

# TODAY'S GROCER

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THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

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## IGA Appoints New Vice President

*Bennett Named V.P. Procurement & Private Brands*



DAVID BENNETT

David S. Bennett has been named Vice President, Procurement and Private Brands, a new position within IGA.

Utilizing his extensive background in the retail and wholesale grocery industry, Bennett will assume responsibility for the procurement of all IGA Brand products and private brands that will be developed. Additionally, he will control the marketing, development, advertising and sale

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## Wal-Mart to Moderate U.S. Supercenter Growth

Wal-Mart Stores, Inc. announced plans at its annual Shareholders' meeting to leverage capital resources through a strategy designed to improve returns, productivity and sales within its U.S. stores. The plans include moderating the growth of its U.S. supercenters.

The strategy announced June 1 builds on both the Company's plan to balance returns and growth that was announced at its October 2006 meeting for analysts and investors, as well as the Wal-Mart U.S. three-year road map to improve customer relevancy and returns. This plan is intended to result in higher U.S. return on investment, reduced capital expenditures and higher U.S. comparable store sales. In addition, the

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# Barefoot in Paradise

## Associated Grocers of Florida Retailers Set Sail on Caribbean Adventure

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## Winn-Dixie Charged Up to Weather Hurricane Season

### Installs Back-up Generators in Case of Power Loss

Tropical Storm Barry, which formed on the first day of the 2007 hurricane season, helped focus attention on why individuals and businesses need to plan for an emergency.

Jacksonville-based Winn-Dixie Stores, Inc. is equipping selected stores throughout its operating area with generators that can power an entire store in the event of a power outage. The 66 stores being outfitted with the diesel-powered 500-kilowatt generators are in areas that have been affected by power outages associated with hurricanes and tropical storms in recent years.

"The installation of these powerful generators allows us to be better prepared and serve our customers in the event of a storm," said Shawn Sloan, Winn-Dixie's Director of Maintenance and Energy Management. "They will enable our stores to remain open and functional in the aftermath of a hurricane or tropical storm, even if local power has not been restored. We will be able to better serve our customers when they need us most."

The generators are capable of running an entire store — including coolers and freezers — to ensure that perishable foods like milk and dairy products, meats, produce and frozen foods. All of the company's 521 stores are equipped with smaller generators, but they are not powerful enough to run an entire store or keep coolers and freezers operating.

"In past years, we used truck-based generators to temporarily power stores until local utilities were restored. Those units will be used, if needed, during this storm season," said Sloan. "We are assessing the feasibility of outfitting additional stores with the large generators in the coming years. It is an extremely expensive proposition."

Winn-Dixie has already outfitted its regional distribution centers in Miami, Orlando, Jacksonville, Montgomery, AL and Hammond, LA with generators. Company officials are having back-up generators installed at the following stores:

#### Miami/Ft. Lauderdale/Florida Keys area

| Store | Address                          | City          |
|-------|----------------------------------|---------------|
| 207   | 3345 North Federal Hwy.          | Pompano Beach |
| 214   | 1150 NW 54th Street              | Miami         |
| 222   | 901 North Nob Hill Road          | Plantation    |
| 231   | 5850 NW 183rd Street             | Miami         |
| 267   | 5585 Overseas Hwy.               | Marathon      |
| 274   | 6775 Taft Street                 | Hollywood     |
| 287   | 14655 SW 104th Street            | Miami         |
| 297   | 7930 SW 104th Street             | Miami         |
| 306   | 1515 East Hallandale Beach Blvd. | Hallandale    |
| 317   | 2778 North Roosevelt Blvd.       | Key West      |
| 318   | 605 Crandon Blvd.                | Key Biscayne  |
| 326   | 7015 North University Drive      | Tamara        |

Continued on **PAGE 34**

# 2007 All Things Organic™ Takes Chicago by Storm

Organic companies from big to small and organic products from mass market entries to specialized niches were all the buzz with attendees at the 2007 All Things Organic™ Conference and Trade Show held at Chicago's McCormick Place May 5-8. The talk on the All Things Organic show floor surrounded the increasing popularity of all organic products, as well as the continued entry of new privately owned companies and their innovative organic offerings.

In addition to the bustling three-day trade show, All Things Organic featured three keynote speakers, five "Organic 101" conference sessions, 20 conference topics, special member activities, an organic farm tour, and an organic fiber walking tour.

"This year's trade show featured some of the most innovative and unique organic products we have seen in the industry to date," said Caren Wilcox, executive director for the Organic Trade Association. "Unique finds included organic high fashion leather, organic fabrics dyed with vibrant natural colors, enhanced superfoods for adults and children, and a variety of exotic food products from around the world and close to home."

Retailers from stores of all sizes, distributors, wholesalers, importers/exporters and manufacturers seeking organic ingredients all scouted All Things Organic for the newest and most exciting products. As more and more organic products become accessible to the mainstream consumer, the tide is shifting to organic goods as everyday purchases in both natural and conventional stores.

Preliminary findings from the Organic Trade Association's (OTA's) 2007 Manufacturer Survey released May 6 during All Things Organic



■ Retailers from stores of all sizes, distributors, wholesalers, importers/exporters and manufacturers seeking organic ingredients all scouted All Things Organic for the newest and most exciting products.



show U.S. organic food and beverage sales totaled nearly \$17 billion in 2006, representing 3 percent of all retail sales of food, up from 2.5 percent in 2005 and 1.9 percent in 2003.

According to preliminary survey results, sales of organic foods grew by 22.1 percent in 2006 to \$16.9 billion, up from \$13.831 billion in 2005.

All Things Organic, The Fancy Food Show® and the National Association of State Departments of Agriculture

U.S. Food Export Showcase will come to Chicago together in 2008, from April 27 -29 at McCormick Place.

## TODAY'S GROCER

The Readers' Choice in the Food Industry

TODAY'S GROCER LLC. PUBLICATIONS

ISSN 1529-4420  
Serving the Food Industry Since 1956

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Publisher

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

SUBSCRIPTION RATES:  
1 Year: \$39.00  
2 Years: \$69.00  
3 Years: \$89.00

Each month over 19,000 copies of TODAY'S GROCER are distributed to chain and independent retailers [of all sizes] at both headquarter and store levels, as well as manufacturers, brokers, wholesalers, distributors, and other allied members of the trade.

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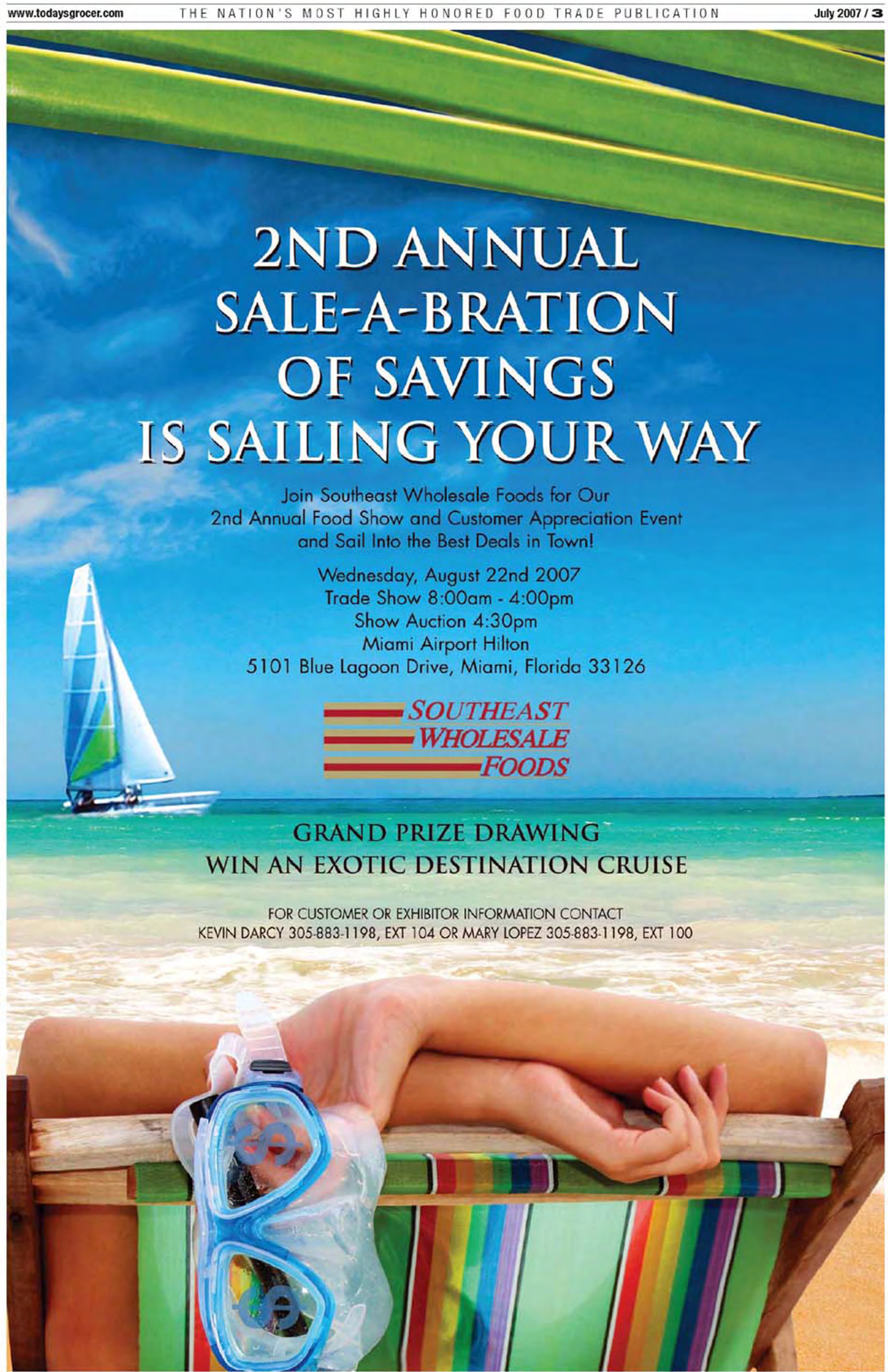
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## ASSOCIATED GROCERS OF FLORIDA

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# 4 On the Promotional front

## Hot Summer Hot Dog Hullabaloo

### Applegate Farms Promotion Offers Retail Incentive

Applegate Farms, the number one brand in natural meats, holds 7 out of the top 10 hot dog SKUs in the natural foods channel and is aggressively supporting growth in mass market channels with extensive retailer support. The company is inviting retailers to join the "Hot Summer Hot Dog Hullabaloo," a comprehensive summer-long merchandising program that includes retailer incentives, a full in-store demo program, and instant-redeemable coupons on select packages of Applegate Farms Hot Dogs.



According to SPINS, a market research and consulting firm for the Natural Products Industry, Applegate Farms not only leads the Burgers/Hot Dogs category, but is growing at 4 times the rate of its nearest competitor.\* Applegate Farms has 7 out of the 10 top hot dog SKUs in the natural foods channel, including the top 4 positions. The company's Organic Beef and Antibiotic-Free Beef hot dogs hold the number 1 and 2 positions respectively. Following close behind at number 3 are Applegate Farms Organic Chicken Hot Dogs and at number 4 Applegate Farms Organic Turkey Hot Dogs.\*\*

The company's newest offering in this category, The Great Organic Hot Dog, was included recently in a Wall Street Journal article (May 13, 2007), entitled "Hot Dogs Go Upscale and Discover Hummus". As noted in the article, The Great Organic Hot Dog is made from 100% grass-fed organic beef and is processed without nitrites or other artificial ingredients. Delicately seasoned with garlic and fresh ground organic spices, these dogs have an old-fashioned beefy flavor with half the fat and sodium of conventional beef hot dogs.\*\*

The Hot Dog Hullabaloo will run through Labor Day.

\*Source: SPINSscan Natural, 52 weeks ending 3/24/07

\*\*Based on comparisons of beef hot dog data from USDA Handbook 8

## General Mills & Curves Partnership Delivers New Weight Management Food Brand

General Mills and Curves® have partnered to launch a weight management brand and four new products under the Curves name. Offering a wide variety of nutrition benefits, like fiber to help curb hunger and whole grain to help manage weight, the great tasting products along with exercise are designed to help consumers continue their circuit to success by helping take weight off and keep it off.

Curves Chewy Granola bars will launch this spring, Curves cereal will launch this summer.

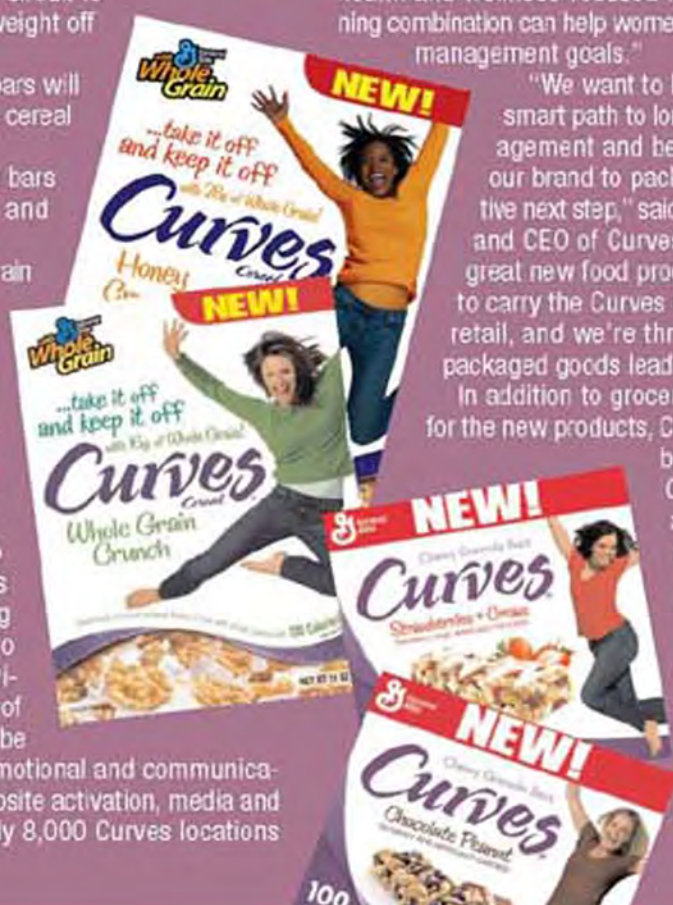
- Curves Chewy Granola bars - Chocolate Peanut and Strawberries & Cream
- Curves cereal - Whole Grain Crunch and Honey Crunch

The new Curves-branded weight management product line is part of a long-term partnership in consumer foods that gives General Mills broad, exclusive promotional rights to several key food categories encompassing everything from licensed products to consumer promotion activity. The integrated launch of the new product line will be supported by various promotional and communication vehicles including website activation, media and print, as well as the nearly 8,000 Curves locations across America.

"We're very excited about this partnership because it perfectly underscores our commitment to making consumers' lives healthier and easier," said John Haugen, vice president of health and wellness for General Mills. "Our new line of products connects Curves' women and fitness-inspired equity with General Mills' health and wellness-focused innovation. This winning combination can help women achieve their weight management goals."

"We want to help women take the smart path to long-term weight management and believe that extending our brand to packaged food is a positive next step," said Gary Heavin, founder and CEO of Curves International. "The great new food products will be the first to carry the Curves name at grocery and retail, and we're thrilled to partner with packaged goods leader General Mills."

In addition to grocery and retail visibility for the new products, Curves Chewy Granola bars will be sold at Curves franchises for a suggested retail price of \$1 per bar. Curves Chewy Granola bars will retail in stores for the suggested retail price of \$2.89 per box of 6 bars. Curves cereal will retail for the suggested retail price of \$3.49.



*Sabroso hasta el último buchito.*



The advertisement features a collection of PILON Espresso products. In the foreground, there is a white cup filled with coffee. Behind it, several cans and boxes of PILON Espresso are displayed. The cans are yellow and red, with the brand name 'PILON' prominently shown. The boxes are red and yellow, also featuring the brand name. The background is a warm, golden-brown color with coffee beans scattered around.

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

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# 6 Produce

**TODAY'S  
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## Potato Buyer Goes Hog Wild for Wisconsin Potatoes

There are many reasons potato buyers and consumers alike enjoy Wisconsin potatoes - more than 25 available varieties and the environmentally friendly Wisconsin Healthy Grown Potato® are just a couple. In May, the Wisconsin Potato and Vegetable Growers Association gave one Midwest potato buyer a whole new reason to love Wisconsin potatoes: they gave Joe Corsaro of Indianapolis Fruit Company, Inc. a brand new Harley-Davidson Sportster 883s (proudly renamed the "Spudster") complete with a custom paint job showcasing Wisconsin Yukon Gold potatoes.

The Spudster was the grand prize of a nine-month direct mail campaign to potato buyers across the United States. During the months of September through May, potato buyers would receive comical gifts. Along with the small gifts were new reasons to buy Wisconsin Potatoes; new product introductions like the Wisconsin Healthy Grown Potato® tray pack made with environmentally friendly packaging material was the focus of one month's mailing while specific information on specialty varieties were promoted throughout the campaign.

"The direct mail program really allows us to maintain that personal relationship with our customers," stated Tim Feit, Director of Promo-



■ **JOE CORSARO** from Indianapolis Fruit Company, Indianapolis, Indiana. Winner of the 2007 Wisconsin Potato and Vegetable Growers Association "Spudster," a Harley-Davidson Sportster 883s.

tions and Consumer Education for the Wisconsin Potato and Vegetable Growers Association (WPGVA). "It's light-hearted, which the buyers seem to appreciate, and we know they always look forward to hearing who won the grand prize, the Harley Davidson 'Spudster!'"

The winner of the "Spudster," Joe Corsaro, entered the contest by logging on to the Wisconsin Potato and Vegetable Growers Association web-

site, [www.wisconsinpotatoes.com](http://www.wisconsinpotatoes.com), with his individual password throughout the nine-month promotion. On May 2, Tim Feit, WPGVA, randomly selected Corsaro's name (with assistance from Bobbie Bastle of the accounting firm Brettingen, Smits, and Novak). Joe heard the good news directly from his Wisconsin potato supplier Tom Lundgren, Spud City Sales, Stevens Point, Wisconsin.

## Veteran Produce Manager a "Real Peach"

### Winn-Dixie Associate Accepts National Award in Chicago

Winn-Dixie produce manager Karen Cappuccilli traveled to Chicago during the FMI convention to receive the 2007 Retail Produce Manager Award from United Fresh Produce Association. Cappuccilli, a 19-year company Associate, was one of 20 winners from grocery stores across the country who were recognized by the leading industry trade association during its national conference.



■ **A REAL PEACH** - Winn-Dixie Port Charlotte Produce Manager Karen Cappuccilli

"Produce is my passion," said Cappuccilli, who has been the produce manager for 16 of the 19 years she's been with the company. "I enjoy my job because it's not the same thing every day - each new season brings change. Fall is my favorite time of year because I get to build beautiful displays of pumpkins, colorful gourds and squashes that our customers really enjoy."

Cappuccilli was born into the grocery business. Her mother was a meat cutter at an IGA in Rhode Island, where Karen got her first job as cashier at age 16. After moving to Florida 20 years ago, she joined Winn-Dixie as a cashier and has done "just about everything" in the store. She has been a produce manager for the last 16 years in Englewood, and has just recently moved to the Port Charlotte store at Promenades Mall. Her passion for Winn-Dixie has even spread within her family - her husband Joshua is a pharmacy student at the University of Florida and hopes to be a Winn-Dixie pharmacist one day.

"Karen's effort and enthusiasm in the produce department is one of the reasons why Winn-Dixie is getting better all the time," said Randy Rambo, regional vice president of the Miami region.



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## The Snack Factory Puts Good Things In Small Packages

*Introduces 100 Calorie Packs Of Pretzel Crisps®*

The Snack Factory, creators of patented Pretzel Crisps®, have made their famously trim, crunchy pretzel crackers available in 100 Calorie Packs in Original flavor.

"Pretzel Crisps are great for serving, spreading and snacking," said Warren Wilson, President of The Snack Factory. "The new 100 Calorie Packs make it convenient and simple to stick a single serving in your purse, briefcase or even a lunch box. Since Original flavor Pretzel Crisps are baked and fat free, we know snackers will be pleased by the amount of healthy, satisfying crunch in each pack."

The Snack Factory created 100 Calorie Packs in response to strong consumer interest in single serving snacking. Unlike less-than-healthy snack packs created by some manufacturers, Original Pretzel Crisps are already all-natural, baked and fat-free! The 100 Calorie Packs simply add an element of convenience to the great taste and extreme crunch that healthy snackers enjoy. The 100 Calorie Packs of Pretzel Crisps have a suggested retail price of 2 for \$1.00. All Pretzel Crisps are oven baked and carry Pareve, Kosher certification from the OU.

100 Calorie Packs of Pretzel Crisps are immediately available 60 to a case or in 4/50 count master cartons.

## Mrs. Cubbison's Introduces 100% Whole Grain Seasoned Stuffing



Mrs. Cubbison's Foods, Inc., has responded to Americans' call for more healthful eating by introducing the first 100% whole grain seasoned stuffing.

Mrs. Cubbison's 100% Whole Grain Seasoned Stuffing provides the great home-made taste and healthful ingredients consumers demand today. The product is 100% whole grain, contains zero trans fats, absolutely no preservatives and only all-natural ingredients.

Preparation is quick and easy, whether it is for the inside of the turkey or a casserole, on the top of the stove or in the microwave oven.

All that is necessary is to add the cook's own fresh ingredients, as suggested on the package.

The product is available in 12-pack cases and 63-count shipper displays.

## Pita Never Looked So Good

### Old London Introduces Healthy Pita Chips



Old London® is shaking up snacking by introducing a new line of pita chips. The brand decided to launch this new line in response to consumer demand for a more flavorful, healthier snack. Old London Pita Chips, in whole grain, lightly salted and garlic varieties, are currently shipping to stores.

All three pita chip varieties are baked, not fried, and have fewer calories and 70 percent less fat than the leading brands of potato chips. In addition, they have 0 grams of trans fat, no cholesterol and are low in sugar, providing consumers with some healthy, new choices they don't have to feel guilty about enjoying.

Old London Pita Chips are baked from authentic pita bread, giving them a genuine, home-baked flavor.

"As a leader in the category, we are constantly talking with our consumers to find out what they are looking for in the cracker aisle. Increased flavor and health were top priority; we wanted to create something that would fit both needs," said Chris Gunsch, director of marketing for the Old London brand. "Old London Pita Chips have a crisp bite and delicious, flavorful taste that everyone is sure to love."

Old London Pita Chip varieties provide versatility, great by themselves, but also perfect for dipping because of their crisp texture and small shape. The three flavors can be easily paired with almost any cheese, dip or topping, making them ideal for every occasion.

## Del Monte Pickles Blow into the Windy City

*Newcomer with Old Name Hits Chicago Shelves*

Del Monte Pickles, produced by M.A. Gedney Co., recently were introduced to Jewel stores and other select grocers across Chicagoland, and could be heading your way soon. Del Monte's entry into Chicago supermarkets features ten popular pickle products from their many varieties.

For more than 125 years, M.A. Gedney Co. has prided itself on quality and innovation, creating pickle variations including the popular State Fair line made from real, blue-ribbon award winning recipes created and won by "real folks." The Chicago line, sold under the Del Monte label is being offered in the following varieties: Nita's Sweet B&Bs, Hot & Sweet Zinger B&Bs, Kathy Earnest's Garlic Baby Dills, Kosher Dill Spears, Babies, Zinger Dill Spears, Kosher Babies, Black Pepper & Garlic Babies, Hot & Sweet Babies, Jalapeno Babies and Zinger Babies.

"Our entry into the Chicago market is part of an expansion effort to bring Del Monte pickles to new markets and people across the U.S.," said Joe Pinto, Gedney VP Sales & Marketing. "However, we're particularly excited to be here in Chicago this season. Any city so pickle-friendly that it puts an entire spear on their hot dogs is pickle paradise to us."



**PICKLE POWER** — a familiar old name on an exciting new product line — Del Monte pickles, produced by M.A. Gedney Co., recently made their debut in stores in the Chicago area. This is the first of a planned rollout to bring the Del Monte pickle brand to new markets across the country.



## Smart Portion Muffins - A Delicious and Healthy Choice

Uncle Wally's in-store bakery muffin company, founded by cookie entrepreneur Wally "Famous" Amos, manufactures a broad selection of nutritious gourmet and home style muffins. Now they have an answer for health-conscious consumers who also want great taste and quality: Smart Portion Muffins and Smart Portion Brownie Cups. Made with whole grains, they are 99% fat free and are an excellent source of fiber.

Portion control plays an important role in our eating habits. It is not always what we eat that adds calories, but how much. Each Smart Portion package contains two muffins, only 140 calories, and is 99% fat-free, a good source of fiber, and contains no trans fat. They are a great breakfast or snack and help people to maintain a healthy lifestyle. Smart Portion Brownie Cups are also a good source of fiber, and only 160 calories per twin pack.

Smart Portion Muffins come in convenient, ready-to-eat portion controlled packages in three varieties: Whole Grain Blueberry Muffins are baked with real blueberries and topped with oats; Whole Grain Cranberry Apple Muffins are baked with real cranberries and apples and topped with oats; and Banana, baked with real bananas and topped with oats.



## StarFly Flashing Soap

*A Kid's Very Best Friend, It's True!*

Rubber starfish, you're the one. You make washing so much fun...

Move over, duckie. The new "must" in bathroom accessories does more than amuse — it will actually get you clean. New StarFly Flashing Soap from Dr. Fresh® —

maker of the best-selling FireFly® toothbrush — handily takes the drudgery out of washing up with its own colorful flashing lights. The round soap, made of pure gentle glycerin, is topped off with a cute, squishy rubber starfish toy. Pressing the starfish activates the eye-catching red, yellow and blue lights, which blink for fifteen seconds, long enough for a thorough scrubbing.

When the soap is all used up, the starfish toy is still ready for lots and lots of play.

StarFly comes in four colors and three — pink (strawberry), green (apple), purple and blue (lavender). StarFly is recommended for children ages six and up, and offers a great enticement for those who resist bathing or adequate hand washing. It carries a SRP \$1.99.

# Bravo Celebrates Success!

SUPERMARKETS FOR SAVINGS



**Bravo Southeast celebrates the successful grand opening of two new stores in Florida. Congratulations to Juan and Jose Batista in Wintergarden and Juan Diaz and Raphael Vargas in Miami.**

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

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

**In short, Bravo means:**

- Bravo** MERCHANDISING EXPERTISE AND BUYING POWER
- Bravo** SITE LOCATION AND STORE DESIGN SERVICES
- Bravo** COMPLETE FIELD AND OPERATIONAL SUPPORT
- Bravo** CREATIVE ADVERTISING
- Bravo** KNOWLEDGE TO MERCHANDISE TO A DIVERSE ETHNIC MARKET
- Bravo** COMMITMENT TO EFFICIENT AND LOW COST PRODUCT SUPPLY

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800-248-5727 ext 5301 or Julio Sanchez,  
Manager, Bravo Southeast, 305-629-3567**





**■ BRAVO! MIAMI BRAVO** – Following a number of years of effort and determination, independent operators Juan Diaz and Raifiz Vargas have opened the doors to their new Bravo Supermarket. The 28,000 sq. ft. store located at 10400 NW 7th Avenue in Miami, Florida celebrated its grand opening June 14.

**J**uan Diaz and Raifiz Vargas are celebrating the grand opening of their new Bravo Supermarket located at 10400 N.W. 7th Avenue, in Miami, Florida. The store is located just off I-95 at 103rd Street.

# New Bravo Supermarket Opens in Miami

The 28,000 sq. ft. independently-owned store opened its doors to the public on Thursday, June 14 at 8 o'clock in the morning. The store, on the site of long vacant retail space, once home to a Food Fair (and later Pantry Pride) was stripped to its shell, renovated, and is now a state-of-the-art full-service supermarket. The store's product mix has been expanded to meet the unique needs of the diverse ethnic population surrounding the store. It offers a variety of Hispanic, Haitian, and Afro-American products. The store has a full-service deli, featuring hot foods, a fresh bakery department, service meat and fish department, and its own check-cashing store. The seven checkout lanes are equipped with state-of-the-art POS systems provided by ISE Corp., as is the Customer Service Center which features two POS installations. For customer shopping convenience, an ATM machine is located inside the store near the front checkout area. The store's attractive interior décor was by David Yehuda of DY Design, Inc., Store Planning & Design Specialists of Kings Point, NY.

The grand opening advertising program features a multi-week home-delivered circular campaign in the 3 mile trading area surrounding the store and multi-week radio spots on stations aimed at the diverse population in the trading area.

Diaz and Vargas have been partners in food retailing for over 8 years and take pride in operating well merchandised full service quality supermarkets. This is their second Bravo location in Florida, currently operating a store in the city of Sunrise. The Sunrise location with Ralph Torres serving as General Manager served as a laboratory to develop the concepts and best practices that were incorporated in the new Miami location.

Diaz told TODAY'S GROCER, "Our goal is to bring the excitement and vitality of the Bravo shopping experience to this section of Miami. We are fortunate that this is a densely populated area with 169,000 households in the five mile radius surrounding our location. Based on the demographics, the store will attract consumers from a broad economic spectrum. Our store team is committed to bring customers personal service and quality food products. We realize that, by knowing our customers and satisfying their needs, we can successfully compete with the large established chains in the area."

Vargas added, "Based on our experience in our Sunrise store, we realize that this area needed a first class supermarket that knows the community and is proud to be a part of the community. We are committed to expand Bravo's presence in the greater Miami area. We want our customers to feel at home when they shop with us. We are confident that we can live up to our statement that Bravo is the "supermarket for savings" and customers will be saying "Bravo to Bravo."

The store is under the direction of Store Manager, Freddy Crisostimos and employs 40 associates. The store hours of operation are 8 a.m. to 10 p.m. daily.

The N.W. 7th Avenue location is the twentieth Bravo Supermarket in the state of Florida and the sixth in the greater Miami area.

Upcoming Bravo openings in Florida include Tampa, Pembroke Pines, and Poinciana.



**■ BRAVO owners/operators, Juan Diaz (center), Raifiz Vargas (third, left) and co-partner, Maria Jimenez** are all smiles as they are joined on opening day by Bravo/Krasdale Meat Director, Lou Papa; Bravo Retail Counselor, Jose Jorge; Bravo Vice President-Business Development, Southeast Division, Dennis Wallin, and Bravo Manager-Retail Services, Southeast Division, Julio Sanchez.





■ Bravo Miami Store Manager, Freddy Crisostomo (center) receives opening day congratulations from AG of Florida V.P. New Business Development, Amaury Portela (left) and Bravo Manager-Retail Services, Southeast Division, Julio Sanchez (right).



■ PRODUCE MANAGER, Pedro Vargas (wearing coat), pictured with (left to right): Ira Bernhard, Director of Merchandising, and Joe Digirolamo, Sales, Sun City Produce Company; Julio Sanchez, Bravo/Krasdale Director of Produce, Joe DeLorenzo, and Dennis Wallin.



■ Bravo's Julio Sanchez and Dennis Wallin pictured in the new store with AG of Florida, V.P. HBC/GM, Mitch Terry and AG V.P. Sales-Pompano, Gregg Young.



BRAVO Meat Department Manager, Marcello Martin (second, left) pictured with Julio Sanchez, Lou Papa and Phil Kelly.



■ BRAVO TEAM MEMBERS pictured at the opening: Julio Sanchez, Joe DeLorenzo, Jose Jorge, Dennis Wallin, Alina Leal, Sr. Vice President, Jay Reinstein, Phil Kelly and Lou Papa.



■ Front-end action was busy throughout the day but customer service was prompt thanks to state-of-the-art technology from Miami-based ISE Corp.



■ Alina Leal, Bravo Southeast Division, Bravo/Krasdale V.P. Jay Reinstein, Bravo Business Development, Dennis Wallin; Bravo-Miami Store Manager, Freddy Crisostomo; ISE Corp. President, Pedro Penton; Bravo Manager-Retail Services, Southeast Division, Julio Sanchez and Bravo Retail Counselor, Jose Jorge.



■ CUSTOMER CHECKOUT is fast and efficient in the new store thanks to equipment provided by ISE Corp. Here, ISE Corp. President, Pedro Penton (right) is pictured at one of the state-of-the-art checkout lanes along with Bravo team members, Jose Jorge, Dennis Wallin and Julio Sanchez.



■ A number of prominent South Florida independent operators came out for the opening to lend their support and congratulations to Juan Diaz and Raifz Vargas, among them Carlos Hernandez (center), National Supermarket #2 (Hialeah) pictured with Jose Jorge, Pedro Penton, Dennis Wallin and Julio Sanchez.



■ Cesar Martinez, Quirch Foods; Lou Papa and Phil Kelly, Bravo/Krasdale; Quirch Foods Meat Merchandiser, Luis Puga, Quirch Foods Sales Manager, Ramon Valle, Quirch Foods Regional Manager, Aramis Perez with Jay Reinstein, Dennis Wallin, and Julio Sanchez from Bravo.



■ Cashier Yosaira Acosta operates state-of-the-art checkout equipment equal – or superior to, that found in the largest, most modern chain supermarkets, thanks to POS systems provided by ISE Corp.



■ Bravo Store Manager, Freddy Crisostomo and Co-Owner/Operator, Raifz Vargas receive congratulations from Bravo's Julio Sanchez (left) and Dennis Wallin (right).



■ Bravo Store Manager, Freddy Crisostomo (center) pictured with his partners in profit from Bravo/Krasdale-Julio Sanchez and Jose Jorge.



■ BRAVO Manager-Retail Services, Julio Sanchez (left) pictured with ISE Project Manager, Luis Cambra and Account Manager Guillermo Arinez.



■ FLOWERS BAKING CO. – Operations Manager, Dan Haley, Sales Manager, Sergio Rodriguez, and Account Executive, Juan Colome.



# Forces Shaping the Future of Food Retailing

By: **JOHN SACCOMANNO**

Director, Industry Marketing  
Retail, Hospitality and Self-Service  
Solutions Division  
NCR Corporation



■ JOHN SACCOMANNO

Though I've never been a retailer, I have spent 30 years on the periphery of the food industry. Those 30 years have been spent in the employ of a company that provides automation solutions to the grocery industry. These solutions are designed to maximize grocers' operational efficiencies and improve their customers'

shopping experience.

While most of my career was spent in sales, the last 12 years have been in the marketing organization for the retail division of NCR. My most recent assignment is the Director of Industry Marketing for the consumable segments, which includes grocery, warehouse clubs, drug stores, convenience stores and petroleum retailing. This global assignment includes the responsibility for overall segment strategies and solution definition.

So, with introductions behind me, I humbly submit my industry observations. These observations will take form in a series of columns over the next year. The main theme, give or take some healthy digression, is "Forces Shaping the Future of Food Retailing."

For the purpose of these columns, I'll classify these forces into the following three categories: consumer demographics, the business environment and technology. These categories will cover a number of subjects, each proba-

bly warranting a separate column.

The consumer demographics category will touch upon population shifts, ethnic population shifts, household changes and the changing role of females. Everything begins with the consumer, and therefore, I strongly believe any serious discussion about the state of the retail industry must include an element of consumer demographics and trends.

The business environment category will touch upon: the globalization of retailing; the increasing amount of industry consolidation and privatization in retailing; "Eat My Dust" retailers that have profound effects on the industry; the convergence of retail formats; the consumables battleground; and the food industry itself.

The technology category (after all, I do work for a technology company) will include segments on the self-service revolution, customer connectivity, workforce connectivity, point of sale (POS) and the consumer, POS and receipts, POS and payments, and RFID.

Though quite diverse, these forces all have one thing in common—each has an impact on the food industry.

I'm looking forward to this. After all, whether you're a retailer or someone who supports the success of grocers, we all have a vested interest in the forces that shape the future of the food industry. Please keep your eyes open for my next column.

*JOHN SACCOMANNO is Director of Food, Drug and Petroleum Industry Marketing for NCR Corporation's Retail, Hospitality and Self-Service Solutions business. He has global responsibility for developing and deploying NCR marketing programs for food stores, drug stores and the retail petroleum industry, including convenience stores. As industry marketing director, his role includes identifying significant trends, initiatives and best practices to drive retail automation requirements.*

## SFD Promotes Carr

Southeast Food Distribution announced that Paul Carr has been promoted to IT Director. Carr will oversee the IT department and report directly to Marc Goodman, CFO. One of his contributions towards the company has been to establish Vocollect System for the forklift in the warehouse. Carr joined the Southeast company in 2006, bringing with him 21 years of experience in the Information Technology field. Before joining Southeast, he held positions in information technology with Fiserv and EDS. Carr studied Business Management at Franklin University in Columbus, Ohio.



## Weight Watchers® Caramel Snack Cake Makes its Debut

On the way to your supermarket and mass merchandise shelves now, the newest variety of Weight Watchers Snack Cakes are rich, satisfying and brimming with caramel flavor! Never one to take a back seat to offering food choices that are great tasting and sensible, Weight Watchers is introducing the new caramel snack cake, with a *POINTS*® value of 1.

Each Weight Watchers caramel snack cake serving (27 grams) is just 90 calories, has 3 grams of dietary fiber and just 3 total grams of fat.

Weight Watchers and Dawn Food Products, who manufactures Weight Watchers snack cakes and muffins, are consistently working together to provide consumers with a wide variety of sweet baked goods to choose from. "We have witnessed a strong demand for Weight Watchers snack cakes and muffins since they were introduced in 2004," said Schryse Williams, vice president, consumer brands at Dawn. "We are excited to expand the product line with additional flavors and baked goods in the coming months."

Weight Watchers snack cakes (six individually wrapped snack cakes per box) come in three additional delicious flavors — chocolate cake, lemon cake and carrot cake.

## Winn-Dixie Debuts New Look Stores in Orange Park

Winn-Dixie is demonstrating its brand, "getting better all the time," with the major renovations to two of its stores in Orange Park, Florida — #103 at 1545 County Road 220 and #8 at 1339 Blanding Boulevard at Knight Box Road.

The Jacksonville, FL-based grocer celebrated, on May 15, the official re-opening of the two Orange Park stores which have undergone an extensive remodel over the past several months. The work was more than just a facelift — customers will find new products as well as upgraded departments and expanded services.

"The renovations and improvements we've made will provide our customers with better service, better products and an overall better shopping experience," said Richard McGough, district manager for Winn-Dixie's Orange Park-area stores. "We listened to what our customers were telling us and made these changes to better meet their needs. It's all about getting better all the time for our neighbors, our Associates and the communities we serve."

Stores throughout the region are expanding current offerings to include enhanced produce departments, new deli offerings including wing bars, muffin carts, gourmet olives, and made to order sandwiches. In addition to a brighter, more vibrant atmosphere with new floors, a new color palette and fully-remodeled restrooms, these two Orange Park locations will receive many of these offerings.

The stores are commemorating their re-openings with a series of events during the next four weeks including a wine and cheese tasting with Chef Robert Tulko, the Pepsi Pit Crew Challenge, where shoppers will have the opportunity to experience pit crew life in NASCAR, and interactive fun and games provided by Radio Disney.



■ Winn-Dixie Associate Taylor Parks dips a strawberry in chocolate for Kila Stubbs on May 17. The Orange Park, FL Winn-Dixie store on Blanding Blvd. was completely renovated and recently celebrated its grand re-opening.



■ Winn-Dixie's Chef Robert Tulko offers cooking tips to dozens of shoppers during a tour of the newly-renovated Clay Plaza store in Orange Park, FL. Tulko led the tour through the store's meat, deli, wine and produce departments as part of the celebration of the store's re-opening. Here he demonstrates the proper technique of carving a rotisserie chicken.



■ Winn-Dixie's Executive Chef Robert Tulko congratulates Store Director David Smith on the renovations completed at Clay Plaza Winn-Dixie in Orange Park, Fla. The store is brighter, with expanded wine, organic and seafood departments.



■ A bright and welcoming new Clay Plaza Winn-Dixie is what customers in Orange Park, FL will find on Blanding Blvd. The store recently reopened after several months of renovation.



■ Brea Marolt, age 9, a student at Montclair Elementary School and Lyric Peterson, age 12, a student at Doctor's Inlet Elementary learn how to properly cook vegetables from Winn-Dixie's Chef Robert Tulko during a tour of the newly-renovated Clay Plaza store in Orange Park, FL.



■ Samuel Lovitt, age 6, enjoys a chocolate-covered strawberry at Winn-Dixie #8 in Orange Park, FL.



**BRAVO SUPERMARKETS** opened its twenty-second store in Florida on June 7. The new 18,000 sq. ft. store is owned and operated by brothers Jose, Juan and Tony Batista and is located at 624 South Dillard Street in Winter Garden.

# New BRAVO Supermarket Opens in Winter Garden

## 18,000 sq. ft. Store Offers Expanded Product Selection

Jose Batista, Juan Batista and Tony Batista are celebrating the grand opening of their new Bravo Supermarket located at 624 South Dillard Street, Winter Garden, Florida. The store is in the West Orange Shopping Center.

The 18,000 square foot independently-owned store opened its doors to the public on Thursday, June 7 at 8 o'clock in the morning. The store, on the site of long vacant retail space, was stripped to its shell, renovated, and is now a state of the art full service supermarket. The store's product mix has been expanded to meet the unique needs of the diverse and upscale population surrounding the store. It offers a variety of gourmet foods and organic products. The store features a full-service deli, featuring hot foods, and a fresh bakery department.

The grand opening advertising program featured a four week circular campaign in The Orlando Sentinel and multi-week radio spots on three stations aimed at the diverse population in the trading area.

The Winter Garden location is the nine-

teenth Bravo Supermarket in the state of Florida and the eighth in the greater Orlando area.

The three Batista brothers have been in food retailing for over 50 years and take pride in operating well merchandised full service quality supermarkets. This is their second Bravo location in Florida, currently operating a store in Apopka.

Jose Batista told TODAY'S GROCER,



**BRAVO SUPERMARKETS** Manager-New Business Development, Bob Sawyer (left), gives opening day congratulations to owner/operator, Jose Batista.

"Our goal is to bring the excitement and vitality of the Bravo shopping experience to Winter Garden and the surrounding communities. Based on the demographics, the store must draw consumers from a broad economic spectrum and a wide geographic trading area. To accomplish this, we are committed to bring Winter Garden consumers the personal service and quality food products that only "hands-on" independent store owners can provide". Juan Batista added, "We realize that, by knowing our customers and satisfying their needs, we can successfully compete with the large established chains in the area."

Tony Batista said, "We have invested in the Florida market. Based on our experience in our Apopka store, we realize that this area needed a first class supermarket that knows the community and is proud to be a part of the community. We are committed to expand Bravo's presence in the greater Orlando area. We want our customers to feel at home when they shop with us. We are confident that we can live up to our statement that Bravo is the "supermarket for savings" on the products our customers need and want the most."

The store employs 40 associates. The store hours of operation are 8 a.m. to 9 p.m. daily.



**BRAVO SUPERMARKETS** Manager-Retail Services Southeast Division, Julio Sanchez (right) and Bravo Retail Counselor, Richie Sanchez (left) pictured with Winter Garden store owner/operator, Jose Batista (center).



**SUPER SELLERS** - Associated Grocers of Florida V.P. of Sales - Ocala Division, Charlie Webb, AG V.P. HBC/GM, Mitch Terry, HBC/GM Merchandiser, Joe Sexton, AG Store Brands Sales Counselor, Ray Vann; pictured with Bravo Retail Counselor, Richie Sanchez.



**Beautiful new store features an impressive Fresh Produce Department featuring a wide assortment of fruits and vegetables.**



**Bravo owner/operator, Jose Batista (left) and Bravo Manager-Retail Services, Julio Sanchez (right) pictured with Produce Manager, Luis.**



## Harry's Fresh Foods Launches Ready-To-Serve Organic Sides

*Seven New Kettle-cooked Favorites Feature Big Flavor, No Trans Fats*

Harry's Fresh Foods, a leading provider of convenient and freshly prepared foods, is adding seven new ready-to-serve organic side dishes to its line-up. Made from the freshest, all-natural ingredients and prepared by professional chefs, Harry's products are quick and easy to heat and serve. Like all of Harry's products, these new additions are free of trans fats and will be available in grocers' refrigerated deli and meat departments across the country beginning in June. The MSRP for each 18oz. container ranges from \$4.99 to \$5.99.

"Organic food sales, particularly in the deli department, are experiencing double-digit



growth," said Rod "Harry" Harris, founder of Harry's. "We developed these seven new products to not only meet that demand, but to provide busy, discerning consumers with healthful, convenient food choices."

Harry's new organic side dish line up includes:

### ORGANIC MACARONI & CHEESE

Comfort food comes of age with tender organic elbow macaroni smothered in a smooth organic cheddar cheese sauce.

### ORGANIC MASHED POTATOES WITH SUN-DRIED TOMATOES

Organic sun-dried tomatoes and parmesan cheese redefine traditional mashed potatoes for the sophisticated palate.

### ORGANIC OLD-FASHIONED MASHED POTATOES (22 oz. package)

Organic russet potatoes, milk and butter are sprinkled with salt and pepper for mashed potatoes made the way you remember them.

### ORGANIC PENNE MARINARA

This simple, elegant dish features a deliciously spicy organic tomato marinara sauce over tender organic penne pasta.

### ORGANIC WILD MUSHROOM RISOTTO

Plenty of sautéed organic crimini mushrooms, parmesan cheese, onions, garlic and seasonings give this classic Italian rice dish its signature rich flavor, tangy organic sun-dried tomatoes make it irresistible.

### ORGANIC AZTEC BEANS & RICE

The finest organic black beans, green peppers, juicy tomatoes, sweet corn and brown rice combine with diced onions, chopped garlic and just the right blend of spices for authentic south of the border flavor.

### ORGANIC CALIFORNIA VEGETABLE MEDLEY

We took fresh, crisp organic broccoli, carrots and cauliflower and covered them lightly in tangy organic cheddar cheese sauce for a vegetable dish your family can't resist.

## "The Deli Counter" Dips into Safeway Stores

Safeway, Inc. has debuted two popular dip varieties under its private label "The Deli Counter." Both varieties, French Onion and Buttermilk Ranch, are manufactured by Santa Barbara Bay Foods and offered in deli departments of Safeway stores nationwide, including Safeway, Von's, Dominick's, Randalls, Tom Thumb, Genuardi's, Pavilions and Carrs. The real dairy, sour cream-based dips are available in 16-ounce containers retailing at around \$2.99.

"Both French Onion and Buttermilk Ranch dips are consistent favorites among consumers, and we are pleased to offer high-quality, real dairy options for those seeking these popular flavors," said Emily Alfano, marketing manager for Santa Barbara Bay. "Offering French Onion Dip and Buttermilk Ranch Dip under 'The Deli Counter' label will make these options readily available to customers in Safeway's 1,760 grocery stores nationwide."



## Frozen Foods



## Smith Dairy Salutes Summer with New Patriotic-Themed Flavors

Smith Dairy Products Company announced that new Limited Edition flavors Betsy Ross Berry Crisp and Uncle Sam Sugar Cookie have joined the Ruggles® Churned Light Ice Cream ranks, but only until the end of summer.

"Whether it's Flag Day, Independence Day, or just a backyard barbecue, summer is a time of celebration," said Penny Baker, Director of Marketing at Smith Dairy. "Who better than Betsy Ross and Uncle Sam to join in the festivities?"

Both new flavors start with vanilla Ruggles® Churned Premium Light Ice Cream, which has all the flavor and texture of Ruggles® ice cream but 50 percent less fat and 1/3 fewer calories. Betsy Ross Berry Crisp adds to the vanilla base a mixed berry swirl and cinnamon streusel pieces, and Uncle Sam Sugar Cookie stirs in sugar cookie pieces and red and blue sprinkles.

These Limited Edition flavors are available during the summer months in grocery stores throughout the Smith Dairy sales region. The 1.75-quart containers feature fun and friendly illustrations of Betsy Ross and Uncle Sam.

Smith Dairy created the new Ruggles flavors as part of its patriotic-themed "Summertime Celebrations" promotion.

## Food City Brings Back Kay's Ice Cream

Food City is bringing back an all-time regional favorite, Kay's Ice Cream.

"We have always prided ourselves in selecting the best products possible for our customers," says Steven C. Smith, Food City president and chief executive officer. "Like our company, Kay's Ice Cream was also a local family-owned operation and we're excited to bring back such a popular line of top quality products".

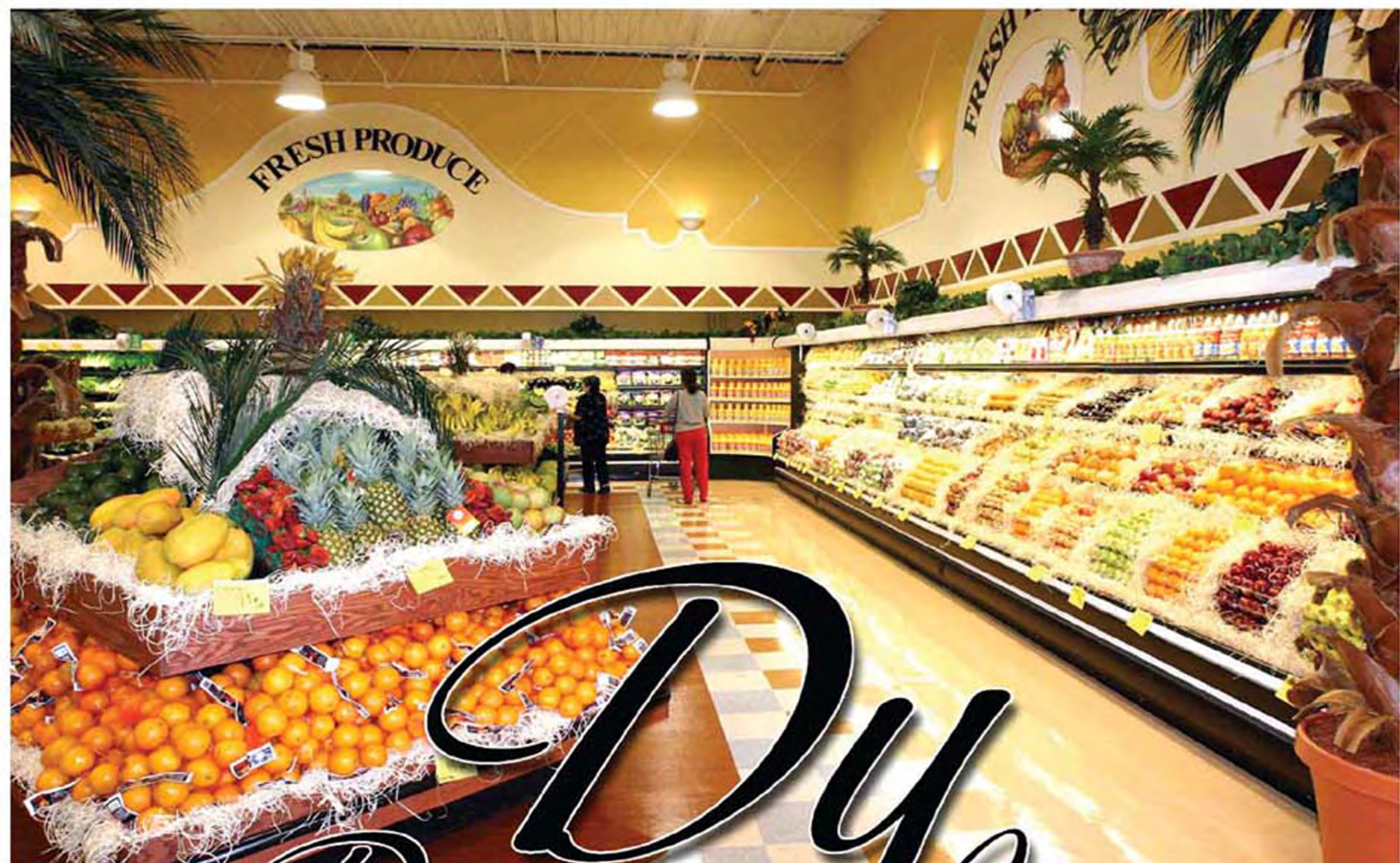
Kay's Ice Cream was originally based in Knoxville, TN and is perhaps best known for being one of the first to market a wider variety of flavors. In a world previously dominated by chocolate, vanilla and strawberry, the company made combinations like Butter Pecan a household name.

Area Food City locations will serve as the exclusive Kay's Ice Cream outlet. Back by popular demand, a number of childhood favorites will be offered, along with several new flavor combinations. The line will also include no-sugar added and frozen yogurt products.

"My family is looking forward to seeing Kay's Ice Cream back on the shelves at Food City," said founding family member, Jim Alexander. "Having sampled several flavors from the new Kay's line, I think Food City customers will agree they have done a great job in bringing back a highly favored top quality product".

To launch the campaign, Food City will distribute a variety of money-saving coupons and implement special promotional pricing to encourage customers to try their new product line.





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# Strictly Natural

TODAY'S  
GROCER

## Snack Bars Offer Something for Everyone



Seitenbacher America has introduced a line of totally gluten-free bars with something for everyone. They are vibrantly packaged with prominent gluten-free banners, making them stand out in either the snack or gluten free section.

Bars range from Choco Apricot - German chocolate covered raw fruit bars with just 2 grams of fat to the powerhouse Energy Bar of pure almonds, honey and chocolate (15 grams).

In between is a Fitness Bar (15 nutrients including 20% of your protein DV and 80% of calcium) an Xtra Fiber bar and Natural Energizer which is solid raisins, peanut kernels, chocolate, hazelnut kernels and sunflower seeds.

Most unusual is the "Natural Cereal Bar." The experience begins with a heady fresh-cut grass fragrance, then the unusual (almost gritty) texture of ground seeds and nuts and then - wow - it dissolves with all the richness of cheesecake! This recipe should be guarded by dragons!

Seitenbacher factory sits amidst miles of rich German farmland near Heidelberg and the owners personally monitor the growing practices for many of their ingredients. After 27 years of success in Europe, they opened a distribution center near Tampa, Florida, in 2006.

"Everyone suspects we chose Florida just to lie in the sun ... and who could blame us?" says Willi Plannenschwarz, founder and owner. "But a nice surprise is that people visiting here take their love for this muesli back home with them and build our website business." To date, Seitenbacher is carried by most Florida health food stores including all Florida Whole Foods, Haddon House and DPI Midwest.

## New CLIF Nectar Cacao®: A simple, healthy indulgence at last



Chocolate lovers officially have a reason to celebrate! The people of Clif Bar & Co. have created a new line of organic dark chocolate, fruit and nut bars, CLIF Nectar® Cacao. Now hungry foodies everywhere can get their antioxidant-rich chocolate fix and two servings of fruit daily in a delightfully healthy and flavorful bar.

CLIF Nectar Cacao comes in three flavors: Dark Chocolate Mocha, Dark Chocolate Walnut and Dark Chocolate Raspberry. The suggested retail price for each CLIF Nectar Cacao bar is \$1.49.

"We wanted to enter the world of specialty chocolate while keeping true to our commitment to providing healthy food for busy people," said Jennifer Yun, brand manager for CLIF Nectar. "CLIF Nectar Cacao ingredients are 100 percent organic, and that means grown in harmony with nature. And we believe that this approach, ultimately, creates greater pleasure to the palette."

CLIF Nectar Cacao brings healthy chocolate decadence to the 100 percent certified organic CLIF Nectar bar line, which includes four delicious fruit flavors: Cherry Pomegranate, Cinnamon Pecan, Cranberry Apricot & Almond and Lemon Vanilla & Cashew.

All CLIF Nectar bars are pure and simple — made with only six or fewer simple ingredients and providing two servings of fruit in every bar. CLIF Nectar bars also have naturally occurring antioxidants and fiber, and people with allergies will appreciate what CLIF Nectar is made without: gluten, wheat, soy, dairy, trans fats, processed sugars or genetically modified ingredients.

## Toasted Or 'Straight-From-The-Box' Good!

*Nature's Path Introduces Four Organic Toaster Pastries*

Nature's Path Foods, Inc. wants consumers to know that not all Toaster Pastries are created equal! The company has added four varieties and two new sizes to its popular line of USDA Certified Organic Toaster Pastries — pushing the total to 12. The new flavors include: Cherry Pomegranate™, Chocolate, Brown Sugar Maple Cinn™, and unfrosted Brown Sugar Maple Cinn™.

The Nature's Path Toaster Pastries make a convenient grab-and-go breakfast item or snack food. They are made with whole-grain flour, organic flavors and real fruit fillings. Each pastry is lower in fat than the leading competitor's brand, with no trans fat and only about 210 calories. At Nature's Path they use organic palm oil, which has antioxidant qualities and provides a natural balance of saturated and unsaturated fats.

The new Toaster Pastries join the existing line of frosted and unfrosted Strawberry, Blueberry and Apple Cinnamon six packs. The suggested retail price for these products ranges from \$2.59 to \$3.29. In addition, two larger Family Packs of 12 pastries each have been added for the frosted Strawberry and Brown Sugar Maple Cinn.



## Healthy Snacks are Going Wild



*Sunfood Nutrition Debuts Organic Amazonian Wild Jungle Peanuts*

Sourced from the rainforest of Ecuador, Organic Wild Amazonian Jungle Peanuts are the latest ancient raw food that Sunfood Nutrition has re-discovered and introduced to the modern world. This innovative new product is raw, certified organic and is hand-picked and sun-dried to protect the nutrients and flavor.

Organic Wild Amazonian Jungle Peanuts have a rich, "heirloom" peanut taste and aroma. The texture is smooth and buttery and they nearly melt in your mouth. Even their appearance is remarkable. These raw nuts have a unique golden-brown skin with red stripes. Organic Wild Amazonian Jungle Peanuts are a tasty snack straight out of the bag or they can be featured in a wide variety of nutty recipes. The SRP is \$8.95 for an 8-ounce resealable bag and they are available nationwide.

## Annie's Homegrown Launches Cereal Line

Bernie the Rabbit, the beloved mascot of Annie's Homegrown, is taking a seat around the breakfast table with a new line of low fat breakfast cereals. Annie's Homegrown is launching a new line of cereal, expanded snack offerings and an addition to its organic macaroni & cheese selection.

With its new line, Annie's now is packing wholesome goodness into breakfast cereals made from whole grains such as oats and corn, with more than 70 percent organic ingredients and 0 grams of trans or saturated fats. Three flavor varieties and kid-friendly shapes offer a whole new way to enjoy Annie's.

"As a mom, I know it's hard to find healthy cereals that kids love to eat," said Annie Withey, founder of Annie's. "That's why we've paid special attention to creating a fun, tasty cereal that's made with the same quality ingredients our consumers have come to expect. Like all Annie's offerings, our new cereal line tastes great with no artificial anything."

The new cereal line includes:

- ANNIE'S BUNNY LOVE TOASTED OAT AND CORN CEREAL BUNNIES, "HUGS" AND "KISSES" (Xs and Os) are made from toasted corn and whole oats with just a touch of natural-occurring sweetness. A good source of fiber, the cereal also provides 10 grams of whole grains per serving (9-oz box).
- ANNIE'S HONEY BUNNIES TOASTED OAT AND CORN CEREAL BUNNIES AND HEARTS are made from toasted whole oats, with a real honey glaze provides 9 grams of whole grains per serving (9-oz box).
- ANNIE'S CINNA-BUNNY CINNAMON-TOASTED CORN AND OAT CEREAL BUNNIES, FLOWERS AND PUFFS are made from organic corn with a real cinnamon glaze (9-oz box).



## Purex Introduces New Natural Laundry Detergents

The laundry experts at Purex® are launching a new line of natural liquid laundry detergents, Purex Natural Elements, for consumers who are conscious not only of the products they eat and drink, but also of the cleaning products they use in their homes. Responding also to sustainability initiatives, Purex Natural Elements provides uncompromising cleaning performance with 100-percent naturally derived cleaning ingredients in a line of naturally scented laundry products.

In developing the new line featuring natural fragrance extracts, Purex anticipated

upcoming fragrance trends to give consumers a laundry product that is pleasing to smell. The three distinctive scents include Linen & Lilies™, Apple & Melon™ and Cherry Blossoms & Vanilla™ for a truly unique laundry experience. Linen & Lilies combines the light and fresh aroma of linen with a touch of delicate spring lilies. Apple & Melon couples summer apples with a variety of melon fragrances, including cantaloupe and honeydew. Cherry Blossoms & Vanilla blends the sweet scent of floral cherry blossoms with sophisticated vanilla extracts.

Purex Natural Elements features a biodegradable, non-toxic detergent formula housed in recyclable packaging. The detergent is available in two Ultra Concentrate sizes — 50 oz. and 100 oz. Ultra Concentrate detergent requires only half the liquid amount for the same number of loads as traditional laundry detergents. It also uses less water and produces less waste. Purex Natural Elements is available at a manufacturer's suggested retail price of \$3.49 for a 50-oz. bottle and \$6.99 for a 100-oz. bottle.

Purex Natural Elements will be available nationwide in August.





#### PRODUCT INTRODUCTIONS

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

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# 18 Guest Editorial

**TODAY'S  
GROCER**

## Tell Cockroaches to Shop Elsewhere

By: **FRANK MEEK**, B.C.E.  
Technical Director, Orkin, Inc.



**FRANK MEEK**

While cockroaches may be a familiar pest to shoppers (after all, the pests have existed for more than 300 million years), that doesn't mean that your customers will ignore the sight of one of the creepy crawlers scurrying across the grocery store aisle. In fact,

according to an independent poll of consumers' perceptions of pests in grocery stores, more than 60 percent of shoppers would complain to a manager if they saw a cockroach in their grocery store, and 41 percent would tell friends and family of the incident.

Not only can cockroaches affect your standing with your customers, but they also pose a threat to food safety. Cockroaches frequent unsanitary conditions, which puts them in contact with a number of bacteria that can cause foodborne illness, such as *E. coli*, *Salmonella* and *Staphylococcus*. They then can carry these bacteria on the outside of their bodies and transfer them to other surfaces.

To help protect your store from these pests, work with your pest management professional to implement an Integrated Pest Management (IPM) program. An effective program will target the reasons cockroaches inhabit your store, monitor for activity and take quick steps to manage infestations.

### Why do cockroaches like my store?

Grocery stores provide the perfect environment for cockroaches to live because they offer an abundance of food and water sources, from spilled product to leaks in refrigerated sections. Cockroaches also prefer living in damp, dark places, which they can find in storeroom areas behind products or in cracks in walls.

Sanitation is one of the best ways to keep these pests at bay because it can cut off cockroaches from their food, water and shelter supplies. As part of your daily sanitation efforts, make sure that you clean up spills quickly and thoroughly to remove debris and repair any leaking appliances. Use a HEPA (high efficiency particulate air) filter vacuum to clean in small crevices. As a plus, vacuuming also can remove cockroach allergens and the pests themselves.

### Is that a cockroach I see?

A good IPM program will monitor for signs of pests so that quick action can be taken if



they're found. However, cockroaches create a specific challenge to monitoring because they're nocturnal pests and will rarely show themselves when your staff is on duty. Instead, work with your pest management professional and staff to spot the signs of cockroaches, including dead pests, shed skins and other body parts.

Small glueboards, which incorporate a sticky, non-toxic, surface to capture pests, also are a great way to monitor for cockroaches. When placed in positions that cockroaches might frequent, such as under shelving and in corners behind appliances, glueboards can indicate the level of cockroach activity in that area.

### What do I do if I have an infestation in my grocery?

If your monitoring efforts do indicate that cockroaches are present in your store, work with your pest management professional to

correctly identify the species of cockroach present. Accurate identification will be key to selecting treatment.

A licensed professional can help you explore the best options to quickly curtail infestations, but one common treatment, non-volatile baits, can help reduce cockroach populations while ensuring food safety. Unlike traditional pesticides, non-volatile baits do not become airborne. Available in gel formulations and in bait "pucks," which enclose the bait in protective plastic, non-volatile baits can be strategically placed in areas of infestation.

Since infestations can quickly grow out of control — one German cockroach can produce as many as 48 offspring every 20 to 25 days — take efforts today to stop cockroaches before they threaten your store or are seen by your customers.

*\*Results based on responses to a 2006 online survey conducted by Acromatics that polled 1,000 adults (aged 18 and over) in the contiguous United States.*

Orkin Technical Director Frank Meek is a board-certified entomologist and a 20-year veteran in the field of pest management. For more information, contact Frank Meek at [fmeek@orkin.com](mailto:fmeek@orkin.com) or visit [www.orkincommercial.com](http://www.orkincommercial.com).

## Safe Food Handling Knowledge Gaps Persist

### Consumers Interested in Knowing More

Research findings for a national study conducted by the Partnership for Food Safety Education reveal that despite the fact that a majority of adults feel confident they understand and follow food handling procedures, a sizable number do not consistently follow certain safe food handling practices. The study also revealed that a majority of adults (83 percent) are interested in learning more about safe food handling procedures. Providing this education could reduce the incidence of foodborne illness, which contin-

ues to represent a significant public health threat.

"A majority (64 percent) of adults indicated that it is 'very important' to follow safe food handling procedures, and over half consider the threat of foodborne illness very serious," says Shelley Feist, Executive Director of the Partnership for Food Safety Education. "However, less than 60 percent are correctly following important safe food handling practices," she continued. According to the Centers for Disease Control and Prevention (CDC), approximately 76 million Americans, or one in four, contract a foodborne illness every year.

The quantitative study was part of the testing conducted to sup-

port development of the Partnership for Food Safety Education's "Be Food Safe" campaign. The campaign is a cooperative effort developed in conjunction with the USDA and other government agencies as a means to address gaps in consumer knowledge of safe food handling practices. In addition, the campaign will work toward making this important food safety information more accessible to the public by having messages appear in places where consumers are thinking about food and food preparation.

This approach is supported by the research findings that reveal that Americans do need additional information about certain areas of consumer food safety. For in-

stance, while a majority of respondents said they own a food thermometer, less than 15 percent reported using it "always" or "most of the time" to determine when meat and poultry are done cooking. The Partnership and government agencies recommend always using a food thermometer to ensure food reaches a safe minimal internal temperature, high enough to kill pathogens.

Additionally, over half of respondents reported that they defrost meat and poultry at room temperature at least "sometimes," a practice that can allow bacteria to grow on the food. And while more than three-quarters of respondents said they own two or more cutting boards, just a third always use dif-

ferent cutting boards for meat and vegetables (as recommended by food safety agencies).

While government and industry work to prevent the presence of dangerous microbes in food, consumers should always be prepared to reduce their risk of illness by practicing safe food handling in the home. The Partnership's new "Be Food Safe" icons—which depict the four core food safety tips: "Clean. Separate. Cook. Chill"—contain information that is "very important," according to strong majorities of all surveyed, and respondents indicated that seeing the icons in a store or on packaging would be a great reminder of the importance of handling food safely.

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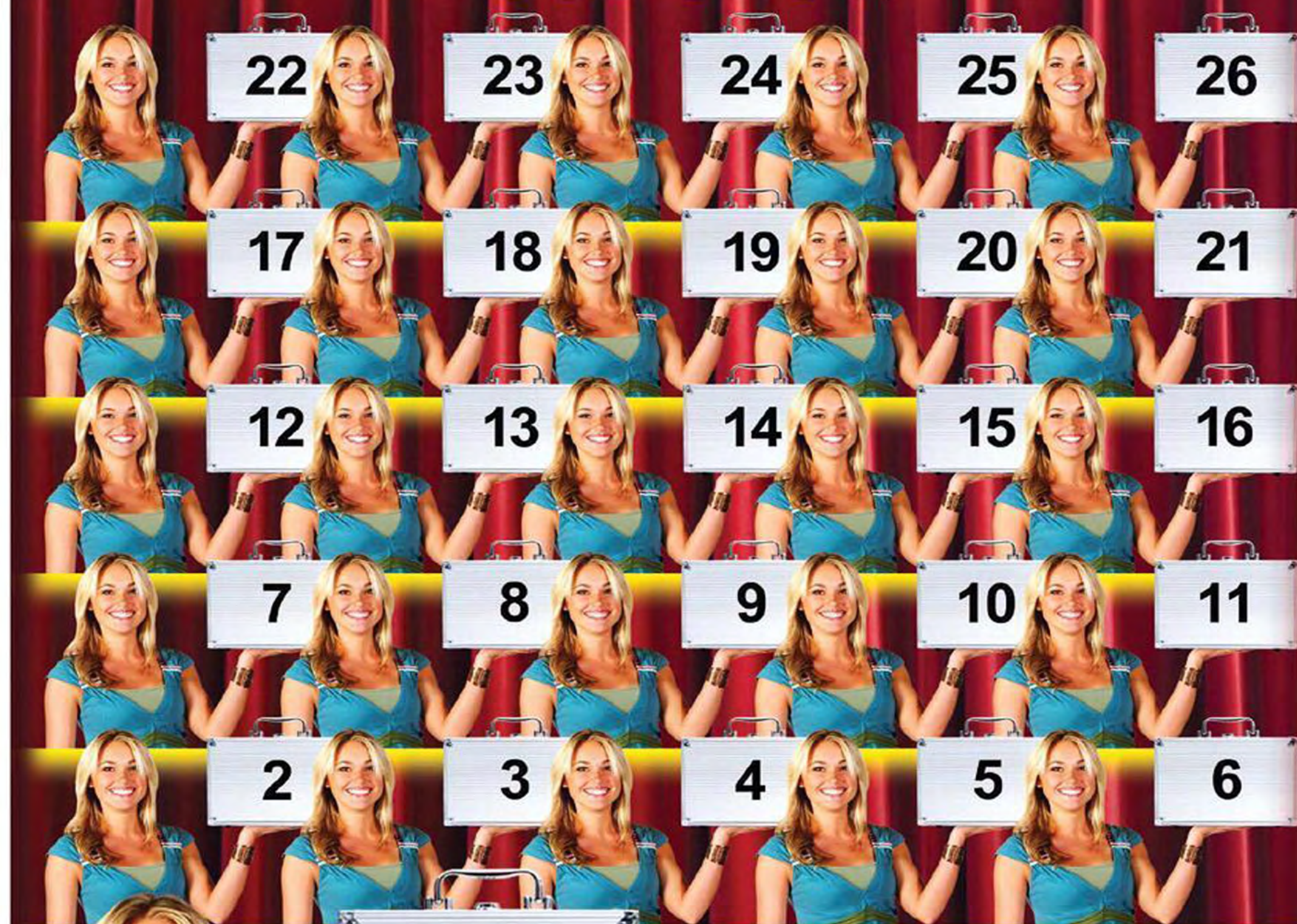
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# Publix Lakeland Div. and Customers Raise Nearly \$155,000 for Non-Profits

Publix Super Markets and their customers and associates raised nearly \$155,000 through a six-week holiday season Food For All® program. The Food For All fundraiser appeared in all Lakeland area Publix Super Markets from November 19 - December 30, 2006. Customers were offered the opportunity to select \$1, \$3, or \$5 donation coupons at the register as they were checking out, and the selected coupon was scanned and added to their final grocery bill. Nine local non-profit agencies received funding from the program including; the Agape Food Bank, America's Second Harvest of Tampa Bay, The Salvation Army of Hillsborough County, All Faiths Food Bank, Harry Chapin Food Bank of Southwest Florida, Mayor's Feed the Hungry Program, Meals on Wheels Plus, Suncoast Food Bank and the Volunteer Way.

"Food For All allows us to give back to worthy community-based organizations that support anti-hunger strategies," said Shannon Patten, Media and Community Relations Manager for Publix Super Markets. "For many of these programs, funding has been cut or operating budgets cannot cover the costs. This is why, year after year, our associates are committed to supporting the Food For All campaign and our customers continue to support the program with their generous donations."

Since 1988, Publix Super Markets Lakeland Division has partnered with Food For All to run in-store, point-of-purchase fundraisers. To date Publix Lakeland has raised nearly \$2.7 million for local non-profit beneficiaries.



■ ALL FAITHS Terry Ball, Shannon Patten, Publix; Dan Dunn, All Faiths; Wendy Smith, Publix.



■ MAYOR'S FEED THE HUNGRY: Joel Swallow, Eurika Webb, Mayor's Feed the Hungry; Shannon Patten, Publix; Scott Biehler, Mayor's Feed the Hungry; Terry Ball, Wendy Smith, Publix.



■ HARRY CHAPIN: Chris Litz, Publix; Al Bristol, Harry Chapin; Shannon Patten, Publix; Gerry Brown, Publix Super Markets.



■ SUNCOAST FOOD BANK: Tana Keating, Shannon Patten, Ken Wilson, Publix; Scott Davis, Diane V. Kuenzel, Suncoast Food Bank.



■ MEALS ON WHEELS PLUS: Joe Mercado, Meals on Wheels; Shannon Patten, Publix; Darrell Turner, Meals on Wheels; Roger Hinckley, Publix; Ellen Campbell, Meals on Wheels; and Tim Henning, Publix Super Markets.



■ AGAPE FOOD BANK: Greg Chambless, Publix; Shannon Patten, Publix; Henry Marchese, Agape; Faye Flint, Agape; Katrina Pelham, Agape.



■ THE VOLUNTEER WAY: Gary Steinmetz, Publix; Toni Ives, Volunteer Way; Mike Pizzo, David Morgan, Publix; Frank Galavza, Volunteer Way; Jack Daniel, Publix Super Markets.



■ AMERICA'S SECOND HARVEST: Shannon Patten, Publix; Conway Jensen, Second Harvest; Mike Vall, Second Harvest; John Reina, Publix; Jim Bushee, Publix.



■ SALVATION ARMY: John Reina, Shannon Patten, Publix; Moira Hinson, Salvation Army; Jim Bushee, Publix Super Markets.

# Summer Grilling Season Is Here

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# 24 Beverage

**TODAY'S  
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## Moove Over Dairy Milk

### New Hemp Bliss™ Organic Hempmilk Goes Up Against Other Dairy Milk Alternatives



The herd of non-dairy milks has gained a strong 'bull' of a competitor — Hemp Bliss organic hempmilk from Manitoba Harvest. Consumer demand for dairy milk alternatives has been growing for many years due to vegetarian preferences and concerns about dietary sensitivities to dairy, growth hormones in dairy milks, and animal rights and other environmental issues associated with dairy production. Some people simply don't enjoy the flavor of dairy milk and find that they can gain nutrition by tastier means.

Hemp foods are one of the hot

trends in the health food industry. Hemp Bliss is the first Organic hempmilk, and this hemp innovation is creating a buzz because this nutritious beverage is the most user-friendly way for consumers to try and enjoy this ancient "superfood." Hemp Bliss stands out from the herd of dairy milk alternatives including soy, rice and almond because it has a strong nutrition profile, a pleasant flavor and texture and it does not raise concerns regarding food sensitivities. Many people are sensitive to nuts, including almonds. Others have trouble with sensitivity to soy or are concerned about soy agriculture. Rice milk is like hemp in that it is not known as an allergy irritant; however, it doesn't offer a strong nutrition profile like hemp and typically rice milks contain an abundance of sugar and sweeteners.

Overall, Hemp Bliss provides a superior nutrition profile than the other non-dairy alternatives. Most noteworthy are the 1,200 mg of omega-3 essential fatty acids and 5 grams of protein in each serving. Overall, Hemp Bliss offers the richest source of Omega 3, 6 and 9 essential fats.

## Lipton® To Go

### Expand Your Water Dept. Offerings

Add the goodness and flavor of Lipton® to your water offering with Lipton To Go Sticks. Conveniently packaged in single-serve foil packets, Lipton To Go Sticks are designed to be added to a 16.9 oz.-20 oz. bottle of water and are easy to use—just open, add to water and shake!

Available in easy-to-display, self-merchandising cartons in three popular tea flavors—Green Tea with Mandarin & Mango, Iced Tea with Lemon and Iced Tea with Peach—Lipton To Go Sticks are made with 100% natural tea and natural tea flavors. All three varieties are sugar free with zero calories and contain 80 mg of flavonoid antioxidants—natural aids in the body's protection against the harmful effects of free radicals.

As consumers become more health conscious, they are re-discovering the pleasure and benefits of tea. Without unnatural additives and sugars, Lipton To Go is the perfect alternative to carbonated soft drinks. Offering Lipton To Go Sticks will show your customers you not only care about their desire for refreshing flavor but about their health, too.



### Go Bananas with Vitasoy's New Organic "Summer Seasonals"



Leave the iced tea and lemonade behind this summer and start monkeying around with delicious new "Summer Seasonals." Created by Vitasoy USA Inc., America's leading soy milk flavor innovator, the beverages come in Chocolate Banana and Strawberry Banana. Both drinks are non-dairy, gluten and lactose free.

Made from whole organic soybeans, filtered water and organic cane juice, Vitasoy's Summer Seasonals are USDA certified organic and heart healthy, with no cholesterol or trans fats. Each serving offers a full four grams of protein and is low in fat and calories. There are no genetically modified ingredients, artificial

ingredients or flavors, and they are kosher and animal free (vegan).

"Soy milk's up to some monkey business this summer! Vitasoy's Summer Seasonals are breaking new ground in the category!" said Pam Dietz, head of the Vitasoy Innovations Team. "The Vitasoy Innovations Team is demonstrating soy milk's potential for versatility, creativity and innovation. Soy can do anything milk can do, only it's heart-healthier!"

Vitasoy's Chocolate Banana and Strawberry Banana organic non-dairy beverages will be distributed nationwide. The suggested retail price is \$2.49 - \$2.99 per 32-ounce container.

## Voodoo Vibe

### The Liquid Experience Group Debuts First Flavor in the Jimi Hendrix Branded Line

The Liquid Experience Group, a division of Beverage Concepts LLC, has announced the availability of the first drink to debut from the Jimi Hendrix branded line. Aptly named Voodoo Vibe, the effervescent drink, labeled with the charge of peace, love, purpose, is now available in stores nationwide and online May 11. The mixed-berry flavored energy drink infused with the Co-Q10 enzyme is available in a commemorative limited-edition aluminum bottle with a twist-off cap, as well as a regular can. The packaging invites people to "taste life" and is also aimed at promoting and encouraging consumers to live charitably as a portion of all sales is donated to MusiCares®, a program that aids musicians as well as other philanthropic programs through The Liquid Experience Partnership Program.

The limited-edition bottle is priced at a range between \$2.75 and \$2.99 for a 16 oz. bottle. The price range for the regular 16oz. can is \$2.49 to \$2.69 per can. Distribution and purchase orders are amassing daily and the drink, a charitable purpose, along with the other flavors, will be available internationally, with announcements to follow. Voodoo Vibe will also be promoted within various concert tours throughout the next 12 months.

"Jimi transcended time and generations by his innate ability to unite people and that is paramount to our long-term vision," said Josh Glass, CEO of The Liquid Experience. "We are extremely excited to offer up an incredible drink that not only tastes awesome, but also carries a powerful message about giving back. We hope people embrace our invitation to taste life."



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# La Escalerita Supermarket Opens in Miami

*Family Enterprise Debuts in Northwest Miami-Dade*

A Colombian family which only arrived in the U.S. a little over two years ago is already beginning to establish its roots with the opening of a new supermarket in northwest Miami-Dade County. La Escalerita Supermarket is a new family-owned business enterprise begun by Fabio Garcia-Gomez, a businessman and rancher for many years in his native Colombia.

The new 4,200 sq. ft. market is located at 16879-85 N.W. 67th Avenue (Ludlam Rd.), just north of the Palmetto Expressway at the 67th Avenue exit. The well laid out, boutique store is being operated by son, Cesar Garcia, and son-in-law, Nestor Raúl Valencia, although it is truly a family effort. Joining in the operation will be mother, Luz M. Lopez, Nestor's wife, Maria, Nestor's brother, Fabio, Jr., and his sister, Carolina Garcia. Felipe Peralta is the store manager.

La Escalerita had a soft opening on June 5, followed by the formal grand opening on June 29. Even though the new store is located in the same shopping center as a Navarro Discount, the family hopes its personalized service, product selection, and convenient location will attract not only Colombians and other Hispanics, but also other nationalities and income brackets in the Miami Lakes area that the new store



■ THE LA ESCALERITA TEAM – Operators/brothers-in-law Cesar Garcia and Nestor Raúl Valencia, and Store Manager Felipe Peralta, with Nestor's son Andres.



■ LA ESCALERITA Co-operators Cesar Garcia and Nestor Raúl Valencia pictured with ISE Corp. Sales & Marketing Account Manager David Hernandez [right]. ISE provided the new store with a state-of-the-art POS system.

will serve. Even though it's small in size, the new market will be big on product selection, offering: full-service meat department, seafood, deli, cheese, produce, beers and wine, and soft drinks, among others. Primary supplier for the store is Southeast Wholesale Foods. Meats and seafood are being supplied by Quirch Foods.

Garcia-Gomez and his family are expecting the new store to expand their family business ventures in the States.

The new independent market certainly has the technology to support its efforts to take on the challenge presented by area competitors. It features two check-out counters and one customer service counter equipped with state-of-the-art technology provided by ISE Corp. of Miami, FL. This equipment includes a total POS system, software and hardware with installation, training, and maintenance provided by ISE.

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# Fispal Latino Comes to Miami Beach



## Latin Food Show Looks at Food Industry of the Future

The Miami Beach Convention Center came alive May 31-June 2 as it played host to the 3rd Fispal Latino - Latin Food Fair in the United States of America. The event brought together nearly 600 companies that produce, process, package and distribute food with a Latin flavor from different countries, but mainly from Latin America, Spain and the United States itself.

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

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

This year's big show was broken down into three main components -

### TASTE LATINO

Taste Latino - the only show that brings together the leading food and beverage brands in the Americas, featuring the widest range of international companies seeking to showcase and acquire the Latin flavor.

### TECHNOPACK LATINO

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

### XXVIII HEMISPHERIC CONGRESS

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

One of the featured speakers was Pedro Penton, President of Miami-based ISE Corp. Penton began his address by discussing the forces shaping the future of retailing: An Aging Population, Impact of Age on Food Purchases, Ethnic Diversity, and Household Makeup.

Mom has left the household and has entered the workplace. Today, approximately 65% of U.S. mothers now have an outside job, compared to 50% in France, 45% in the United Kingdom, and 42% in Germany.

### Lifestyles are changing

- ▶ People aren't eating at home as frequently as they used to.
  - ▶ Emergence of convenient foods.
  - ▶ Families no longer eat together.
- Penton then discussed forces that are changing the courses of retailing.
- Industry Trends
- Format Convergence

### Trends

- ▶ Consumables battleground
- ▶ The rush to fuel
- ▶ Services branding
- ▶ Stores within stores
- ▶ Health care retailing

### Implications

- ▶ Labor costs exposed
- ▶ Confusion abounds
- ▶ Middle ground becoming quicksand
- ▶ Differentiation = survival
- ▶ Specialty retailers finding the cracks

Penton included both the supermarket industry and convenient stores in his address to the approximately 250 gathered in the audience.

In closing his speech, Penton borrowed the words of Alan Kay, Senior Fellow Hewlett Packard Labs - "The best way to predict the future is to invent it."

Taste Latino IV is scheduled for May 8-10, 2008, at Miami Beach Convention Center.



■ One of the featured speakers Thursday morning was ISE Corp. President, Pedro Penton who delivered an insightful look into both the food industry of today - and tomorrow.



■ GOYA FOODS - Rudy Quant



■ BADIA SPICES - Henry Llanso, Badia; Mike Sibla, Publix Super Markets; Nelson Tarke, Badia Spices, and Danny Murillo, Publix Super Markets.



■ CATALINA FOODS - Nilda Martinez, Luis Manrara, and Pilar Gonzalez.



■ CAFÉ PILON - Nilda Amadoro



■ DEL PRADO FOODS - Elissa Orue, Laura Saavera, and Martha Harnouss, Marcas Dist., Inc.



■ EL SEMBRADOR - Orlando Alvarez.



■ FOLLOWING HIS ADDRESS, ISE's Pedro Penton (second right) met with a number of industry leaders, including (left to right): CPA. Juan A. Galarza Executive VP for MIDA in Puerto Rico, and Atlano Cordero, Badillo President for (ALAS) Latinamerican Supermarkets Association.



■ LA MILPA - Manuel Reyes, Byron Reyes, and Sergio Carro.



■ SANCHELLIMA - Estelle-Marie Viera, Juan A. Sanchellima, Juan A. Sanchellima, Jr.



■ ISE - Alejandro Gomez, Victoria Monteiro, Guillermo Arinez, Pedro Penton, and David Hernandez.



■ INTERNATIONAL DISTRIBUTORS - of Grand Bahama, Ltd. - Charlie Cordero, Barbara Lopez, Mohamed Bouras, and Bob Longtemps.



■ IBERIA WORLDWIDE - Peter Casals.



■ MALTA CON LECHE - Yuri Ramos is all smiles as she holds the product which won the award as Latin Product of the Year.



■ IFLORIDA CRYSTALS - Lynda Law with Mariela Filartiga.

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■ John Weal pictured with Elvira and Howard Hengstler, Advantage Sales & Marketing.



■ ASSOCIATED GROCERS' Gary and Joan Bausch and John Weal pictured with Harold and Mel Louis, Total Sales, Inc.



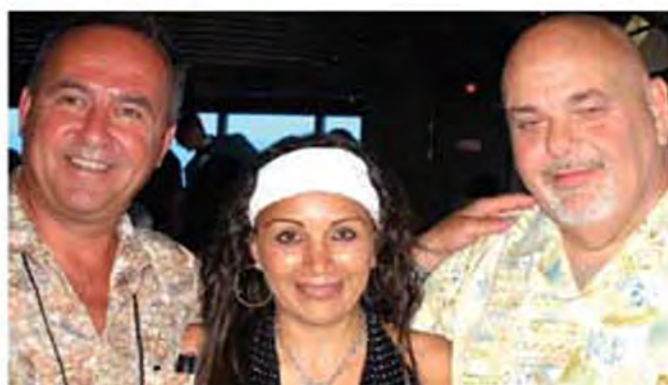
■ Denisse and Many Garcia, Pan American Food Brokers pictured with AG of Florida, Executive V.P., Georgina Perez (center).



■ John Weal (center) with Kip Gerlach and Julie Lutz, Malt O Meal.



■ Tom and Linda Horn, Crossmark Sales and John Weal are all smiles at the reception following departure from Port Everglades.



■ Rejean Lalumiere, Arneg-Canada and Jaquelin Stropp with John Weal.



■ John Weal pictured with Teresa and Joe DiGiacomo, Crossmark Sales.



■ John Weal with his administrative assistance, Rosy Capeles and her husband, Danny.



■ John Weal with his good friends from Flowers Baking: Juan Colome and Willie Prince.



■ Maria Aviles, Javier Valentin and Javier, Jr., Pan American Grain (Rico Rica).



■ John Weal with Mike and Judy Fetzik, McCormick, and their sons, Michael and Ryan.



■ Howard Hengstler, Advantage Sales, pictured with Ariel Melchor, AG of Florida.



■ John Weal pictured with Eric Saylor and Ken Saylor, Arneg-USA.



■ John Weal (center) pictured with Madonna and Rocky Craig, Daymon Worldwide and Laura Serpe and Dave Kersey, Nestlé Waters.



■ ASSOCIATED GROCERS OF FLORIDA Chairman of the Board, Jim Rines and his wife, Fran (center) pictured at one of the formal evenings with John Weal, Georgina Perez and Teresa and Joe DiGiacomo.



■ AG OF FLORIDA V.P.-Store Supplies, Bill Seigny with John Weal.



■ Ariel and Alina Melchor with Liane and Rick Patrylo, Acosta Sales, Inc., and John Weal.



■ Lisa and Tom McCarthy, Tom Thumb Stores, Inc. out on the evening with baby Miles.



■ Celebrating their 22nd anniversary while at Grand Cayman, were Clara and Fausto Borges, Advantage Sales.



■ AG OF FLORIDA V.P. of Sales-Ocala, Charlie Webb and his wife, Patty.



■ John Weal (right) with Caribbean Princess Food & Beverage Manager, David Lea (Australia).



■ John Weal (center) standing with Kip Gerlach, Julie Lutz, Teresa and Joe DiGiacomo.



■ GOOD FRIENDS — John Weal, Roxanne Sapp, Laurie Groeneveld, Jay Lewis and Zeev Weissman (seated).



■ Kathy and Larry Gherardini, AG of Florida V.P.-Perishables.



■ UNDER THE SPELL of "El Gaucho" is a happy Mercedes Carrillo.



■ John Weal pictured with Karen and Ken Reich, Advantage Sales.



■ EVERYTHING'S COMING UP ROSES for the 2008 AG Retailers' Incentive Trip to Buenos Aires, Argentina, according to "El Gaucho" John Weal and Jim and Fran Rines.



■ AG OF FLORIDA Vice President HBC/GM, Mitch Terry, pictured with Fran and Jim Rines.



■ STANDING: Jay Lewis, John Weal, Ron and Laurie Groeneveld, Roxanne Sapp, Bill Seigny; Zeev Weissman, AVS Entertainment. SEATED: Bob Ellenburg, Dir. of JB Enterprises; Chip Stanley and Frank Bytautas.



■ Joan and Gary Bausch, AG of Florida V.P. of Procurement.



■ John Weal greets Mary and Norm Orths, Milam's Markets.

ON THE COVER: Caribbean Princess at anchor at Princess Cays on the Island of Eleuthera, in the Bahamas. Inset: Associated Grocers of Florida Sr. V.P. and Travel Organizer, John Weal (left) pictured with Captain Giuseppe Romano, Master of the Caribbean Princess.



## CRUISE SUMMARY

|                                  | DISTANCE           | AVERAGE SPEED |
|----------------------------------|--------------------|---------------|
| Port Everglades to Princess Cays | 279 Nautical Miles | 19.0 Knots    |
| Princess Cays to Ocho Rios       | 527 Nautical Miles | 13.7 Knots    |
| Ocho Rios to Grand Cayman        | 256 Nautical Miles | 18.0 Knots    |
| Grand Cayman to Cozumel          | 326 Nautical Miles | 21.0 Knots    |
| Cozumel to Port Everglades       | 553 Nautical Miles | 16.7 Knots    |

Total Distance: 1941 Nautical Miles

The 29th annual Tennessee Grocers and Convenience Store Association convention and the World of Food & Fuel Expo was held April 12-15 at Gaylord Opryland, Nashville, TN. All attendees partook in light of this year's western theme.

The attendance of so many prominent players within Tennessee's food industry made for a convention that was full of excitement, enthusiasm and entertainment.

The convention began Thursday night at the Sharp Shooter's Winner's Circle Dinner, an event honoring TGCSA's most generous members. Food City hosted twelve companies that were in turn awarded for their participation with TGCSA in all four levels of the convention: advertising in the Convention magazine, sponsoring an event at the convention, registering for convention events and exhibiting in the expo.

Friday morning 70 golfers hit the golf course at Gaylord Springs Golf Club hosted by the Tennessee Grocers Education Foundation.

Friday night guests suited up in their western attire and attended the Hoedown and Casino party hosted by the Pepsi Bottling Group for the evening. Attendees enjoyed hors d'oeuvres and cocktails while mingling and trying their luck at the casino games. Joining in the western theme, many guests got on the dance floor to boot scoot and boogie with award winning line dancer, Jamie Marshall of Checkcare Systems.

Saturday morning began with the Country Morning Breakfast, sponsored by the Tennessee Lottery, H.T. Hackney and Flav-O-Rich, and motivational speaker, Van Richmond, gave a talk on the "Impact of Attitude" in the workplace.

Following the breakfast, attendees were invited to the free education sessions which spanned throughout the afternoon. Cristina Allen of Budweiser presented "Hispanic Grocery" dealing with tactics for retailers in the up and coming Hispanic market. Keith Clinard of Conwood Sales focused his presentation on "Smokeless Tobacco Marketing" enlightening retailers with insight of the tobacco industry.

After a short break, the program was turned back over to Van Richmond speaking on "Employee Retention" hosted by Frito-Lay. Van gave the attendees great strategies on keeping employee turnover to a minimum. Next, the Tennessee Alcoholic Beverage Commission presented a critical overview of the Responsible Vendor Law and what will be expected of Tennessee retailers selling alcohol and the consequences they could incur.

Pursuant to the education sessions, the doors to the World of Food & Fuel Expo were opened and retailers entered the show floor. The expo was held from 1 p.m. - 5 p.m. on Saturday and Sunday. Approximately 2,000 attendees walked around the show floor where near-

# TGCSA 2007 Convention and Expo "Round-Up"

*Scenes from the 29th Annual Tennessee Grocers and Convenience Store Assn. World of Food & Fuel Expo and Convention*



**WINNER'S CIRCLE PURITY DAIRIES MARK EZELL** - Danny Patterson, Cox Oil Company and Tom Hembree, Food City, pose with Mark Ezell, President of Purity Dairies, one of the many companies that were presented with the Winner's Circle Award.



**CASINO PARTY GAMBLERS** - Wayne Miller, Food City, Emerson Breeden, Food City, Thomas Hales, Specialty Foods Group, and Tom Hembree, Food City, try their luck at the Black Jack Table at the Casino Party.



**CASINO PARTY LINE DANCERS** - Jamie Marshall, Checkcare Systems shows Georgia Strain, Cyndi Randle, TGCSA, and Jennifer Durham, TGCSA, how to boot, scoot and boogie.

ly 175 booths were on display.

Exhibitors were clearly pleased with the show and the attendance of Tennessee retailers. "The show was one of the best I have attended," said Mike Barbrow of Southern

States Equipment. "If you weren't there, it was your loss."

The TGEF Silent Auction was held Friday and Saturday night raising over \$9,500. The total almost doubles the average over the past seven years and is \$2,000 more than last year's auction. TGEF board members were pleased to hear of the success.

"Since TGEF is in the business of giving scholarships, we were more than thrilled with the results of this year's silent auction," said Rick Hardesty, Lewis Brothers Bakeries, TGEF Chairman. "Without the generosity of all the companies that provide these items as well as those who aggressively bid, this would have never been possible, so they should all feel good about participating. The more income we generate, the more kids we can help and that is the main reason we exist."

Saturday night's Round 'Em Up Chairman's Dinner was the highlight of the convention. It began with Sara Lee hosting a reception followed by dinner and entertainment. Guests enjoyed a delightful dinner sponsored by Purity Dairies and Associated Wholesale Grocers. Milton Milam, Associated Wholesale Grocers, 2006-2007 TGCSA Chairman, spoke to the evening's guests about the association's accomplishments this past year, including an increase in retail membership of 116 locations and recognized all members for their dedication to the association. Milton was presented a family portrait generously donated by Mayfield Dairy Farms. David Burnett, Houchens Food Group, was presented the Chairman's gavel and recognized as the 2007-08 TGCSA Chairman of the board.

Emerson Breeden, Food City, was awarded the prestigious Grocer of the Year award. Jesse Lewis, Mid-Mountain Foods, presented the award after a video presentation of Breeden's accomplishments.

Danny Potter, Elm Hill Meats/Wampler's Sausage, was awarded the inaugural Vendor of the Year award. Scott Means, S & C Foods, presented the award to Potter, who was graciously surprised.

Sunday morning began with the Rise and Shine Breakfast honoring TGEF scholarship recipients. This year TGEF gave away 131 scholarships worth a total of \$155,700.

Also, on Sunday morning Barry Maddox, Alliance Marketing, was inducted into the TGEF Hall of Eagles, a select group of members who have demonstrated great commitment to TGEF and its causes. Maddox has served as the Middle Tennessee Golf



**CHAIRMAN'S DINNER MILTON MILAM**, TGCSA CHAIRMAN - The guest of honor, 2007 TGCSA Chairman Milton Milam, Associated Wholesale Grocers, speaks to his guests at the Chairman's Dinner.

chairman for the last three years. In those three years, the tournament has raised nearly \$100,000 for TGEF. Barry currently serves on the TGEF Board of Trustees as Chairman-Elect.

Sara Lytle of Publix won Best Bagger Contest Sunday afternoon. Lytle was awarded a \$1,000 scholarship and a trophy.

As winner of the state competition, Lytle has a chance to compete at the 2008 National Grocers Association contest in Las Vegas held at the Paris Hotel February 7, 2008.

The booth award winners were - Best Single Booth: Lewis Brothers Bakeries; Best Multiple Booth: Flav-O-Rich; and Best Use of Theme: H.T. Hackney.

Mark your calendars for next year's convention to be held April 18-20, 2008, at the Knoxville Convention Center, Knoxville, Tennessee.



**VENDOR OF THE YEAR PRESENTATION** - Danny Potter wait alongside as Scott Means of S & C Foods presents him with the first ever Vendor of the Year award.



**CHAIRMAN'S DINNER JARRON & JENNIE REBECCA SPRINGER** - TGCSA President, Jarron Springer and wife, Jennie Rebecca along with 2007/08 TGCSA Chairman David Burnett, Houchens Food Group enjoy their company at the Chairman's Dinner.



**SCHOLARSHIP AWARDS BREAKFAST- TURNER DAIRY** - Turner Dairy scholarship winners, Andre Greer and Brandon Wilson and parents pose with Jimmy Crownover and Tommy Below of Turner Dairy.



**WORLD OF FOOD & FUEL EXPO FLOOR** - Tennessee grocery and convenience store retailers walked the World of Food & Fuel Expo floor April 14 and 15.

TODAY'S  
GROCER

# Wines&Beers

33

## The Munich Oktoberfest Experience Begins with Paulaner

*'Oktoberfestivities' POS Available*



Paulaner, an authentic Munich beer brewed since 1634—and one of the original beers served at the first Oktoberfest in 1810, is getting ready for the two-month Oktoberfest selling season with Oktoberfest-themed POS and German décor for retailers. The upcoming promotion is designed to bring a taste of Munich's Oktoberfest experience to U.S. consumers.

Retailers can fully engage consumers this Oktoberfest selling season by introducing them to Paulaner and creating an authentic Oktoberfest experience in their accounts with Paulaner POS.

Beginning in August, Paulaner's Oktoberfest tagline, 'OKTOBERFESTivities Begin With Paulaner,' will be branded on all paper POS, including Oktoberfest pennants, window posters, Oktoberfest poles with banners, and case card/easel. Authentic Oktoberfest banners and flags and 1-liter traditional glass mugs from Munich, Germany, where legal, will also be available. Additionally, Paulaner is offering consumer mail-in rebates, where legal, for \$8 off a case (or equivalent)

and \$4 off every 12-pack (or equivalent).

"The Oktoberfest season is the ideal time to introduce consumers to Paulaner, a brand that truly delivers the Oktoberfest experience and heritage, along with consistently delivering high-profit margins," said Mary Anschutz, Brand Manager for Paulaner at Star Brand Imports. "This is a great time to introduce consumers to the brand and convert them from seasonal Oktoberfest drinkers to year round customers of our flagship Hefe-Weizen style brew."

## Pizza Red, Served Chilled, Heats up Beverage Category

The Pizza Wine Company of Australia has introduced an original, ground-breaking wine, Pizza Red™, which is creating an additional profit-center and increased margins for retailers.

Geared to capitalize on the ever expanding pizza market by offering a unique lightly carbonated, delicately sweet blended wine, the Pizza Wine Company has specifically created Pizza Red™ wine to fully compliment the wide variety of flavors found in pizza.

Pizza Red is available in two sizes: a 375ml bottle, conveniently packed as a three-pack take-a-way, retail priced between \$9.99 and \$11.99 per pack, and a 750ml individual bottle retail priced between \$7.99 and \$9.99. Both sized bottles use screw caps for in-



creased consumer compatibility.

Pizza Red™ offers an uncomplicated wine structure, light sweetness with a lightly carbonated crisp, dry finish. It is approachable, light hearted and lots of fun. Pizza Red™ refreshes the palate after each bite or slice to improve the pizza eating experience.



## Fischer Blonde

Fischer Beer Brings the 'Joie de Vivre' of France to American Consumers This Summer With a Classic Style

When it comes to appreciating the finer things in life, the French know a thing or two. The appreciation of a premium French beer like Fischer, which has a reputation for being reassuringly expensive®, is no exception. Starting this summer, U.S. consumers can enjoy some French sophistication of their own, with the introduction of Fischer Blonde, the latest style offered by Fischer.

Fischer Blonde is available just in time for the July 14 celebration of Bastille Day, the French national holiday commemorating the start of the French Revolution. Stateside, Americans always enjoy a good celebration. And what better way to celebrate this historic event than with Fischer Blonde? Fischer Blonde's subtle and fruity accents and rich aromatic palette is encased in a bright gold color.

Since 1821, Fischer beer has been brewed by several generations of brewmasters who maintain the highest quality of standards. It is this tradition that has become the flagship of the Fischer brewery, representing centuries old Germanic brewing techniques meshed with French sophistication. The result? A premium French beer naturally brewed from hops and barley cultivated in the northeastern countryside of France.

Fischer is an authentic French brewed beer, ideal for Americans who yearn to experience the timeless sophistication that the French are known for," said Damiano Possenti, Star Brand Imports marketing manager for Fischer. "The premium taste of Fischer Blonde, coupled with the masterful heritage of the Fischer brand, is perfect for consumers who wish to elevate their beer drinking experience to a whole new level of class and style."



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# IGA Appoints New Vice President

Continued from PAGE 1

of all private brands to licensed distribution centers in the U.S.

Bennett began his career in the food industry with Fleming Companies, Inc., in 1985 as a merchandising manager at the Joplin Division. Over the next 16 years he advanced steadily in the Fleming corporation, holding positions ranging from director of grocery, frozen food and dairy operations to Garland Di-

vision president, and ultimately vice president, procurement support.

Following his tenure with Fleming, Bennett opened his own Irving, TX-based food marketing company, Bennett, Kresie and Associates, Inc., which served more than 70 independent retail stores in Oklahoma and Texas. Most recently, Bennett held the position of general manager/senior director of business development with Daymon Worldwide, Inc.

"It is our belief that Dave Ben-

nett's considerable experience will position the IGA USA private label brands program for a re-birth," IGA Chairman and CEO Mark Batenic said. "Under his direction, we expect that the program will become an increasing source of revenue and pride for our IGA retailers and Licensed Distribution Centers."

Bennett, who worked in an IGA grocery store while attending college at the University of Kansas, expressed that he is eager to assume

his new position with IGA USA. "I have a longstanding relationship with many of IGA's retailers, meaning I have been able to witness firsthand their dedication and commitment to independent retailing," Bennett said. "With that in mind, I can say that I firmly believe in their ability to grow both in strength and number. I look forward to being a part of the future of IGA."

In a related move, Bennett's appointment is part of a reorganiza-

tion within IGA USA's corporate office designed to maximize the effective delivery of services to IGA retailers. The administration, communication, and event coordination departments will now report directly to IGA Vice President, U.S. Chief Growth Officer Doug Fritsch. As previously mentioned, the IGA private brands department, which includes national accounts, packaging and customer service, will report directly to Bennett.

# Wal-Mart to Moderate U.S. Supercenter Growth

Continued from PAGE 1

Board of Directors approved a new share repurchase program that increases the company's authorization to \$15 billion.

"We are committed to improving return on investment, while continuing to grow in the United States," said Lee Scott, Wal-Mart Stores, Inc. president and chief executive officer, in addressing the Company's shareholders at its 37th annual meeting.

The result of this strategy will be a growth program of between 190 and 200 new U.S. supercenters during this fiscal year and approximately 170 supercenters each year for the next three fiscal years.

"While we feel comfortable with these estimates, we will continue to review and evaluate our expansion strategy on an annual basis," said John Menzer, Wal-Mart Stores, Inc. vice chairman and chief administrative officer.

For fiscal year 2008, the 190 to 200 range includes approximately 70 relocations and 40 expansions of discount stores into supercenters. In October 2006, the company had announced that its fiscal year 2008 growth plans included between 265 and 270 supercenters in the United States. Approximately 80 of the supercenters originally scheduled to open in January 2008 now will open in early fiscal year 2009.

Under the leadership of Eduardo

Castro-Wright, president and chief executive officer for Wal-Mart Stores U.S., a three-year plan is being implemented to drive returns and sales through a strategic approach to improve customer relevancy in operations and merchandise. This is the second year of the three-year plan.

"Through our strategy, we are pursuing high return opportunities by focusing on markets where our customer segmentation approach offers the best opportunity to create a more competitive position for Wal-Mart and drive higher comparable store sales," said Castro-Wright. "In addition, our U.S. plan includes a variety of initiatives designed to improve labor productivity and enhance margins."

# Winn-Dixie Charged Up to Weather Hurricane Season

Continued from PAGE 2

|     |                         |              |
|-----|-------------------------|--------------|
| 328 | 92100 Overseas Hwy      | Tavernier    |
| 348 | 7139 West Broward Blvd. | Plantation   |
| 352 | 105900 Overseas Hwy.    | Key Largo    |
| 358 | 251 Key Deer Blvd.      | Rig Pine Key |
| 359 | 7480 SW 117th Avenue    | Miami        |
| 388 | 18300 SW 137th Avenue   | Miami        |

## West Palm Beach/Vero Beach area

|      |                                |                  |
|------|--------------------------------|------------------|
| 212  | 1135 Royal Palm Beach Blvd.    | Royal Palm Beach |
| 238  | 6707 Indiantown Road           | Jupiter          |
| 259  | 1620 South Federal Hwy.        | Boynton Beach    |
| 263  | 281 West Camino Real           | Boca Raton       |
| 272  | 7357 Military Trail            | Jupiter          |
| 288  | 5060 Seminole Pratt-Whitney Rd | Loxahatchee      |
| 309  | 7915 South Dixie Hwy.          | West Palm Beach  |
| 364  | 3320 SE Salerno Road           | Stuart           |
| 390  | 3700 Broadway                  | Riviera Beach    |
| 2348 | 281 SW Port St. Lucie Blvd.    | Port St. Lucie   |
| 2354 | 995 Sebastian Blvd.            | Sebastian        |
| 2358 | 2008 South U.S. Hwy. 1         | Fort Pierce      |
| 2366 | 2950 9th Street SW             | Vero Beach       |

## Fl. Myers/Naples area

|     |                          |                 |
|-----|--------------------------|-----------------|
| 720 | 4100 McCall Road         | Englewood       |
| 723 | 1850 North Tamiami Trail | North Ft. Myers |
| 726 | 9706 Stringfellow Road   | St. James City  |
| 728 | 14600 Palm Beach Blvd.   | Rt. Myers       |
| 729 | 625 North Collier Blvd.  | Marco Island    |
| 736 | 3280 Tamiami Trail       | Port Charlotte  |
| 743 | 4849 Golden Gate Pkwy    | Naples          |

## Tampa/St. Petersburg/Sarasota area

|     |                          |           |
|-----|--------------------------|-----------|
| 654 | 3301 17th Street         | Sarasota  |
| 656 | 7400 44th Avenue West    | Bradenton |
| 657 | 5400 Fruitville Road     | Sarasota  |
| 668 | 3500 North Tamiami Trail | Sarasota  |

## Daytona Beach/Melbourne area

|      |                           |               |
|------|---------------------------|---------------|
| 2203 | 1838 South Ridgewood Ave. | Edgewater     |
| 2230 | 190 Malabar Road SW       | Palm Bay      |
| 2309 | 352 West Granada Blvd.    | Ormond Beach  |
| 2314 | 1066 Clear Lake Road      | Cocoa         |
| 2327 | 1535 North Singleton Ave. | Titusville    |
| 2329 | 6257 U.S. Hwy. 1          | Port St. John |

## Panama City area

|     |                          |                       |
|-----|--------------------------|-----------------------|
| 481 | 3521 U.S. Hwy. 231 North | Panama City, FL       |
| 494 | 17184 Front Beach Road   | Panama City Beach, FL |

## Mobile/Pensacola area

|     |                            |                       |
|-----|----------------------------|-----------------------|
| 489 | 5428 Dogwood Drive         | Millon, FL            |
| 495 | 5875 Mobile Hwy.           | Pensacola, FL         |
| 501 | 8674 Navarre Parkway       | Navarre, FL           |
| 551 | 4512 Highway 20            | Niceville, FL         |
| 568 | 99 Eglin Parkway NW        | Fort Walton Beach, FL |
| 570 | 1235 South McKenzie Street | Foley, AL             |
| 591 | 9948 Airport Road          | Mobile, AL            |
| 596 | 3075 U.S. Highway 98       | Daphne, AL            |

## Biloxi/Gulfport area

|      |                          |                |
|------|--------------------------|----------------|
| 1357 | 2384 Pass Road           | Biloxi, MS     |
| 1479 | 109 North Cleveland Ave. | Long Beach, MS |

## New Orleans area

|      |                           |               |
|------|---------------------------|---------------|
| 1405 | 2112 Belle Chasse Hwy.    | Gretna, LA    |
| 1408 | 4600 Chef Menteur Hwy.    | New Orleans   |
| 1412 | 2104 Williams Blvd.       | Kenner, LA    |
| 1430 | 5400 Tchoupitoulas Street | New Orleans   |
| 1432 | 3300 Paris Road           | Chalmette, LA |

## Baton Rouge area

|      |                    |                  |
|------|--------------------|------------------|
| 1590 | 17682 Airline Hwy. | Frairieville, LA |
|------|--------------------|------------------|

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# 36 People Places & Things



■ WINN-DIXIE'S Jacksonville region vice president, Mark Sellers, is surrounded by Americus, GA Mayor Barry Blount and about two dozen W-D associates from the Americus Winn-Dixie store that was destroyed by the powerful March 1 tornado. Most are working at other Winn-Dixie stores in Albany or Columbus.

## Winn-Dixie to Rebuild Americus Store Levelled by Tornado

Residents of Americus and surrounding Sumter County, Georgia will be shopping in a brand new, state-of-the-art Winn-Dixie store by next summer. Community leaders joined Winn-Dixie representatives in making the announcement May 30 at the site of the grocer's former store, which was destroyed by a powerful tornado March 1.

"Winn-Dixie has a long history of community service and we have deep roots as a neighborhood grocer," said Mark Sellers, Winn-Dixie's Jacksonville regional vice president. "By rebuilding, we are demonstrating our commitment to the recovery efforts in Americus."

"This is some of the best news our community has received in the past three months," said Mayor Barry Blount. "Having Winn-Dixie's mobile pharmacy here for the past three months has been a great help, but we need to have our store back. This is proof that Americus and Sumter County are going to be better and our recovery is gaining momentum."

Sellers noted that the new store will be approximately the same size as the old one — 48,000 square feet, but will have a modern look and a number of new features. "This is going to be a prototype store with a new look and new features that will significantly enhance our customers' shopping experience," he said.

Sellers said the store will feature an updated and expanded produce department with natural foods and organics; an updated and expanded deli department with a wide assortment of hot and cold meals to go; an expanded bakery department; an expanded frozen foods and meat department; a wine shop; a new pharmacy; and creative "in aisle" grocery and general merchandise offerings.



## Second Harvest Presentation

Winn-Dixie Stores, Inc. and Acosta Sales and Marketing, in honor of National Hunger Awareness Day recently presented a check to America's Second Harvest. Pictured are: Johanna Van Dorf, corporate relations marketing manager, America's Second Harvest; Patrick Colley, director, Lutheran Social Services Second Harvest Food Bank; Wayne Rieley, president/CEO, Lutheran Social Services (Jacksonville); Christina Curry, account supervisor, MatchPoint Marketing; Rick Ard, senior vice president/Winn-Dixie team leader, Acosta Sales and Marketing; Joe Good, senior category manager/frozen, Winn-Dixie Stores, Inc.; David Welch, senior category manager/dairy, Winn-Dixie Stores, Inc. and Dave Henry, senior vice president of marketing, Winn-Dixie Stores, Inc.

## Publix' Jack Hayes Retires

*Caps Successful 49-year Career*

Jack Hayes, Category Manager-Corporate Purchasing, Publix Super Markets, Inc., has retired effective June 29. Well known throughout the Florida Food Industry, Hayes' announcement brings to a close a successful career of 49 years with the company.

Jack was hired by Buford Ray and W.D. Helmuth in 1958 at Publix #003 in Bartow, Florida, the third Publix store opened by Publix founder, George Jenkins. At the time, Publix had 38 stores.

Jack bagged groceries, worked in the produce department and stocked shelves until 1963 when he was drafted into the Army. He served two years in the military and returned to Publix #091 in Miami Beach in 1965.



■ TWO OF OUR NATION'S FINEST — Jack Hayes, pictured shortly after becoming a buyer in the mid-80s with sales representative, Pete Eurich, who was portraying George Washington for a "Salute to Savings" promotion.



■ JACK HAYES

Over the years, Jack worked with such notable store managers as Dick Randall, Jack Hardy, Tony Diego and Jim Draves (all of whom would go on to advancement with the company) in Miami before he was promoted to store manager at Store #060.

Jack was promoted to buyer in 1985 replacing Willis Richards. He was promoted to Category Manager, Corporate Purchasing in 1992 and moved to corporate headquarters in Lakeland.

Jack is very proud of his years of service working with Publix people and suppliers. His many friends will miss him. We wish him well.

## ■ "Tackling Hunger"

### Greater Boston Food Bank Receives Whole Foods Market/WBCN N.E. Patriots Radio Donation

The Greater Boston Food Bank took delivery on May 9 of nearly 1,000 cases of Whole Foods Market's 365 Everyday Value Line™ product, the successful outcome of the natural food retailer's and The WBCN N.E. Patriots Radio Network's "Tackling Hunger" campaign.

Throughout the 2006 NFL season, Whole Foods Market and The WBCN N.E. Patriots Radio Network (WBCN 104.1 FM) teamed up to fight hunger in the Greater Boston area. For every tackle New England made, Whole Foods Market donated a case of its 365 Everyday Value Line to The Greater Boston Food Bank. New England totaled 947 tackles last season, which resulted in a total donation of 947 cases.

"We feed 83,000 hungry people a week in our service area, and we work hard to provide them the basics of a healthy, balanced diet," said Catherine D'Amato, president and CEO of The Greater Boston Food Bank. "Today's donation will go along way to helping us do that. We thank Whole Foods Market and The WBCN Patriots Radio Network for the generosity and commitment to giving back to the community."

On hand for the delivery was Gary Tanguay, host of The WBCN N.E. Patriots Radio Network Pre- and Patriots Post-game shows. The Whole Foods Market shipment to The Food



■ N.E. Patriots commentator Gary Tanguay (back row, fifth from left) and Whole Foods Market staffers from the Brighton, Newtonville, Wellesley Hills, Cambridge (River Street), and Boston (Symphony) stores delivered 947 cases of the natural food retailer's 365 Everyday Value Line™ product, the successful outcome of Whole Foods Market and N.E. Patriots Radio Network's "Tackling Hunger" campaign

Bank totaled 947 cases of 365 Everyday Value products, including tuna, beans, corn, peanut butter, juices, broccoli and strawberries.

"Whole Foods Market is proud to have a long standing partnership with The Greater Boston Food Bank and their extraordinary efforts to provide food to people in need," said Valerie Traynor, senior marketing coordinator, North Atlantic region, Whole Foods Market. "While we have aligned on many programs

with The Greater Boston Food Bank, there is no doubt that the 'Tackling Hunger' program was a special partnership."

"We see our partnership with Whole Foods Market and The Greater Boston Food Bank as a significant opportunity to feed those in the Greater Boston area," said Dave Wellington, WBCN Program Director. "We consider this a valuable step in the fight to end hunger in our community."

## Food Lion Names Bonneau V.P. Efficiency and Productivity

Food Lion LLC has named Pete Bonneau vice president of efficiency and productivity. Bonneau, who will report to Scott Harrison, senior vice president of Information Technology and chief information officer, has more than 25 years experience in the grocery store industry. In his role, he will be responsible for identifying efficiencies and savings opportunities across the organization.

Bonneau most recently served as leader of the Private Brand Engine of Growth in which he led initiatives for the U.S. Delhaize operating companies. In prior roles, Bonneau led the development and implementation of the company's unsaleables program and pioneered a cross-functional process in the logistics operation that enables effective management of cost, inventory and service levels.

Bonneau holds a bachelor's degree in business administration and management from the University of Southern Maine.



■ PETE BONNEAU



■ **CONTEST WINNER** - Weirton, West Virginia's Shop 'n Save receives the USA Rice Federation's 2006 Independent Retailer of the Year Award. Left to right: Mike Perrone, Shop 'n Save Assistant Manager, John Kelly, Shop 'n Save Store Manager and Molly Johnson, Director Retail Trade and Special Promotions USA Rice Federation.

## USA Rice Federation Names Independent Retailer Of The Year

The USA Rice Federation has presented the Independent Retailer of the Year Award to Weirton, West Virginia's Shop 'n Save.

Shop 'n Save was recognized for their outstanding promotional efforts on behalf of the U.S. rice industry. With displays throughout the store and a huge, football-themed National Rice Month display in the produce department, Shop 'n Save increased rice sales by 80% over the month prior to the promotion. "We're excited to be recognized for this honor," said store manager John Kelly. "Our team put a lot of hard work into creating the National Rice Month display, and it paid off in additional store sales."

Shop 'n Save has already begun planning for their 2007 National Rice Month display. "We're going to create our biggest and best rice display ever," Kelly said. "We like to give our customers new meal solution ideas. When they display, they'll get excited about making rice for dinner."

## "Pink Ribbon Produce"

## Food City Raises \$6,435 to Fight Against Breast Cancer



■ **PINK RIBBON PRESENTATION.** Food City Store Manager Ed Moore, Breast Cancer Awareness Foundation representative, Natalie Whitlock, a volunteer for the Breast Cancer Awareness Foundation, and Food City Director of Produce Operations, Mike Tipton

Food City's "Pink Ribbon Produce" recent month-long fundraiser and educational event raised \$6,435 for the fight against breast cancer. The program began October 13th and continued through November 11th, 2006, in all Food City locations. The promotion was sponsored by nine produce suppliers, with a portion of the sales on participating products donated to the local Susan G. Komen Breast Cancer Awareness Foundation affiliate. The program also educated shoppers about early detection and screening methods for breast cancer and encouraged

them to eat more fruits and vegetables to stay healthy.

"Pink Ribbon Produce" was featured in Food City's weekly advertising circular, in-store radio, brochures, shelf tags and a special five-foot free-standing in-store display. "At Food City, we feel we can help make a difference by partnering with our suppliers to find a cure, while educating our consumers on the importance of eating fresh fruits and vegetables for a much healthier life style," says Mike Tipton, Director of Produce for Food City.

Participating companies/products included Dole Fresh Fruit, Fresh Express Packaged Salads, Sunset Campari and Splendido Tomatoes from Mastronardi Produce Ltd., Grapes and SunSpiced® Potatoes from CLane LLC, Oneonta Starr Ranch Apples, and Tanimura & Antle iceberg lettuce.

Funds raised were donated to the local affiliates of the Susan G. Komen Breast Cancer Foundation in the tri-state area of Kentucky, Southwest Virginia and North East Tennessee.

## Publix District Manager Receives Honors

Publix District Manager David Currey 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.

Currey began his Publix career in 1980. He was promoted to second assistant manager in 1985 and worked his way up the ranks, becoming store manager in 1994. He was promoted to his current position in 2002. Currey oversees 10 Florida stores located in Orlando.

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.

"David continually encourages his associates and educates them on the opportunities available to excel and advance within Publix," Crenshaw said.

## Organic Trade Association Announces 2007-2008 Officers

Beginning her second year as president of the Organic Trade Association (OTA), Jesse Singerman of Prairie Ventures presided at OTA's annual meeting Saturday, May 5, in Chicago in conjunction with the 2007 All Things Organic™ Conference and Trade Show at McCormick Place.

Other officers for 2007-2008 include Julia Sabin of Smucker Quality Beverages, vice president representing the United States; Dag Falck of Nature's Path, vice president representing Canada; Luis Acuña of CF Fresh, secretary; and Chuck Marcy of Healthy Food Holdings, LLC, treasurer.

In OTA's recent balloting, Hélène Bouvier of Organic Ranchers/MOMA Trade Pool, Inc., Theresa Marquez of Organic Valley/CROPP Cooperative, Marty Mesh of Florida Organic Growers/Quality Certification Services, and Sabin were re-elected to the board. The board also has selected Jack Erisman of Goldmine Farms, Inc., to fill an appointed position on the board. All five seats have three-year terms.

Other members on the board include Lynn Clarkson of Clarkson Grain Company, Dave DeCou of the Organic Materials Review Institute, Todd Linsky of Cal/Organic-Grimmway Farms, Matthew McLean of Uncle Matt's Organics, Inc., Phil Margolis of Neshaminy Valley Natural Foods Distributor, and Maria Morgan of Small Planet Foods, Inc.

## SUPERVALU Names Van Helden Retail West Exec.V.P./Pres.

SUPERVALU has promoted Pete Van Helden to executive vice president and president, Retail West.

Van Helden most recently served as senior vice president and president, Retail West. He is responsible for SUPERVALU's retail operations in Southern California, Nevada and Intermountain West.

"Pete has been and will continue to be instrumental in sustaining SUPERVALU's transformation into a retail powerhouse," said Jeff Noddle, SUPERVALU chairman and CEO. "Pete's promotion signifies our commitment to our western operations."

Van Helden joined SUPERVALU through the company's 2006 acquisition of Albertsons, where he was president and chief executive officer of Albertsons' California Food Division, and brings a wealth of industry experience and expertise to his position. During his 27-year tenure at Albertsons, Van Helden held a variety of leadership positions including operations, merger integration and dual branding. As the head of Albertsons' California Food division, he oversaw a business unit comprising more than 500 stores and 41,000 associates encompassing all Albertsons banner stores in the state. Prior to this position, he was president of the company's Jewel-Osco division, which holds the number-one market position in the Chicago market. Many people in the southeast will remember Van Helden from his days as head of Albertsons Florida region.

Van Helden holds a bachelor of arts degree in business management from the University of Phoenix.



■ PETE VAN HELDEN

## COMING EVENTS

### JULY

18-22

**GEORGIA FOOD INDUSTRY ASSN. (GFIA)** Annual Convention, [2007 Shellabration] Sandestin Golf and Beach Resort, Sandestin, FL. For more information, Tel: 770-438-7744

20-22

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

24-25

**ASSOCIATED GROCERS OF THE SOUTH, INC.** Food Show, Birmingham, AL. "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](http://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.

25-27

**THE CRYSTOL GROUP Gourmet Food & Accessory Show** - Sheraton Suites, Ft. Lauderdale, FL. For more information, Tel: 954-486-4129 or Fax: 954-486-4133.

### SEPTEMBER

21

**QUIRCH FOODS 40th ANNIVERSARY - CELEBRATION OF SAVINGS SHOW.** Doral Resort & Spa, Doral, Florida. For more information please contact Quirch Foods Co. at Tel: 305-691-3535.

### OCTOBER

12-15

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

22

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

24-27

**AMI INT'L MEAT, POULTRY & SEAFOOD INDUSTRY CONVENTION & EXPO** - McCormick Place, Chicago, IL. Contact Eric Mislis, American Meat Institute show management, 703-934-4700 Fax: 703-934-4899 or email: [ami@cmgexpo.com](mailto: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](http://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](mailto:kosherfest@divcom.com), or log on to [www.kosherfest.com](http://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](http://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](mailto:allasiafood@divcom.com), or log on to [www.allasiafood.com](http://www.allasiafood.com).

### 2008 FEBRUARY

5-8

**2008 N.G.A. NAT'L CONVENTION & SUPERMARKET SYNERGY SHOWCASE** - Paris Las Vegas Hotel, Las Vegas, NV. For more information, Tel: 703-516-0700 or visit [www.NationalGrocers.org](http://www.NationalGrocers.org).

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](mailto:dennismkane@todaysgrocer.com)

# Technology

TODAY'S  
GROCER

## ■ Southeast Food Distribution

### Partnership with VoCollect Improves 'Best in Class' Supply Chain Management

Southeast announced to TODAY'S GROCER that they have initiated the VoCollect system forklift module.

VoCollect is a warehouse system designed to provide voice commands to distribution associates. Southeast has been using VoCollect for the order selection process since June, 2005. This process removes the requirement for a case label to be put on each case of product ordered by a customer. (Some customers still request to have labels applied, which Southeast supports.) This case label in the past has been the guide for a warehouse selector to know which item to select for each customer order. There is a confirmation voice communication from the selector back to VoCollect after each product selection, confirming the correct product has been selected.

For Southeast and its customers who have chosen to go on the VoCollect program, this has meant improved order selection accuracy. "We have really applied the technology to improve the supply chain for our customers", said Danny Payne, VP of Operations for Southeast. "We do a large percentage of overall volume in frozen, and applying case labels to frozen cases and



■ SOUTHEAST ORDER SELECTOR Jean St. Louis at work using VoCollect to pull an order.

getting them to stay has always been a challenge. VoCollect provides our associates an improved working environment as well. (In a cold environment such as our freezers, an associate's hands do not need to peel case labels and attach them to cases.)

The interactive system directs the selector to the location in the distribution center where the item ordered is, and then communicates

to the selector, case by case, how many cases to select. "Selectors have really made the system better, as we have made changes based on associate input. Associates adapted to the change quickly, and really were a driving force behind our success," added Payne.

"The forklift process is really exciting, as it adds new people and processes to a working system. Instead of a screen that an operator

had to manage on their forklift, the associate is directed, through voice commands, to a location in the distribution center. That location represents the next pallet of product to replenish the selection location, which the selectors use to fill customer orders. The forklift operator then confirms, through voice confirmation to VoCollect, that the correct product was replenished to the correct location. We are already

seeing improvements in speed and accuracy of directed forklift replenishment. This also improves the safety of the forklift operation process, as the operator needs to focus only on their surroundings and moving to the next location, where in the past looking at their information screen while driving was a concern," Payne emphasized.

"We have a new customer that will start with us later this year, and they chose to use the VoCollect process of selection with no labels. This will include frozen and refrigerated products. Our sales team felt this was the right approach for the customer and Southeast, so you see it isn't just a productivity improvement process. Customer service and improvements in metrics such as selection accuracy are attributes we hold as our integrity with our customers. It is expected that we will always be very good, and continue to improve. We are currently evaluating other components of VoCollect, such as inventory control, loading confirmation, and receiving.

"VoCollect has been and will continue to be a Best in Class Supply Chain partner with Southeast," Payne concluded.

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