson-Msgr. Edward Pace High School; Fátima Zimichi-South Broward High School; Catalina Moreno-Hollywood Hills High School; Ashtin Rodríguez-St. Brendan High School, y Prerara Bharadway, quien no pudo asistir a la gala de reconocimiento debido a un evento de escuela previamente programado. Hablándole a la audiencia asis-



BENEFICIARIOS DEL PROGRAMA DE BECAS DE RIVIANA 2007— Taylor Richardson; Ashtin Rodríguez; Charlie Divivero, Fátima Zimichi, y Catalina Moreno, con el genio de Mahatma. No pudo estar presente Prerara Bharadway por razones ajenas a su voluntad.



Bertha Martinez y Alfredo Gómez con el estudiante agraciado Charlie Divivero, y sus padres María y José.



Ashtin Rodríguez con su padre, su hermano Kyle, y su madre Silvia Machado.

tente al evento, compuesta por los jóvenes ganadores del certamen, sus familias y personalidades de Riviana y Univisión y miembros del negocio minorista de los viveres en el Sur de la Florida, Gómez expresó a los presentes, "ustedes son los que hacen nuestro negocio, por eso queremos devolverle a la comunidad lo que la comunidad nos da".

Gómez agradeció a los padres y



Catalina Moreno, recipiente de la Beca 2007 de Riviana, junto a su padre Afranio, y Alfredo Gómez.

abuelos de los estudiantes con estas palabras: "Ustedes los criaron para ser grandes ciudadanos".

Los socios estratégicos de Riviana Foods en el concurso anual de becas en el Sur de la Florida son Univisión Radio y sus populares estaciones WQBA 1140AM; WAQI Radio Mambi 710AM; Amor 107.5FM, y La Kalle 98.3FM. Cada año, durante el período de admisión del concurso,



Allen Einhorn, Representante de Riviana de Crossmark (Tampa); Bertha Martinez, Manager Nacional de Ventas de Univisión Radio, y Ramiro Masada, también de Univisión Radio. Alfredo J. Gómez, Senior Product Manager de Riviana Foods, y Rick Bullock, Manager de la Zona Sureste de Riviana.



Linda Echelberger, Directora de Procuraduría, y los compradores Howard Elkin y Kelly Warren, de Associated Grocers of Florida.



Este año la cena de gala para premiar a los participantes del Concurso de Becas de Riviana Foods patrocinado por Univisión tuvo lugar en el popular Restaurant Lario's en Ocean Drive, en Miami Beach.

el evento es fuertemente promovido a través de las ondas de estas radioemisoras a sus oyentes.

Cada uno de los estudiantes galardonados tiene planes donde invertir su premio sabiamente. Charlie Divivero planea estudiar Ciencia Aeroespacial este otoño en el M.I.T. Por su parte, Ashtin Rodríguez invertirá su cheque en Diseño Interior en F.I.U., mientras que Fátima



Heidi Lagos con Carlos Soto, de Winn-Dixie Stores, Inc.



Fátima Zimichi, ganadora de la beca, junto a su padre Oswaldo Zimichi y su madre, Inés Marín.

Zimichi, nominada Silver Knight, piensa encaminar sus pasos al Periodismo. Taylor Richardson piensa convertirse en Cirujano Plástico, y Catalina Moreno, de Colombia, tiene sus ojos puestos en el futuro, gracias a su familia y su apoyo.

Si estás interesado en conocer más del Programa de Becas de Riviana para el año 2008, contacta a Alfredo Gomez en Riviana Foods, Inc., P.O. Box 2636, Houston, TX 77252-2636.

Una industria en trepada

Las ventas de las Tiendas de Conveniencia casi alcanzan los \$570 billones

Las ventas de la industria de las tiendas de conveniencia se elevó un 15% para alcanzar \$569.4 billones en el año 2006, continuando su cuarto año seguido de extraordinario crecimiento, con cifras que casi duplicaron las totales de \$290.6 billones del 2002, según estadísticas recientemente reveladas por NACS, sigla en inglés de la Asociación Nacional para las Tiendas de Conveniencia y Petróleo al Detalle.

A pesar del marcador de medio trillón de dólares por primera vez en la historia, las ganancias de esta industria en el 2006 decrecieron 23.5%, cayendo a \$4.8 billones. Esta disminución fue ampliamente atribuida a la caída de los márgenes del combustible motor —léase llanamente gasolina—, y a la continua escalada de las cuotas u honorarios de las tarjetas de crédito, que ahora rebasan las ganancias de la industria.

Los números del 2006 fueron anunciados en abril 11 en la Cumbre de la Industria, donde se efectuó el "Estado de NACS", en sociedad con CSP. Mas de 400 de los más importantes

ejecutivos de tiendas de conveniencia y el petróleo al detalle, abastecedores y asesores, examinaron las operaciones del ramo y su rendimiento financiero, basados en data de más de 22 mil establecimientos.

El incremento de ventas de \$74.1 billones ha sido el más grande jamás registrado, impulsado por un alza de 17.9% en las ventas de combustible motor, que bordean los \$405.8 billones. Las ventas de la industria de los combustibles ha crecido para rebasar en un 13% los precios reportados por el Departamento de Comercio de EEUU, lo que significa que las tiendas de conveniencia continúan aumentando las acciones del mercado de los combustibles, que se estiman ahora en un 82%.

Las ventas "en-tienda" también mostraron un fuerte crecimiento, elevándose a 8.3% en el 2006, sobrepasando las de virtualmente cualquier otro canal minorista competidor, y también el 5% del 2006 reportado por el citado Departamento de Comercio. Las ventas de mercancías rozan el 8.7%, mientras que el servicio de alimentos, el 5.

Una vez más, los cigarrillos dominaron las ventas en tienda, representando más de 1 de cada 3 dólares gastados en el establecimiento. Las 10 categorías principales en porcentaje de ventas en tienda fueron:

1. Cigarrillos (34.4%)
2. Bebidas empaçadas (13.8 %)
3. Cervezas (12.2%)
4. Servicios de Alimentos (12.1%)
5. Otros productos de tabaco (3.8%)
6. Caramelos (3.7%)
7. Refrigerios salados (3.2 %)
8. Mercadería general (2.0%)
9. Productos de leche fluida (1.9%)
10. Refrigerios dulces empaçados (1.5%)

A pesar de las fuertes ventas en la industria, las ganancias generales cayeron según prevalecía la volatilidad de los precios de los combustibles y la sensibilidad de los consumidores hacia los precios, factores que forzaron a los minoristas a apretar los márgenes en la gasolina con tal de atraer clientes. El margen neto de los combustibles motores cayó de 1.7 a un 14.7% por galón. En un porcentaje bási-

co, los márgenes netos de los combustibles motores declinaron un 5.7% el nivel más bajo desde 1983. Basándose en las cuotas de las tarjetas de crédito —que promediaron 4.2 centavos por galón—, los márgenes de los combustibles se zambulleron a 10.5 centavos por galón antes de incluir todos los otros gastos operativos. En tanto que las ventas de los combustibles motores ahora contabilizan un 71.3% del total de las ventas de la industria de las tiendas de conveniencia, representa sólo el 33.7% de las ganancias generales de la industria.

Las continuamente en alza cuotas de las tarjetas de crédito han tenido un enorme impacto en la caída de las ganancias de la industria. Éstas se elevaron elevaron un 22% para trepar de \$1.2 billones a \$6.6 en el año 2006 y, por primera vez, superaron las ganancias de la industria. Las cuotas de las tarjetas de crédito ahora representan el segundo mayor gasto —de un 8.3% del margen neto—, precedido únicamente por los gastos de labor, que encarnan un 33.5%.



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