

TODAY'S GROCER

© TGLLP / Volume 51 No. 2

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THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

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Publix to Face Change in 2008



CHARLIE JENKINS, JR.

CEO Charlie Jenkins, Jr. Announces Retirement Plans

Ed Crenshaw to Become CEO



ED CRENSHAW

Charlie Jenkins Jr. announced his plans to retire as CEO of Publix Super Markets on March 29, 2008.

Jenkins began his career in 1969 as the assistant to the vice president of real estate. In 1974, he became vice president of real estate and was elected to serve on the board of directors. He was promoted to executive vice president in 1988. Jenkins became chairman of the executive committee in 1990 and chief operating officer in 2000. He was named CEO in 2001.

While he has announced his plans for retirement as CEO, Jenkins plans to remain a mem-

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TODD JONES

A.G. of Florida Site Approved as Part of Foreign Trade Zone



The Broward County Board of County Commissioners has approved a Boundary Modification of Foreign Trade Zone

#25 in order to designate a non-contiguous zone site for the use of Associated Grocers of Florida, Inc. at their facilities in Pompano Beach, Florida. The area being designated as part of the Foreign Trade Zone #25 is a 52-acre parcel of land owned by Associated Grocers which houses their 750,000 sq. ft. warehouse facility, as well as any new potential distribution/warehouse/office space that can be used for future Free Trade Zone (FTZ) uses.

Associated Grocers, a Florida corporation, is a warehousing and distribution company that manages a co-operative that serves a wide range of consumer goods to grocery markets in 46 countries including Latin America and the Caribbean as well as serves Florida's

Continued on **PAGE 8**

SEIDMAN HUDON FOOD BROKERAGE

NORRIE JES

HERE

Only Hard Rockin' Sales

A proven track record of success has earned this leading Southeastern sales organization its reputation as the place where specialty food sales come *naturally*.

GARY SEIDMAN

ED HUDON

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Southeast Commences Work on Gaston South Carolina Expansion

Ground Breaking Ceremony Begins Construction Effort

Management of Southeast Food Distribution, parent company of Southeast Frozen Foods and Southeast Wholesale Foods, joined with customers, local civic dignitaries and others in Gaston, South Carolina on September 11 for a special groundbreaking ceremony in conjunction with their major expansion plan. (Gaston is located just south of Columbia, South Carolina).

Southeast Frozen Foods has been doing business in the state of South Carolina for over 20 years. The com-

pany started in Spartanburg where it ran a frozen food distribution warehouse for 16 years servicing retailers such as Community Cash and Food Lion.

In 1999 Southeast came to Calhoun County by acquiring Lam Distribution, a small cold storage concern. Southeast continued to operate the facility as a cold storage operation and a few years later merged its distribution business into this location. As its distribution business continued to grow it replaced the cold storage business. As a result of recent growth with existing customers as well as new accounts recently added to the Southeast portfolio, the company is adding an additional 32,000 sq. ft. to their facility. This will not only

expand frozen capacity but also add refrigerated products to the mix. The new expansion will include 2 separate rooms both capable of -15 degree temperatures, but the one room which will be 12,000 sq ft will be convertible and used for refrigerated products.

This expansion will give Southeast 1.2 million more cubic feet of space, 4 more dock doors and 3,500 more pallet positions. This extra capacity will not only accommodate Southeast's growing distribution business but will also enable the company to get back into the cold storage business where this facility got its start. It will also help increase productivity.

"We spent six months performing our due diligence in picking a contractor to be our partner in this venture," Southeast Food Distribution President/CEO Rich Bauer told TODAY'S GROCER. "We solicited proposals from five reputable companies and selected EG Smithson for the project. We felt he and his team had the knowledge, experience and reputation to complete the expansion in a manner that met our needs and expectations. As a result of changing its distribution model and expanding beyond frozen foods, the company recently changed its corporate name to Southeast Food Distribution. It is felt the new name better reflects the company's newly expanded role as



■ GASTON GROUNDBREAKING - Pictured [left to right] are: Calhoun County Economic Development Chairman Pat Black; Southeast Food Distribution [Southeast Frozen Foods] V.P. of Operations Danny Payne; South Carolina House Rep. [District 93] Harry Ott, Jr. and District 36 Senator John Land; SFD President/CEO Rich Bauer; Calhoun County Council Chairman David K. Summers, Jr.; SFD Engineer James Pate; Ed Parler, Director of Government and Industry Relations for the Central Carolina Alliance; Calhoun County Council Member Roger Hill; SFD Regional Warehouse Director David Miller, and Ralph Sadler, Manager of the Calhoun County facility. [Photo: Ed Morris].

a supply chain solution company.

Today, the company has six distribution facilities with over 26 million cubic feet of space, over 110 modern tractor/trailers traveling over seven million miles a year, and features state of the art technology in warehousing, logistics and procurement which enables it to provide "Best in Class" service to its customers.

The Southeast distribution network currently covers 16 states as well as export shipments to the Caribbean, Central America and South America.

"Southeast is an employee owned company that has been in business

for over 40 years. How we survived this long in a very competitive market that has gone through tremendous consolidation is by conducting our business affairs with a high level of ethics, by customizing our programs to fit our retailer's needs and by providing excellent service. And that is something we will never change," Bauer told TODAY'S GROCER.

Bauer concluded the ceremony by saying, "We are happy to be here in the great state of South Carolina and I want to thank you all for joining us today and hopefully this will not be our last ground breaking ceremony."



■ SOUTHEAST FROZEN FOODS' CEO Rich Bauer addresses the audience gathered during the groundbreaking ceremony for his company's expansion.

Obituary -

Industry Mourns Passing of Denisse Jaime-Garcia

Beloved Wife, Mother and Prominent Food Broker

Denisse Jaime-Garcia, of Miami, Florida, passed away peacefully September 23 at her home in Kendall following a valiant fight with cancer. "DJ", as she was known, was at home surrounded by her family and friends at time of her death. Denisse was the wife of Manny Garcia, and together with her husband, the couple founded and operated Pan American Food Brokers [PAFB].

Denisse was born on February 16, 1968, in Miami, Florida. She graduated from Coral Gables Se-



■ DENISSE JAIME-GARCIA

nior High in 1987, then attended Miami-Dade College and Capella University where she received a Bachelors degree in Marketing. She was a partner and the CMO at Pan American Food

Brokers Inc. since 2005. She was also a board member for ESS and Cellar Imports. Denisse is credited with bringing a degree of expertise and sophistication to food brokerage marketing and promotion unknown to the industry prior to her arrival.

Denisse had worked as the Marketing Communications Manager for Latin America at GE Healthcare from 1995-2005.

She was a devout Catholic, a parishioner at Good Shepherd Catholic Church and giving of her time as the headroom mother at Good Shepherd Catholic School, the Emmaus Sisters ministry and as the Albs mom for the Alter Servers. She was a consummate volunteer and philanthropist, supporting many local and international charities with her

stewardship. Denisse enjoyed ballet and all forms of dance. She will be greatly missed by all who knew her.

Denisse is survived by her husband, Manny, children Nina and Gabriel, mother Dulce, brother Oscar and his family, stepson M. Anthony Garcia and grandson Dylan.

A viewing was held September 25 at Bernardo Garcia Funeral Home. Burial services were held September 26 followed by a Mass at Good Shepherd Catholic Church. Interment was at Graceland South Memorial Park.

Instead of flowers, the family requests that a donation be made to: DJ's Clarity Assistance Fund c/o Wachovia Bank, 13700 N. Kendall Drive, Miami, FL 33186, Attn: Raymar Rodriguez.

Food Month in Alabama

October has been designated as "Alabama Food Products Month" by Governor Bob Riley, and it's a time to enjoy many of the delicious food products created and produced in Alabama. In the Governor's words, "As a former grocery store owner, I encourage you to participate in Alabama's Food Products Month. When you buy original Alabama food products, it keeps jobs in our state and strengthens our economy." It also is an opportunity to try many of the unique and special food products that the state produces.

The "Buy Alabama's Best" program is made up of the Alabama Grocers Association, the Alabama Department of Agriculture and Industries, the Alabama Department of Tourism and Travel and more than 75 Alabama companies participating in the month's promotions. Some of these are large corporations with hundreds of employees making significant contributions to their local

economies. These companies sell not only in Alabama but throughout the Southeast and often nationally or even internationally. These include Alaga Syrup, Barber Dairies, Bud's Best Cookies, Dean's Sausage, Gail's Biscuits, Golden Flake Snack Foods, Kelley Foods of Alabama, Milo's Tea, Moore's Marinade, Mrs. Stratton's Salads, R.L. Zeigler Meats and Red Diamond Coffee and Tea, just to name a few. There are dozens of smaller Alabama companies producing mainly for the local markets, often selling unique sauces, spices and produce.

Associated Grocers of the South, Bruno's Supermarkets, Kroger Supermarkets, Mitchell Grocery Corporation, Piggly Wiggly Alabama Distributing Company, Publix Super Markets, Southern Family Markets, Wal-Mart, Winn-Dixie and countless independent food retailers in Alabama are all supporting the program. There will be special window signs highlighting the event and shelf

tags saying "Buy Alabama's Best" throughout the store, identifying Alabama-made products. Ads will also run in the Sunday papers with coupons on Alabama items and displays in the stores will feature products made, produced, headquartered and/or manufactured here in the state. Governor and Mrs. Bob Riley, Commissioner Ron Sparks, Alabama chefs Clayton Sherrod and Frank Stitt and Ruben Studdard will also be featured in the ads along with Alabama's own Miss America 2005, Miss Deidre Downs.

A portion of the proceeds from the October Month of Alabama Food will go to benefit the Janie Sims Children's Foundation. This Foundation is a non-profit organization dedicated to helping children with cancer and their families and is committed to supporting and funding research toward a cure for pediatric cancer. All of the money from this Foundation stays in Alabama through Children's Hospital.

TODAY'S GROCER

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TODAY'S GROCER LLC. PUBLICATIONS

ISSN 1529-4420
Serving the Food Industry Since 1956

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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

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4 On the Promotional front

Winn-Dixie Enters Marketing Partnership with Mass Connections

Mass Connections (MC), a leader in retail marketing, connecting brands with consumers – in-store, online and in life – announced a partnership with Winn-Dixie Stores, which will integrate the marketing expertise of MC with one of the leading supermarkets. Winn-Dixie operates 520 supermarkets throughout the Southeastern United States with stores in Florida, Georgia, Alabama, Mississippi and Louisiana.

The agreement will engage MC to promote products to American consumers through in-store events, incorporating point-of-sale (POS) materials and buzz marketing. With 30,000 sampling events annually, the company's full range of "Retailtainment" services will connect shoppers to Winn-Dixie's latest products.

"We embrace this relationship with Winn-Dixie and are very excited to have been selected as their events marketing partner," says Caroline Cotten-Nakken, president and CEO of Mass Connections. "Our Consumer Connectors are trained in retail marketing and understand the brands. They will prove to be a tremendous asset, delivering both effective and creative programs in the stores."

"After much due diligence, we selected MC as our In-Store Event provider because their program offers more capabilities and expertise than any company – nationally, locally and even internally," says Dave Henry, senior vice president of marketing for Winn-Dixie. "The MC labor model is sustainable, secure and attracts the highest quality employees who are continually background checked and performance monitored."

Henry added that Winn-Dixie would like additional access to national intelligence and funds, but their primary objective is to provide the best possible shopping experience for their customers. Winn-Dixie is looking to additional opportunities with MC's viral/buzz marketing programs.

Good-To-Grow Program

Discovery Kids, Produce Companies & Supervalu Stores Partner

Encourages Kids To Eat Their Fruit & Veggies

For the first time, SUPERVALU participated in this year's nationwide "Good-to-Grow" produce program. The supermarket giant joined Albertson's banners and over 20 produce companies for the fifth annual campaign launching in August. The exclusive nationwide "Good-to-Grow" campaign partnered with the Discovery Kids Channel by providing tools that help encourage children to eat more fruit and vegetables.

"Good-to-Grow has had an incredible track record of success. We have seen a great response from parents and teachers alike. There is a definite interest and need for this kind of information to our shoppers," said Shawn Peery

National Category Manager-Produce for SUPERVALU. "We are pleased to add the SUPERVALU banners to this year's program."

The "Good-to-Grow" program provided parents with the resources to teach healthy eating habits through information found in-store and online. Also designed to bring awareness to kids were several in-store appearances by the popular Ready Set Learn!™ character Paz, a curious little penguin. Children met Paz and enjoyed creative produce games and activities. In addition, hundreds of participating stores provided sampling events, and one large event was held at a Jewel grocery store in Plainfield, Illinois. "The Big Event" featured Hip Hop Harry and his dance crew, who are part of the Ready Set Learn! programming block on Discovery Kids, as they lead an energetic show featuring dance and original rap-along songs with educational and positive messages.



HIP HOP HARRY and his dance crew entertain during "The Big Event" promotion at a Jewel grocery store in Plainfield, IL.



PAZ, one of the popular Ready Set Learn!™ characters greets a young shopper during an in-store appearance as part of the "Good-to-Grow" program.

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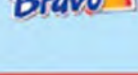


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6 Bakery



■ The Baker Organic

Health Conscious Bread with the Allure of the Bakery

Eating bread just got a whole lot healthier with the launch of The Baker Organic breads that will be sure to attract the most discerning palates.

The certified organic, whole grain breads will appeal to the senses of those looking for healthier bread that tastes like it's straight from an old world bakery. The Baker Organic breads come in eight flavors ranging from traditional 100-percent Whole Wheat and 7 Grain and Fiber, to some innovative renditions like Green Tea and Goji Berry, Pomegranate and Blueberry and Yoga Bread.

All of The Baker Organic breads are infused with European aroma, flavors and have a hearty texture made with a variety of organic whole grains, fruit and nuts. The eight varieties include:

- Green Tea and Goji Berry Bread (3 grams of fiber, 17 grams of whole grains per serving);
- Pomegranate and Blueberry Bread (3 grams of fiber, 15 grams of whole grains per serving);
- Yoga Bread: a unique blend of pumpkin seeds, cranberries, poppy seeds and sunflower seeds (3 grams of fiber, 13 grams of whole grains per serving);
- 7 Grain and Fiber (4 grams of fiber, 16 grams of whole grains per serving);
- 100-percent Whole Wheat (3 grams of fiber, 23 grams of whole grains per serving);
- Spelt Ancient Grain: includes spelt, quinoa, amaranth and Kamut (3 grams of fiber, 22 grams of whole grains per serving);
- Seeded Rolls: combination of sesame seeds, caraway, poppy seeds and extra virgin olive oil that gives it a robust flavor;
- Mini Baguettes: made with 100-percent organic ingredients and a staple for any sandwich lover.

The Baker Organic is committed to producing certified organic baked goods without the use of artificial ingredients, preservatives, dangerous pesticides or high fructose corn syrup.



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A.G. of Florida Site Approved as Part of Foreign Trade Zone

Continued from PAGE 1

leading independent grocers. Currently, Associated Grocers transacts millions of dollars internationally, plus is the largest domestic supplier of full-line grocery in the State of Florida.

The designation of the Associated Grocers' facilities as part of the FTZ makes it possible for them to receive and ship out more cargo through Port Everglades facilities while retaining and creating new jobs, investing in local buildings and equipment, and adding to the tax rolls of both Broward County and the City of Pompano Beach. Associated Grocers employs 317 permanent employees and 85 temporary employees. Designating the property as an FTZ is projected to increase the volume of work significantly for the company causing an increase of 102 permanent positions and 27 temporary positions.

"This designation is a 'win-win' situation for Broward County," says Broward County Mayor Josephus Eggelton, Jr. "In addition to the creation of more jobs and the possibility of greater investment in Broward County, this designation will benefit a local corporation and add much needed value to our tax rolls." James P. Tarlton, President and CEO of The Broward Alliance says, "The FTZ should allow the



■ ASSOCIATED GROCERS OF FLORIDA's 52-acre site in Pompano Beach, Florida has been designated part of Foreign Trade Zone #25.



■ CONSTRUCTION COMPLETED — Work has been completed on Phase 1 of IDGBL's new home in Freeport, Grand Bahama. A formal grand opening ceremony for the new facility is scheduled for later this month.

company a competitive advantage in conducting its international business, along with their FTZ project in the Bahamas, known as International Distributors of Grand Bahamas, Ltd. The Broward Alliance was pleased to have been able to assist Associated Grocers of Florida, Inc."

International Distributors of Grand Bahamas (IDGBL) is scheduled to hold its Grand Opening on October 26 attended by over 150 dignitaries from all over the Caribbean and the United States. This ribbon-cutting ceremony will take place in Freeport, Grand Bahama and will officially be one of the largest — if not the largest — building in the port area. Being a FTZ as well, product can be shipped from all over the world to either destination to be warehoused until shipment time without taxation. The product from either location can then be shipped to its final destination where the tax will be appropriate for that final destination. The product will arrive with only the final tax rather than paying tax at each port of entry. This will give A.G. of Florida and IDGBL a substantial competitive advantage in the international arena increasing shipments.

The designation of an FTZ at Associated Grocers' facility will also provide duty exemption on re-exports, duty elimination on waste and scrap, deferral of duty, exemption of duty on sales to the U.S. Military, along with other benefits of being located in a FTZ.

Associated Grocers of Florida is one of a few companies who have the FTZ in Florida and the only grocery company in the state to hold this designation. Together with the FTZ at International Distributors of Grand Bahamas, Ltd., they have positioned themselves as a major international corporation. Without the benefits of the Foreign Trade Zone, Associated Grocers of Florida would not be able to expand its international operations in Broward County.

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10 Grocery



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■ Chocolate Chip Mini Shortbread Rounds



■ Mini Shortbread Rounds

Mini shortbreads make charming small gifts for anyone who loves the highest quality baked delicacies and appreciates enjoying the best available.

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The new minis are presented in hexagon shaped cartons adorned with the company's colorful red tartan plaid and show off tempting photos of the cookies inside. Each 7.0 oz. carton contains two individually wrapped trays of either the traditional pure butter or chocolate chip mini shortbreads, so that one tray can be enjoyed and the other kept fresh and savored later.

Aura Clip 'N' Go Gum And Clip 'N' Go Mints Stick To You

Innovative Clip Packaging Stays With Consumers When They're On The Go

Thanks to new Aura brand Clip 'n' Go Gum and Clip 'n' Go Mints, fresh breath has officially gone mobile. The new sugar free gum and mints from New Era Brands, LLC feature innovative packaging designs that easily clip to consumers' key rings, backpacks or belts. The breakthrough "clip 'n' go" packaging means no more loose gum sticking inside your pockets and no more digging through the bottom of your backpack for your mints, because the secure close plastic case keeps all the gum and mints inside the container where you want them—clean and lint-free! You'll never search for your mints or gum again. The consumer-friendly packaging also comes in a variety of eye-catching retail displays, including the Power Panel 72-ct floor display, the Clip Strip which holds 12 packages hanging vertically, and the 3 pack Blister—3 packages of all 4 better-for-you Aura varieties.

Aura Clip 'n' Go Gum and Clip 'n' Go Mints are targeted at a wide audience of all ages and hit an affordable price point of 99 cents to \$1.29. The mints are all-natural and sugar free, while the gum is sugar free and boasts teeth whitening ingredients, making them a suitable alternative for any health-minded consumer.

AURA CLIP 'N' GO MINTS

The Aura Clip 'n' Go mints are available in Peppermint, Spearmint, Cinnamon and Sour Fruit, packed in 12-ct displays and shipping 12 per case. Other merchandising product packs include 12-ct assorted 'Clip Strips', Floor displays, and vertical counter racks. Three unit multipacks are also available in all four flavors, packing 12 per case.

AURA CLIP 'N' GO GUM

Aura Clip 'n' Go Gum flavors include Peppermint, Cinnamon, Wintergreen and Spearmint, packing 12 12-ct displays per case. Assorted 'Clip Strips' hold four of each flavor and ship four per case, while floor displays hold 24 unit each of Peppermint and Spearmint and 12 units each of Wintergreen and Cinnamon. Three unit multipacks are available in all four flavors, shipping in 12-ct cases.



Funky Monkey Snacks Introduces All Natural Freeze-Dried Fruit

Funky Monkey Snacks™, Fishers, IN, is bringing Fruit that Crunches!™ to the U.S. market, with four delicious snack flavors of all natural, freeze-dried fruit: Bananamon™ (banana and cinnamon), Carnaval Mix™ (banana, pineapple, apple, papaya and raisins), Jivealime™ (pineapple and lime juice), and Purple Funk™ (banana and açai – pronounced ah-sigh-EE).

Açai, a berry from the Brazilian rainforest, is considered to be one of nature's true superfoods and is loaded with antioxidants, amino acids, essential omegas, fibers and protein.

Funky Monkey Snacks are all natural with no added sugar, preservatives, colors, or flavors. In addition, they are gluten-free, wheat-free, dairy-free and are certified Kosher-Parve. The four varieties of Funky Monkey Snacks are manufactured in Brazil using tropical fruits freeze-dried at the peak of freshness near the source, removing the handling and ripening challenges associated with importing fruit into the U.S. for processing.

To make its unique flavors, Funky Monkey Snacks uses a proprietary freeze-drying process on whole slices and large pieces of fruit. This process is not utilized on any other snack available in the U.S. and removes approximately 97 percent of the moisture content of the fruit, providing a crisp, crunchy texture. In contrast, most freeze dried fruit in the U.S. uses dices or small pieces of fruit and a different process, resulting in a chewier, rubbery texture and less flavor.

The four varieties of Funky Monkey Snacks can be found in the produce or snack sections of grocery stores and natural foods stores in California and on the West Coast. The recommended retail price is \$1.99 – \$2.49 for each one-ounce bag.



Atkins Advantage Debuts Peanut Fudge Granola Bars

Atkins Advantage has introduced the Atkins Advantage Peanut Fudge Granola bar, the newest flavor in its popular granola bar line. With low sugar, the Peanut Fudge Granola bar offers the perfect combination of chocolate and peanuts without the dreaded "spike and crash" that often follows sweet indulgences.

This crunchy, chocolate-covered peanut granola bar is low in sugar and high in protein and fiber, offering healthy, active men and women a nutrition and taste advantage – 16g protein, 7g fiber, 1g of sugar, 19 vitamins and minerals and no trans fat.

"We know the chocolate and peanut pairing is a weak spot for many people who otherwise make healthy eating choices," said nutritionist Colette Heimowitz, M.Sc., vice president, nutrition communication and education of the Atkins Advantage nutrition brand. "We are pleased to offer a healthy alternative for those who don't want to sacrifice taste for nutrition."

The Peanut Fudge Granola bars hit shelves in June 2007 with an individual average retail price of \$1.99 and five-pack box average retail price of \$8.49.





Tanimura & Antle's Appointment-Based System Gives Customers Produce Transportation Confidence

Tanimura & Antle Fresh Foods, Inc. proves it's an innovative, leading-edge solutions provider with their increasingly recognized trucking Appointments system. Built on a platform that uses state-of-the-art scheduling technologies, the system gives customers an unparalleled produce transportation advantage.

"Our unique Appointment system gives our customers the assurance that trucks can reliably arrive and, more importantly, depart within a designated time frame," said Ken Silveira, president. "With this system, we provide a significant advantage to our customers' logistics."

The Appointments system interacts with forecast technology to anticipate when product will be ready for harvest. Using this forecast data means that product is tracked into the system and slated for a particular shipment before it arrives into inventory. This means less storage time, shorter turnaround, and ultimately, fresher product for Tanimura & Antle customers.

At Tanimura & Antle coolers, an estimated 200 trucks visit each day. With this type of traffic, managing trucks is critical to keeping customers satisfied while maintaining their truck fleets' efficiencies. Average truck turn around time is 49 minutes, with 90% of appointments kept as scheduled. "Truckers in particular appreciate the consideration we show, and the fact that when they make an appointment for a particular day, that appointment is kept. They trust us", remarked Fred Cauntay, manager of Appointments. "When

we make an appointment with T&A, the times are upheld. Normally our trucks load at or before the appointment time. Bottom line, an appointment with T&A means something," said Dale Cape of Steve Nelson Trucking. With this state-of-the-art system, the trucker does not have to be on site to make or change appointments.

Alternatively, Tanimura & Antle can source transportation to ship produce at a delivered price. Solving the transportation dilemma is



■ Jose Proa discussing arrival timing with in-bound truck driver.



■ At Tanimura & Antle headquarters, 200 trucks load each day.

of tremendous value to customers, particularly during times when trucks are scarce. Tanimura & Antle's long-standing relationships with trucking companies allows them this edge.

Staffed by a seasoned logistics team, "the system works well because it balances the data on our system with the benefit of our experienced employees. Each Appointments

desk is staffed with a person who must be able to successfully manage forecasted schedules in conjunction with communication from the in-bound truck drivers. In addition, we have supply forces to contend with. All of these combine to make our Appointments team a sort of "air traffic control". This is really the heart of our distribution," said Fred Cauntay, Manager of Appointments.

Kentucky Food Producers, Retailers, & Consumers to Celebrate "Kentucky Proud"

Kentucky food producers operating under the expanding Kentucky Proud banner will be exhibiting, offering samples to consumers, and booking sales orders with Kentucky's finest retailers during the first Kentucky Proud EXPO October 18-20, at the Northern Kentucky Convention Center in Covington, KY.

In partnership with the Kentucky Grocers Association and Kentucky Association of Convenience Stores (KGA/KACS), Allied Food Marketers, the Governor's Office of Agricultural Policy, and the Kentucky Department of Agriculture, the 2007 Kentucky Proud EXPO is the first statewide event designed to provide a venue for producers to exhibit their products directly to consumers and retail food industry executives.

The 2007 Kentucky Proud EXPO buying show for the retail community is set for Friday October 19th from

Noon to 4pm at the Northern Kentucky Convention Center.

Saturday October 20th is open to the public from 10am to 3pm with Kentucky Proud producers offering product samples and selling their products to the public.

Saturday's public EXPO activities also include the first "Reality Chef Showdown" contest. Teams led by a leading Kentucky Chef, including Kentucky national TV reality show participants and Kentucky food producers, will compete to create the winning dish featuring Kentucky produced products – including a surprise "Mystery" ingredient.

Kentucky Proud is a bold state-led initiative dedicated to helping Kentucky's farmers find alternatives to tobacco production. Allied Food Marketers, based in Louisville, KY, is a full-service marketing and consulting firm working with the Kentucky

Department of Agriculture under a grant from the Governor's Office of Agricultural Policy (GOAP) to help Kentucky's farmers and food producers. Allied Food Marketers provides assistance in product development and business models that will move Kentucky agriculture closer to the consumer.

Kentucky Commissioner of Agriculture Richie Farmer said, "Thousands of hard working Kentucky farm families are busy producing the finest products available. The Kentucky Proud program is designed to promote the sale of Kentucky-grown and -processed food products to the consumer. This first Kentucky Proud EXPO is the perfect fit with today's consumer demand for locally produced products. Our communities will prosper as more of the consumer food dollar stays in Kentucky."

Halloween Sales Leave Retailers With Nothing to Fear

Ghosts and goblins won't be frightening consumers this year; in fact, many consumers welcome the holiday. With the year's spookiest holiday approaching, consumers are looking to celebrate. According to the National Retail Federation's Halloween Consumer Intentions and Actions Survey, conducted by BIGresearch, consumers are expected to spend more on Halloween this year than last year, with the average person planning to spend \$64.82 on the holiday compared to \$59.06 one year ago. Total Halloween spending for 2007 is estimated to reach \$5.07 billion.*

"Halloween should give retailers a nice boost in sales as they open the crucial fourth quarter," said Tracy Mullin, President and CEO of NRF. "This is the time of year that retailers are at their best, stocking the shelves with new and innovative product to help consumers celebrate in style."

Halloween party-goers are bobbing for more than just apples. They'll also be on the lookout for candy, costumes and decorations. The average person will spend \$23.33 on Halloween costumes (including children's and pet's costumes), though young adults will spend far more. In fact, according to the survey, 18-24 year-olds plan to be the most festive, spending \$34.06 on costumes, nearly twice as much as they plan to spend on candy (\$19.65).

According to the survey, average spending will rise in all categories, including candy (\$19.84, decorations (\$17.73) and greeting cards (\$3.92).

The most popular activity on Halloween this year will be handing out candy, with nearly three-fourths (72.9%) of consumers planning to stay home to hand out treats. Other popular activities will include pumpkin carving (43.3%), decorating a home and/or yard (47.8%), and throwing or attending a Halloween party (28.3%).

The NRF 2007 Halloween Consumer Intentions and Actions Survey was designed to gauge consumer behavior and shopping trends related to the Halloween season. The survey, which polled 8,877 consumers, was conducted for NRF by BIGresearch from September 4-11.

* Figure indicates extrapolation of total U.S. population of adults 18+

A "Hunny" of a Humidifier



The Blustery Days of Winter Call for Breathable, Moist Air...

Children typically get 6 – 8 upper respiratory infections a year. Adding moisture to the air is one way to make a congested little one feel better. And a cute new roommate – Winnie the Pooh, can't hurt.

The new Winnie the Pooh 1 Gallon Cool Mist Ultrasonic Humidifier from Dr. Fresh® delivers good clean moisture to your child's bedroom or playroom, all while keeping Heffalumps and Woozles at bay. The unit multi-tasks with its automatic night-light function, and it's quiet, whisper-like sound won't rob kids of the sleep they need.

Kids will gladly trade the scary sight of a traditional humidifier for friendly, reassuring Pooh, one of Disney's most enduring and beloved characters. And parents will breathe easier knowing that the humidifier provides instant relief from dry air, both relieving cold symptoms and reducing vulnerability to future infection by keeping mucous membranes moist.

Dr. Fresh's innovative Regulated Release™ System maintains flow and eliminates stagnant water that can breed harmful bacteria, molds and fungi. The Winnie the Pooh 1 Gallon Cool Mist Ultrasonic Humidifier retails for approximately \$34.95 and comes with a 5-year limited warranty.

12

Frozen Foods



New This Fall From Bob Evans

Mashed Sweet Potatoes, Maple Biscuit Sandwich And Pigs In A Blanket



New microwaveable meal solutions for every time of day are now available from Bob Evans Farms. Bob Evans Mashed Sweet Potatoes, Maple Biscuit Sausage Sandwiches and "Pigs in a Blanket" are being introduced into grocery stores in all Bob Evans markets.

Mashed sweet potatoes are an expansion of the popular Bob Evans line of mashed potato dishes, which includes



original, garlic, sour cream & chive, Texas and cheddar varieties. With five servings per package, the suggested retail price for the mashed sweet potatoes is \$3.09 to \$3.39.

Maple biscuit sausage sandwiches feature four maple-flavored biscuits with Bob Evans original sausage patties in every package. With a suggested retail price of \$3.69 to \$3.99, they are ready to eat from the microwave in just 45 seconds from the refrigerator or in 70 seconds if frozen.

"Pigs in a Blanket," or smoked sausage with cheese wrapped in dough, are ready in just 20 seconds when refrigerated and 45 seconds when frozen. Sold eight per package, the suggested retail price is \$5.99 to \$6.69. A favorite specialty item found in bakeries and shops, the product can be eaten for breakfast, as a main dish or as a quick snack.

New Gourmet Veggie Steaks

Reinvention Of The Veggie Foods Category

Wholesome & Hearty Foods Co., Irvine, CA, a pioneer in the natural and vegetarian foods category and home of "The Original Gardenburger," introduces Gardenburger Gourmet. The new brand is a line of gourmet veggie foods that taps into ethnic fusions and worldly taste profiles. The first offering is a line of juicy and satisfying 5-ounce veggie steaks.

This new line of enticing veggie steaks features an international flair with a taste experience unlike anything previously created – it is truly revolutionary! Made with a unique blend of grains, vegetables and spices, Gardenburger Gourmet is sure to capture the imagination and satisfy the appetites of vegetarians and non-vegetarians alike.

Gardenburger Gourmet is debuting in three eclectic and mouthwatering veggie steaks:

- **FIRE DRAGON** – with Jasmine rice, Asian garden vegetables and zesty red peppers
- **BAJA** – with roasted poblano chilies, pepper jack cheese and fragrant cilantro
- **HULA** – with pineapple, sweet onions and savory ginger
- **TUSCANY** – with gorgonzola, caramelized onions and couscous

GardenChef Paul Wenner, founder of Wholesome & Hearty Foods Co., the home of "The Original Gardenburger" states, "We're not trying to change the world, just breakfast, lunch and dinner. Over two decades ago, we pioneered the category to wild acclaim and now we are re-defining it again to further serve the vegetarian consumer and new 'flexitarian' customer that is looking for uncompromising alternatives to meat."



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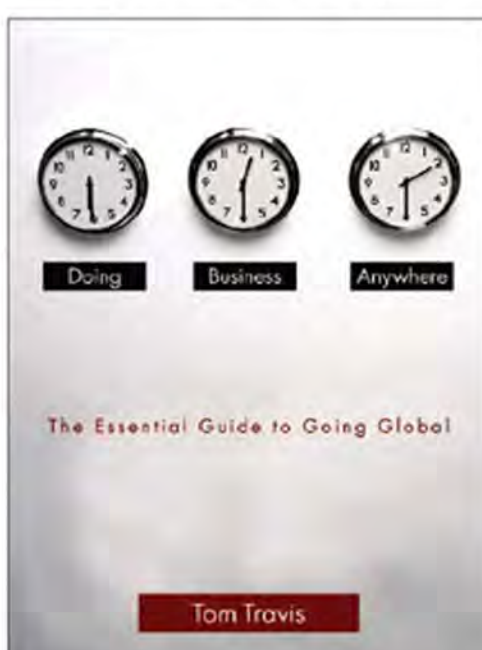
■ The Transparency Vaccine:

Six Ways Transparency Can Help You Avoid Your Own Tainted Pet Food, Toothpaste, or Toy Disaster

Do you know what's really going on in the factories of your overseas manufacturing partners and suppliers? Are you sure? If you can't answer that question with a confident yes, your brand could be at risk. So could your profits. In fact, so could your customers—not to mention their pets and kids. Just ask the companies involved in the well-reported cases of recent months: Menu Foods (the Canadian pet food company whose contaminated products affected numerous cats and dogs), Colgate-Palmolive Co. (whose brand was sullied due to a contaminated "counterfeit" version of its toothpaste), and various retail stores (that had to pull from their shelves the popular Chinese-made Thomas & Friends wooden train sets, which were coated in lead paint).

That's right. These companies would no doubt agree that if there were a 100 percent foolproof way to ensure that their products were safe, they would take it, no matter what the price. There's no such thing as "foolproof," of course. But according to global trade expert Tom Travis, you can take steps to minimize your chances of having a product contaminated and distributed—and transparency is the magic word.

"These kinds of problems aren't new—think back to the Tylenol crisis in the early '80s—but there's little doubt that globalization has made them far more likely," says Travis, author of *Doing Business Anywhere: The Essential Guide to Going Global* (Wiley, 2007, ISBN: 978-0-471-97317-1, \$24.95). "With today's far-flung manufacturing facilities and ever-present threat of terrorism-related security



risks, global entrepreneurs face huge obstacles. Savvy leaders address these obstacles by taking precautions to create transparent companies."

Travis asserts that a company responsible for bringing goods across borders must be able to ascertain who is supplying what to whom throughout the manufacturing, shipping, and distribution processes.

Here are six reasons transparency is key when running a global business:

Transparency will help you protect your mark. Make sure your mark doesn't show up in unwanted or damaging places. Your intellectu-

al property—your patents, copyrights, and trademarks—are some of your company's most valuable assets. Each time you license your intellectual property to a third party or engage a factory to produce goods that carry your logo, you are taking a risk that your mark will be misused or misappropriated.

Transparency will help you manage the public's opinion of your company. The other important manifestation of your brand, your company's overall reputation among the consumer public, can be protected only if you take care to keep ethics high on your corporate agenda by employing sound corporate governance protocols.

Transparent companies can more easily protect their goods from harmful outside elements. In a post 9/11 world, security has become synonymous with transparency. Supply chain transparency has become mandatory for U.S. importers and is fast becoming a requirement for importing in ports throughout the world. Because the government cannot possibly inspect every cargo shipment that enters U.S. ports, the onus is now increasingly on global entrepreneurs to carefully monitor their own supply chain activities.

Transparency is a requirement if you want to take advantage of certain trade programs. Increasingly, governments are requiring importers to prove up front that they have sufficient internal controls and procedures to thwart any attempts to breach cargo security. "To be eligible for trade programs and free trade agreements, importers are expected to prove that their transactions have complete transparency by mapping out and self-monitoring every stage of production," says Travis. "In return, organizations that qualify for these programs receive ancillary benefits such as increased efficiencies, decreases in waste

and redundancies, the potential for cost savings, in-time delivery, and fewer delays." team has his or her marching orders and can quickly react to whatever crisis presents itself."

Transparent global entrepreneurs create more successful partnerships with offshore partners. Nothing replaces the intimacy of personal contact in business relations. By making every effort to be available and by meeting with them regularly, you are making yourself transparent to your offshore strategic partners. "By letting them know who you are, what you can do, and that you are available to them 24/7, you engender an atmosphere of trust and mutual reliance," says Travis.

So how do you achieve transparency? Travis says it's all about taking care of the details. Global companies that have achieved transparency keep detailed records, fill out eligibility forms properly, and are prepared to back up any statements they make with evidence of the veracity of their claims. They also act ethically in all transactions and run the most secure supply chains.

"Transparency truly can be the defining element that separates the successful global companies from the failures in the global market," Travis concludes.

About the Author:

THOMAS TRAVIS (Miami, FL) is managing partner at Sandler, Travis & Rosenberg, P.A., a leading international trade and customs law firm. He serves as chairman of Sandler & Travis Trade Advisory Services, which provides management services on customs compliance and security matters for global companies. Mr. Travis is widely recognized as a leading authority in the complex and highly technical world of international trade.

■ Eva Barash's

Living Room Yoga: Strengthen and Lengthen DVD



Years ago when New Yorker, Eva Barash lost a roommate, she turned that extra space into a private yoga studio where clients literally felt right at home. In her first DVD, Barash aims to share that warm, comfortable feeling while proving anyone can practice yoga anywhere, anytime. Barash's new intermediate level program, *LivingRoomYoga: Strength and Lengthen* (48 minutes, \$14.99, from Razor Fitness) is done largely in the Iyengar style. It includes Vinyasas, the flowing method of movement that improves spinal alignment, and Pranayamas, the breathing exercises that can increase stamina.

Feeling comfortable in one's yoga environment is an essential ingredient to achieving the powerful results one may see from a rigorous practice like this. Barash's teaching style fits perfectly in this home-like setting. She uses clear instruction and easy-

to-understand descriptions and let's people know what they should be feeling and where. It's a program where one will gain strength, realign their spine, feel taller and more clear-headed. Barash says her aim is to "Relax the tense, energize the weary, and brighten your living room for days to come!"

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14 Beverage



Amazing Grass Debuts Kidz Superfood Drink Mix

Organic Chocolate Flavor Takes the 'Yuk' Out of Consuming Veggies

Good nutrition is vital to good health and is absolutely essential for the healthy growth and development of children. Yet, due to busy lifestyles and poor dietary habits, many kids in the U.S. fail to consume the USDA's recommended 5-to-9 daily servings of fruits and vegetables. Just about every parent has experienced frustration trying to convince picky children to eat healthy vegetables. Amazing Grass has created a solution for children age 2 and up. Kidz SuperFood is a nutritional powerhouse that combines 33 fruits and veggies with organic chocolate to create a delicious drink powder.

Kidz SuperFood is the first appealing superfood chocolate drink powder developed specifically for kids - but parents enjoy it too. One serving blended with 6 oz. of milk provides the antioxidant equivalent of 3 servings of fruits and vegetables and contains over 1,670 mg of whole food fruit and vegetable concentrates. Kidz SuperFood contains more than 70% organic ingredients and is an excellent source of Beta Carotene, Thiamin (B-1) and Vitamin K and is a good source of Vitamin C, Iron, Riboflavin (B-2) and Folic Acid. This innovative superfood drink offers essential 'whole food' fruit and vegetable nutrition that you just can't get from a multi-vitamin.

What is not in it is important, too. Kidz SuperFood is vegan and all-natural, which means no artificial colors, flavors and fillers. It is also decaffeinated and is gluten-free, dairy free and GMO-free. Amazing Grass uses only premium fruits and vegetables that are grown in the U.S. Kidz SuperFood contains only one gram of sugar per serving. The powder mixes easily with water or any variety of milk and is offered in a scoopable 200g canister for a SRP of \$24.99, and in a 15-count box of convenient single-serve packets for \$21.99.



Holiday Cheer From Welch's

To make the most of upcoming festive holiday occasions, kids and adults together can raise a glass of Welch's Sparkling Grape Juice Cocktail. A celebratory beverage for the entire family, Welch's Sparkling is available in red and white grape flavors, and contains the same premium grape juice found in Welch's wholesome bottled juice - but with a little big of "sparkle!"

Wrapped in elegant "present" and fun "character" packaging, Welch's Sparkling Grape Juice Cocktail is a colorful, festive addition to any retail shelf.

A perfect gift, holiday guests can bring a bottle in place of, or in conjunction with, a bottle of wine. Welch's Sparkling is available nationwide, SRP for single and two-pack bottles is \$3.69 and \$6.99, respectively.

The Search for Healthier Drinks Turns Up Yerba Mate



There's a revolution taking place, and it's changing the face of cold-beverage shelves across the nation. People are searching for a drink that's more sophisticated than traditional sodas. Many are looking for something refreshing to drink that

provides health benefits. In years past, finding a healthy and delicious bottled drink was no easy feat. Today, however, new options are appearing that are definitely something to get excited about.

ABF Beverage, Cedarhurst, NY, is the creator of Herbal Mist, a popular new line of all-natural premium sweetened iced teas that are infused with healthful herbs. Herbal Mist, which features six flavors, is sweetened with natural cane sugar, as opposed to the unhealthy high-fructose corn syrup so many drinks rely upon today.

Herbal Mist beverages are also infused with Yerba mate, a popular South American herb. According to the Yerba Mate Association of the Americas, it provides many health benefits, such as antioxidants, that aid in mental clarity, enhanced immune system functions, weight control and proper digestion.

Odwalla Serious Energy

Odwalla Energizes Beverage Lineup With Launch of Energy Drink

Odwalla, is adding a new energy beverage to its popular juice lineup. Odwalla Serious Energy® - scheduled to hit the market this month - is specially formulated with energy sources the body needs to support a healthy, active lifestyle, while still bringing consumers the nutrition and taste they expect from Odwalla.

Odwalla Serious Energy will debut with a great tasting Tropical Fruit Juice Blend, which combines juices - including pineapple, mango, guava and passion fruit - to refuel and renew your energy. It also contains other nutritional benefits, such as vitamins B1 and B2 to aid in energy metabolism and vitamin C to boost the immune system. Additionally, Odwalla Serious Energy contains extracts of yerba mate, green tea, and guarana seed, traditionally used for centuries and believed to increase alertness and elevate vitality.

"Unlike most energy drinks on the market, Serious Energy is comprised of a blend of nature's fruit juices, such as pineapple, mango, guava and passion fruit," said Nona Austin-King, Odwalla Brand Manager. "Odwalla Serious Energy is specially formulated to refuel your energy and renew your soul. It's perfect for people who seek the get-up-and-go that's needed any time of the day."

Odwalla Serious Energy will be available in 450 mL (15.2 fl.oz) grab-n-go recyclable plastic bottles at a suggested retail price of \$3.29.



CandyShoppe



Theo Chocolate "Raises the Bar" Among Premium Chocolate Makers

Discriminating chocolate lovers searching for the ultimate in premium, gourmet chocolate that is also made with a "conscience" need look no further. Seattle-based Theo Chocolate is the only true bean-to-bar maker of organic and Fair Trade Certified™ chocolate in the U.S., and one of only 12 companies that are "makers" not "melters," meaning they transform the cocoa bean into the finished products they sell. Among this elite group, Theo is the only independently owned manufacturer dedicated to social and environmental responsibility.

In true artisan fashion, Theo's chocolate making process is tailored for each bean type according

to the nuances and complexities of its flavor potential. The company has established a unique chocolate-making style that highlights bean attributes in a balanced way. Theo lovingly stewards its cocoa beans through the complex process of roasting, refining, blending and conching to coax out the distinctive flavor imparted by each bean's unique growing region. The concept of "terroir," a buzzword among wine makers, is now finding its place in the premium chocolate industry, and is a cornerstone in Theo's chocolate-making process. The characteristics of the sunlight, earth and water in the country of origin, as well as the genetics of the tree,

are all critical components in the flavor of the bean. Theo Origin bars are crafted to highlight this phenomenon.

Another key ingredient in achieving the highest quality in chocolate making is cocoa butter. Rather than having an impact on the flavor, cocoa butter brings "mouth feel" to chocolate. Most chocolate makers add vegetable oils or soy lecithin, cheaper substitutes for cocoa butter to achieve the desired effect.

"We would like to change people's perception of chocolate, and demystify chocolate-making," adds Whinney. "Chocolate comes from the cacao tree so it's actually a crop, a real food, not a candy. 'It's an in-



tegral part of the rainforest ecosystem. By buying not only organic but also Fair Trade Certified chocolate such as Theo, people can help save the planet, one bar at a time."

Theo Chocolate features three lines: the ultra-premium 3-oz. Theo Origin bars, five Dark Chocolate varieties ranging in cacao content from a 91% Theo Limited Edition Venezuelan to a 65% Theo Mada-

gasca; the innovatively-flavored 2-oz. 3400 Phinney Bars (named for the company's factory address) in six varieties of dark and milk chocolate such as Coconut Curry and Bread & Chocolate; and Theo Confections, comprised of 15 beautifully handcrafted ganache and praline varieties which are available only in select retail locations and via the company web site.

Sedano's Debuts New Prototype in Miami



SEDANO'S SUPERMARKETS has opened this new 37,000 sq.ft. prototype store in northwest Miami-Dade county, serving residents of the communities of Miami Lakes, Palm Springs North, and Miramar. The new store #36, located at 18600 NW 87th Ave. in Miami, is led by General Manager Alex Morales.



GENERAL MANAGER Alex Morales [left] receives grand opening congratulations from Associated Grocers of Florida Vice President New Business Development, Amaury Portela [right].



Views of the store's expansive frozen food department.

Getting to Know ALEX MORALES

General Manager
Sedano's #36

Alexander [Alex] Morales has been given an impressive assignment as General Manager of Sedano's new 37,000 sq.ft. store at The Lakes on the Green shopping center in Northwest Miami-Dade County. A 16-year veteran with the company, this is his first assignment as General Manager and has been given the company's newest, most modern prototype store. Alex, who was born in Englewood, NJ, grew up in Puerto Rico, and arrived in Florida 16 years ago, at which time he joined Sedano's supermarkets. Prior to being named General Manager, of new store #36, he served as Manager at stores #21 and #30. Alex and his wife Elizabeth reside in Miami with their two sons, Alex Jr. age 4, and Danny age 2. In his spare time, Alex enjoys following baseball and basketball.



SEDANO'S #36 Management Team - Alex Morales and Managers Odalin Jufren and Mauricio Restrepo pictured with Associated Grocers of Florida Vice President New Business Development, Amaury Portela.



OFFICE MGR. Carmen Mendoza with her assistant Niurka Alfonso.



Alex Morales [right] pictured in the store's expansive fruit and vegetable department with Produce Mgr. Marcos Bencomo.



General Manager Alex Morales pictured with Meat Mgr. Roberto Pascual. Pascual has 30 years experience as a meat cutter.



Immediately upon entering the store, shoppers are greeted by an expansive bakery and prepared foods area including a sit-down dining area.



SHOPPER'S FAVORITE- The Bakery Department features mouthwatering cakes by Lucila.

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

Sedano's Supermarkets has unveiled an all new look prototype store in South Florida. The 37,000 sq.ft. store which opened on Wednesday, August 22, will serve residents of northwest Miami-Dade County and Southwest Broward County in the communities of Miami Lakes, Palm Springs North, and Miramar.

The new store which is located at 18600 NW 87th Ave., in Miami [corner of Miami Gardens Drive/186th St. and NW 87th Ave.] can be accessed conveniently by I-75, from the 826 Palmetto Expressway east towards Miami Gardens Drive in the far northwest section of Miami-Dade County.

The new store represents an all new look for Sedano's with a smart new interior décor package and many new customer amenities. Included among the traditional variety and product selections typical of South Florida and Latin America, are service meat and seafood departments, deli, and expanded produce, bakery and ready to eat prepared foods. The store features 10 checkouts in the front service area and a customer service counter for shopping convenience.

37K Store Serves Residents of Miami Lakes, Palm Springs North, and Miramar

Blessing the new store and presiding at the ribbon-cutting ceremonies along with Sedano's management team were Father Alberto Cutié and Father Jaimie Asevedo of Mother of Our Redeemer Church. Other guests included representatives of the Hialeah Chamber of Commerce along with representatives of the

Office of Miami Dade County Mayor Carlos Alvarez.

General Manager of the new Sedano's #36 is Alex Morales who has the honor of being named head of the chain's newest superstore. Assisting in the management of the store and its approximately 130 associates, are members of his key management team, including: MGRS. - Odalin Jufren and Mauricio Restrepo, PRODUCE MGR. - Marcos Bencomo, MEAT MGR. - Roberto Pascual, and OFFICE MGR. - Carmen Mendoza.

As part of the opening celebration, the store awarded a number of sweepstakes prizes to lucky shoppers, including a TV set and a small motor scooter. On opening day there was food for all as a giant paella was prepared outside the front entrance.

The new store, which is the 29th location in South Florida for the company, is open from 7 a.m. - 10 p.m. Monday through Saturday, and from 8 a.m. - 10 p.m. on Sunday. It anchors the new Lakes on the Green shopping center which it occupies along with Vicky Bakery, Carrabba's Italian Grill, Washington Mutual Bank, Lacuna Hair Salon & Spa, Kiddie Academy, NY Fashions, Nails-4-You, Metro PCS, My Eye Doctor Optical, The Perfume Room and Hall of Fame Sport Entertainment.

Sedano's next grand opening will be yet another store in the Miami area in the near future.



SCANNING COORDINATORS - Tamara Lopez and Kella Vizcaino.

16 Guest Editorial



Forces Shaping The Future Of Food Retailing



By: **JOHN SACCOMANNO**
Director, Industry Marketing
Retail, Hospitality and
Self-Service Solutions Division
NCR Corp.

Over the last few months I've discussed how "macro population trends," such as aging, slow growth and increasing ethnic mix, can influence the food industry. In this column, I'd like to explore selected consumer lifestyle changes, and how they affect today's food retailers. The first lifestyle change we'll discuss is household makeup.

In 1970, 40 percent of U.S. households were classified as married with kids, while 30 percent were married with no kids. By 2000, those classifications dropped to 24 percent and 28 percent respectively. In other words, married households dropped from 70 percent of the U.S. population to 54 percent in just 30 years. During that same timeframe, single person households grew from 18 percent to 26 percent. This is an alarming stat for food retailers, as single people are not big supermarket consumers.

Though I suspect the single person household trend is most pronounced in the urban marketplace, thus being an especially important concern for urban food retailers, the overall numbers indicate this is a trend worth watching by all retailers regardless of the marketplace being covered.

An interesting point of reference can be found in Sweden. As a sign of how far this trend may go, nearly two-thirds of all Swedish households are now single person households. The implications of a rise in single households can include an increased emphasis on the individual vs. family, and therefore, a product mix and packaging that caters to a family of

one instead of four.

A question for all food retailers is: what appeal does your store have for the single household? For example, are you making me purchase a hamburger bun eight-pack if I only want to make myself a hamburger tonight?

Another interesting household trend is children returning to the safety net of home. Don't be fooled by this. Though this trend helps keep the "married with kids" number around 24 percent, a returning child often lives as a single person. The returning child's shopping and eating patterns more often resemble an individual than a member of a household.

The second lifestyle trend that merits mentioning is mobility. Usually when we speak of mobility we talk in terms of geographic mobility, or upward/downward status mobility. Both of these are prevalent, and both can create hurdles for those retailers trying to establish brand loyalty. But the mobility dimension I want to discuss involves the liberation of the workforce.

Today more and more people are working where they want and when they want. As our economy moves from a manufacturing base to a service base, a larger portion of the workforce can be digitalized. According to a PricewaterhouseCoopers study, one out of every four U.S. workers is either full or part-time home based – myself included. Consider the lasting appeal of Kinko's, who I consider the most agile retailer on the planet. Originally having a value proposition built around the needs of college students, then entrepreneurs, Kinko's has found a new

life by catering to the increasing number of virtual workplace workers.

A result of increased workplace mobility is the blurring of leisure time, including shopping, with work time. As people work wherever and whenever they can, they're also shopping wherever and whenever they can.

For example, about six months ago I found myself at my local supermarket very late on a Saturday night – your typical "midnight food/beer run." In the lane next to me was a lady pushing a shopping cart completely filled with items like baby food, diapers, meat, etc. Her purchase had to be over \$150. I suspect she was a working mom that found 11:30 p.m. on Saturday night the best time to do her weekly shopping.

Consumers are increasingly becoming more mobile, but food retailers are largely real estate bound. The implication for retailers is a large population of buyers demonstrating ever dynamic purchasing patterns. Retailers should strive to be equally dynamic in their product mix and marketing message.

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.

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ROWLAND COFFEE ROASTERS, INC. 5605 N.W. 82nd Avenue, Miami, FL 33166

Whole Foods Market Celebrates Opening in Coral Gables

Whole Foods Market celebrated the grand opening of its new Coral Gables store on September 26. The festivities began at 8 a.m. in front of the store with complimentary breakfast for customers, followed at 9:00 a.m. by a traditional Whole Foods Market "bread breaking ceremony" — a foodie twist on the traditional ribbon cutting event. The 47,700-square-foot store, located on Red Road between Venera and San Remo Avenues, will employ 250 associates.

"The Coral Gables store will offer shoppers the ultimate Whole Foods Market experience, with an incredible variety of fresh foods and an exciting and innovative atmosphere in a natural environment," said Steve Ramos, Store Team Leader. "Friends and business colleagues can meet for a casual breakfast or lunch. Parents can bring their children for healthful snacks. The beautiful indoor and outdoor cafés are the perfect settings to enjoy our innovative and exciting natural, local and organic foods."

Whole Foods Market offered store fans, food enthusiasts, and the general public a pre-opening, behind-the-scenes look at the new store during a series of sneak preview tours which were held Monday, September 24, from noon to 8 p.m. The tours included a department-by-department look at the latest innovations that Whole Foods Market is bringing to Coral Gables, as well as samples of locally grown fruits and vegetables, specialty cheeses, restaurant quality prepared foods,



and other all-natural products.

Following the bread breaking ceremony, grand opening weekend activities continued with special free samples, in-store chef demonstrations, classes and events for all ages, from September 26 to September 30.

STORE FEATURES

The store's natural exterior environment features traditional old-style lighting, wide perimeter walkways, a handcrafted water fountain, and a 138-seat indoor-outdoor café with shaded benches and tables produced from reclaimed wood.

Inside, the store presents a wide selection of offerings, including:

- A 3,000 square-foot produce section with over 500 items, more than half of which are organic, as well as fresh-cut, ready-to-use or ready-to-eat fruits and vegetables.
- A 25-foot fresh seafood counter with a wide selection of freshly caught items delivered six days a week, and expertly prepared ready-to-cook items. Professional fish mongers are always available to cut or fillet customers' choices to order.
- A 36-foot, full-service meat case

with dozens of oven-ready items, including freshly made sausages and flavored, gourmet burgers.

- A custom made hardwood smoker and self service BBQ Bar offering a wide variety of items, including sausages, pulled chicken, pork, hamburgers, and briskets.
- Dry-aged beef, aged in-store, and a grilling station that will grill choice meats for in-store dining or take out.
- Valet parking, covered self-parking and a unique shopping cart escalator for easy access to the upper level parking garage.

The Coral Gables Whole Foods Market store also features a comprehensive, user-friendly Whole Body™ department, offering a large selection of luxurious natural body care items and cosmetics, as well as a broad selection of high-quality nutritional supplements and vitamins. The store also includes a Whole Baby™ section with a wide variety of natural baby foods, lotions and infant care items.

The community will enjoy the store's Whole Lifestyle Center where local and in-store chefs will host cooking classes in the center's fully-equipped kitchen. The public is invited to enjoy health lectures, fitness classes, children's events, store tours, food and wine tastings, and other activities focused on wellness.

Whole Foods Market's company-wide commitment to the environment and energy conservation is evident throughout the Coral Gables store. An environmentally friendly approach to construction and décor promotes a healthy place to shop and work. Recycled and reclaimed materials were used in every department. High performance mechanical and electrical systems, including air-powered doors, increase energy efficiency.

"We are very proud to become an active member of the Coral Gables community," said Ramos. "This store continues the tradition of Whole Foods Market providing the best possible service and shopping experience to our customers at their convenient, neighborhood store."

Sweetbay Supermarket Completes Transformation

After Entering Southwest Florida Market Three Years Ago, Supermarket Retires Kash N' Karry Name

Kash n' Karry recently said "goodbye" after more than 50 years in the Florida marketplace. August 29 marked the end of a 3-year transformation of one of Florida's oldest grocery store chains, as the final Kash n' Karry store, located in Crystal River, was converted into Sweetbay Supermarket, the Florida-based supermarket company of Delhaize Group.

"Kash n' Karry at one time was a strong brand and served as a pillar for the Tampa Bay community," said Shelley Broader, president and chief executive officer of Sweetbay Supermarket. "We wanted to treat Kash n' Karry with respect and retire the company gracefully, and I am very proud that we have."

To celebrate the milestone, Broader, her executive team and hundreds of Sweetbay associates participated in a ceremonial ribbon cutting and retirement party at the



■ SWEETBAY associates gather for the 'huddle' at Crystal River just prior to the unveiling of the new Sweetbay sign.

Crystal River store located at 1651 SE U.S. Highway 19.

"These were exhausting and exhilarating years of transition and we couldn't have done it without the dedication and resiliency of our entire team," Broader said.

Kash n' Karry began in 1914 when Italian immigrant Salvatore Greco bought an old horse and wagon and began selling fruits

and vegetables in the streets of Tampa. The Kash n' Karry name was adopted in 1962, and by 1970 the chain had grown to 48 stores. By 1973 it expanded into 11 counties and a distribution center was opened in Tampa in 1976. By 1989 the supermarket had 97 locations and more than 8,200 associates with annual sales exceeding \$900 million. In 2001 Kash n' Karry joined the



■ SWEETBAY President and CEO Shelley Broader cuts the ceremonial ribbon to celebrate the opening of store #1733 in Crystal River, Florida.

Delhaize Group.

In 2004, the company announced the creation of a brand new supermarket concept in Florida. Sweetbay Supermarket was developed from extensive customer research in core markets to reinvigorate the overall marketplace and provide Floridians with a vibrant, exciting and diverse place for their shopping needs.

The first Sweetbay Supermarket opened its doors in Seminole in November 2004, with Ft. Myers and Naples opening stores shortly thereafter. The brand was so well received during the first two years that the supermarket accelerated store openings by one year, transforming 92 Kash n' Karry stores in three years. Today, there are 98 Sweetbay stores, with three more brand new stores scheduled to open by the end of this year.

"The conversions of the last Kash n' Karry store is only the end of the beginning, and now our single focus is building a really successful regional supermarket chain. Broad added, "All of our effort and energy is now focused on improving and growing Sweetbay."



■ SWEETBAY President & CEO Shelley Broader and Senior V.P. of Operations Mike Vail present a \$5,000 check to the Boys & Girls Club of Citrus County to help establish a nutrition program at its aftercare program at all branches in Citrus County.



■ ALMOST TIME - Hundreds of store associates cheer as Shelly Broader starts the huddle.

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Holiday Cheer



Blackstone Winery Gears up for Autumn

As the warm summer surrenders to fall, Blackstone Winery—the #1 domestic super premium red wine—offers consumers savings off Blackstone red wines and fall produce. The “Blackstone Reds That Turn Heads” promotion focuses on rich, complex red wines that are perfectly paired to compliment the autumn weather. Presented in this promotion is a single 11x19 case card displaying three bottles of Blackstone red wine. Also featured in this promotion is an IRC saving of \$1 off and a MIR of \$2 off of fall produce with the purchase of any Blackstone red wine. The “Blackstone Reds That Turn Heads” promotion will run through November 2007.

Hop on Board with Twin Fin for an Awesome Holiday Season

Not ready to bundle up for the cool days and winter nights? Twin Fin has the answer to keep beach days on the horizon and winter at bay, with the “Tis the Season to Hang Loose” promotion that will promote wines that prefer sunny days over dark cellars. On premise kits include ice bucket, bar towel, coasters, buttons, pens, tee-shirts, salt & pepper shakers and table tents. Featured in this promotion is an IRC savings of \$1.50 off greeting cards and gift wrap with the purchase of any Twin Fin wine, along with a MIR coupon

of \$15 off with purchase of any case of Twin Fin wines. Also presented as a mail-in offer, consumers will receive a Twin Fin lip balm with the purchase of any Twin Fin 750ml or 187ml wine. The Twin Fin “Tis the Season to Hang Loose” promotion will run October-December.

Ring in the Holidays with Hardys Wine



This holiday season Hardys encourages consumers to “Enjoy Friends & Fine Wine” let’s not forget to mention enjoying a huge amount of savings off must-haves for the holiday entertaining season. Highlighted in this promotion are plenty of instant savings coupons certain to arm the consumer with everything they need, including: an IRC of \$2 off nuts or a MIR of \$3 off with the purchase of Hardys Whiskers Blake Port, instant savings of \$1 off gift flowers. Also included with any purchase of two bottles of Hardys wine, instant savings of \$0.50 off paper napkins, instant savings of \$1 off fresh produce, instant savings of \$0.50 off cranberry sauce and instant savings of \$3 off turkey. Consumers are sure to enjoy this holiday season with all the savings Hardys will offer them. This promotion will run October through January 2008.

Celebrate this Holiday Season the French Way with Mouton Cadet

In France, Mistletoe is hung above the door during the holiday season to bring good fortune throughout the year. If you’re looking for another way to bring good for-



tune to your holidays, just stock up on Mouton Cadet. This holiday season, Mouton Cadet is offering special promotions to help wine drinkers be merry. The holiday sales promotion will include point-of-sale materials such as a colorful case card and a mail-in rebate necker for \$3 off any 750ml bottle or \$5 of any 1.5L bottle. In addition, a sweepstakes will be available in select markets to win a Montreal Spa Getaway for Two. This promotion will run from November 1st and end January 4th.

Share the Romance with Mondoro Asti

You hear more corks popping on sparkling wine bottles during the holidays than at any other time during the year. The romance of hearing that sound conjures up all kinds of pleasant memories. Beautifully packaged and deliciously enjoyed, Mondoro Asti delivers a touch of romance with every bottle. This year, uncork higher profits by stocking up on Mondoro. The Mondoro holiday sales promotion will include point-of-sale materials such as a colorful case card and a mail-in rebate necker for \$5 off any 750ml bottle. This promotion will run from November 1st and end February 18th.

Bring Argentina Home for the Holidays

Marcus James, the top-selling Argentinean Brand in the U.S., is now better than



ever and has a new look to show it. With native Argentinean graphics, varietal specific color-coding, and bilingual messaging, Marcus James wines capture the very essence of this rich South American culture. To celebrate the new image, Marcus James is offering consumers an incentive to pick up a bottle or two during the holidays. The holiday sales promotion will include point-of-sale materials such as a colorful case card and a mail-in rebate necker for \$3 off any 750ml bottle or \$5 of any 1.5L bottle. This promotion will run from November 1st and end January 4th.



Great Western for Holidays that Sparkle

Great Western has exemplified New York state champagne-making expertise for over 150 years. The exceptional quality and taste bring consumers back year after year. The champagne gives consumers a reason to celebrate with eye-catching, premium point-of-sale items. The point-of-sale materials will include a colorful case card and a mail-in rebate necker for \$4 off any 750ml bottle. This promotion will run from November 1st and end January 4th.

Be the Life of the Party with J. Roget

What better way to celebrate the holidays than with a bottle of J. Roget Spumante, Brut, Extra Dry, or Pink? J. Roget is the life of the party whenever it is served. Consumers can save up to \$20 this holiday season when they purchase J. Roget sparkling wines. Consumers who buy any two bottles of J. Roget will receive a \$3 MIR, an \$8 MIR for those who buy 6 bottles and a \$20 MIR for any 12 bottles purchased. Point of sale neckers will be available. This promotion will run from October 1st and end January 4th.



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NEW FORMAT FOOD CHAIN

Freshco Debuts in Central Florida

27K Flagship Store Opens in Orange City

Freshco International Supermarket, "First in Freshness, Quality, Selection and Savings" is the motto of a new food store coming to central and southern Florida. The flagship store located about 30 minutes north of Orlando in Orange City, made its debut on Thursday, August 30th to enthusiastic opening day crowds.

The first of what is expected to be a rapidly growing chain, opened at 2413 Enterprise Rd., on the site of a former Food Lion which was totally gutted to meet the new concept developed by owner/operator Cesar Ramirez. Primary supplier for the new venture is SUPERVALU and the new Orange City location represents the latest in a growing number of successful recent openings for the wholesaler in the Sunshine State.

The Freshco management team has over twenty years of successful supermarket experience. Most recently as operators of the Bravo supermarket banner in the central Florida markets of Orlando, Port St Lucie, and Kissimmee.

Freshco International Supermarket will serve Florida's diverse international customer base emphasizing: a full selection of international products, full-service meats, fresh produce, complete deli and bakery selections with dine-in area (highlighting international pastries, meats and including hot breakfast and lunch specials), full-service fresh seafood, extra large selection of international frozen foods, an Aisle of Value featuring great buys on pallet displayed grocery items and a full service customer service desk (including ATM, Coinstar, Western Union, Bill Pay and phone cards). Sammy Rodriguez heads a staff of approximately 50 associates at the new Orange City store.

The Freshco management team understands today's economy and how important it is to maintain the right price, maintain freshness and quality of goods and running clean, bright stores. "Knowing the needs of our international customers is what will help us serve them better. Freshco will listen to our customers and continually change to meet their needs" says President Cesar Ramirez.

Ramirez told TODAY'S GROCER, "We are thankful to our central and southern Florida customers for embracing us into their homes. With this new Freshco International Supermarket, we have found a way to continue to give back to our customers the service, quality, freshness and low prices that they deserve."

In support of its grand opening celebration, the new store ran advertising in local newspapers and radio stations and opening day afternoon featured a bounce house for the kids and a mariachi band.

The store is open from 8 AM - 9 PM Monday through Saturday and on Sunday from 8 AM - 8 PM.



FRESHCO INTERNATIONAL SUPERMARKET – a new concept in food retailing developed by operator Cesar Ramirez, has opened its flagship location in Orange City, Florida, about 30 minutes north of Orlando.



STORE MANAGEMENT – Owner/operator Cesar Ramirez [center] pictured with partners and members of the management team: Omar Pena, Sammy Rodriguez, Jimmy Carroll, and Alvin Urena.



FRESHCO owner/operator Cesar Ramirez [center] receives opening day congratulations from team members at SUPERVALU, the new store's primary supplier [left to right]: Ken Ford, Denny Gnesda, Ken Whitley, Tom Habblett, and Jim Dunn.



Cesar Ramirez greets Sun International produce representative Ira Bernhard.



On hand opening day to make sure everything was going smoothly in the Dairy Department, was Santiago Marte, District Sales Supervisor, Sunny Florida Dairy.



FRESHCO partner/store manager Sammy Rodriguez pictured in front of the checkout area with ISE Project Manager, Jorge Mulet.



CELEBRATION OF SAVINGS

QUIRCH FOODS' 6TH ANNUAL BUYING SHOW

Dear Customers and Suppliers,

Thank you very much for your attendance and participation at our 6th annual Buying Show.

It was because of your support that this was the best and biggest show yet. We look forward to seeing you again at next year's show.

It has been our pleasure to serve you these past 40 years, and we hope to continue serving you for many more years to come.

Warmest Regards,

The Quirch Foods Co.

40
YEARS
OF SERVICE



Celebrations of Savings

Trade Turns Out For a Birthday Party

Quirch Foods' 6th Annual Buying Show

Doral Golf Resort & Spa
Miami, Florida
September 21, 2007



FIRST PLACE Booth Award Winner – Joe Jurgielewicz & Son, Ltd.



SECOND PLACE Booth Award Winner – Trujillo & Sons, Inc.



THIRD PLACE Booth Award Winner – Garcia Sausage Company.



PAN AMERICAN FOOD BROKERS – Rolando Guasp, Jennifer Glaser, Manny Garcia, and Julie Selking.



Evelio Arguelles, and Ricardo Alvarez, Quirch Foods welcome Adrian Banales and Alfonso Juarez, Los Girasoles to the show.



BIRTHDAY BOYS – Guillermo Quirch II [center] pictured with his sons and grandson: Guillermo [BIII] Quirch III, Guillermo Quirch IV, Ignacio Quirch and Mauricio Quirch [right] and their 40th birthday cake.



QUIRCH FOODS President Guillermo Quirch II [center] and family members pose under the photo of company founder Don Guillermo Quirch [1908-1994]. Pictured [left to right]: Eduardo Quirch, Jr., Guillermo Quirch IV, Francisco Bergaz, Ignacio Quirch, Guillermo [BIII] Quirch III, and Mauricio Quirch.



It didn't take long to get into the birthday spirit, as show attendees were greeted by the lilting sounds of this guitar trio immediately upon entering the Doral Golf Resort Exhibit Hall.



PATRICK CUDAHY – Gabe Morales, Ed Smith and Bart Birnbaum.



BAFAR – Ivan Rios, Catalina Mueller Rodriguez and Salvador Galindo.



Tanya Foster and Ulises Gomez, Foster's Food Fair with the group from Quirch Foods.



LA MILPA – Byron Reyes; Evelio Arguelles, Quirch Foods; Manny Reyes and Fabrice Riviere.



GARCIA SMOKED SAUSAGE – Belkys Moran and Yazmina Dominguez.



Arturo Reyna, Premier Concepts with Hector Santana, Quirch Foods.



QUIRCH FOODS TEAM MEMBERS – Francisco Franco, Billy Ware, Jackie Moragues, Teri Leon, George Rodriguez, Eli Socarras, Oscar Duarte, Moises Montalvo and Hector Santana.



GLACIER SALES – Johennys Gonzalez, David Cavera, and Doug Kanyer.



HISPAMER CORP. – Joe Ciola, Oscar Serna, Sylvia Fernandez and Thomas Pirkle.



Quirch Foods' Andy Cardelle [right] welcomes Miguel de Moya and Ignacio Mompeller, Mopax Caribbean Imports.



BRAVO SUPERMARKETS – Jose Jorge, Julio Sanchez, Dennis Wallin, Lou Papa, and Phil Kelly.



International Cheese Display.



GADRE MARINE EXPORTS – Joseph Paul, Arjun Gadre and Chetan Ghatge.



The exhibit hall was full of delicious food. Chefs from Mr. Paella were on hand to prepare this giant delicacy.



William Hanner, Nuco, offers French fries to Vicki Montiero, TODAY'S GROCER.



ROWLAND COFFEE/PILON – Claudia Gabriela.



Quirch Foods' Eli Socarras welcomes Ruben Lugo, Broward Meats & Seafood to the show.



CANTINAS TAMALITOS – Alberto Bazan, Alos Cuisine Lic.



QUIRCH JAMAICAN PATTIES – Gary Chin and Terry Maitland.



QUIRCH CHEESE – Dan Vernon, Food Marketing.



SUPERMARKET SOURCE – David Moran and Rey Pena.



Jose Luis Revilla, Comermares [Mexico] with Mike Cape, Con Sea, Inc.



AZUMA FOODS INTL. – Tatsu Murata and Yoshi Sugiura.



ISE's Guillermo Arinez [center] demonstrates the latest in front-end technology to show goers Felipe Fuentes and Jesus Rivera, Econo Stores [Puerto Rico].



Clifton and Ingrid Ling, Ling & Sons IGA Supermarket.



WEBECO FOODS – Filena Fernandez and Elisa Torres.



TIME OUT FOR MORE FOOD – Farak NeFroc and Jim Feanpilus, Carnival Grocery Store [Ft. Myers, FL].



Quirch Foods' Marcela Rodriguez pictured with Ricardo Vitienes, Induveca S.A.

24 Strictly Natural



Peeled Snacks Launches 'Fruit Picks' & 'Nut Picks'

100% Natural, Single-Serve Yummy Snacks

Peeled Snacks is introducing its newest line, "Fruit Picks" and "Nut Picks," 100% natural, healthy treats in portion-controlled singleservings. Using only premium organic and natural fruits and nuts, "Fruit Picks" and "Nut Picks" single serving snacks help people meet their "Five-a-Day" fruit goal as recommended by the Dept. of Health, without added sugar, oils, preservatives or artificial ingredients.

"Fruit Picks" and "Nut Picks," naturally loaded with vitamins, minerals and fiber, are available in six tasty varieties: Cherry-go-round, Banana-a-peel, pine-4-Pineapple, go-Mango-man-go, Almond-daze and Cashew later.

"We believe that real food is naturally good for you, and using the highest quality fruit and nuts means you get naturally delicious treats," said founder Noha Waibsnider. "We've seen too many supposedly 'good-for-you' products on the shelves that are loaded with unhealthy high-fructose corn syrup, preservatives and processed additives. We created Peeled Snacks to give people vibrantly flavored snack choices, the kind of authentic food that satisfies and nourishes."

Peeled Snacks innovative, stay-fresh packaging created a sensation in 2005 when the Company introduced its first line of dried fruit and nut snack mixes. The lightly salted dry-roasted nuts are pouched separately within each package, so the fruit stays juicy and sweet, and the nuts stay crunchy.

Unlike most energy bars and sugar-filled trail mixes, the wholesome purity of Peeled Snacks - just fruit and nuts - is unheard of in other grab-and-go foods. Addressing concerns reinforced by the nation's diabetes and obesity crises, all Peeled Snacks products are made without added sugar, artificial sweeteners, or oils. The straightforward snack foods also contain no gluten or wheat, focusing on healthy unprocessed food.

Roll Over Whole Grain



Food For Life Ezekiel 4:9 Sprouted Grain Pasta Debuts

For those who are seeking the most health benefits from their grains, look no further. Food For Life introduces its Ezekiel 4:9 Sprouted Grain Pasta, which will take whole grains to a whole new level.

Ezekiel 4:9 Sprouted Grain Pasta is high in protein and fiber, low in carbohydrates and contains no sugars, making it a low glycemic food beneficial for diabetics and anyone trying to maintain a healthy weight. The sprouted grain pasta is also certified organic and kosher.

When wheat, barley, beans, lentils, millet and spelt are sprouted and combined, a complete protein is created that closely parallels the protein found in milk and eggs. Ezekiel 4:9 Sprouted Grain Pasta contains 18 amino acids and the protein quality is 84 percent as efficient as the highest recognized source of protein. Vital nutrients that would otherwise lay dormant in whole grains are brought to life and released when the sprouting technique is used.

Ezekiel 4:9 Sprouted Grain Pasta varieties include spaghetti, fettuccine, linguine and penne, all of which are made from freshly sprouted, certified organically grown live grains and contain absolutely no flour. Retail: \$3.29-\$3.79 16-ounce packages (MSRP).

Annie's Homegrown Launches Cereal Line

Bernie Hops To Breakfast With Hugs, Kisses And Whole Grains

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, a leading brand of organic and natural pasta meals and snacks, is launching a new line of cereal.

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).

The suggested retail price for Annie's cereals is \$3.99 per box.



Escape to the Tropics with New Santa Cruz Organic Apricot Mango



Santa Cruz Organic® introduces its newest juice, Apricot Mango, a taste treat to transport drinkers straight to the tropics. Available on shelves nationwide beginning this month, Apricot Mango combines succulent apricots with ripe mangoes — offering a true tropical taste. It is 100 percent juice and contains no added sugar, artificial flavors or preservatives. Like all Santa Cruz Organic products, Apricot Mango is USDA certified organic.

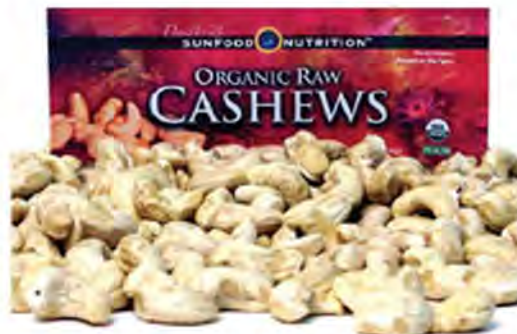
Each 8-ounce serving of Santa Cruz Organic's Apricot Mango juice contains 70 percent of the recommended daily value of vitamin A and 100 percent of vitamin C. Mangoes are also an excellent source of vitamins, minerals and antioxidants, as well as enzymes for digestion support.

Santa Cruz Apricot Mango is available in 32-ounce recyclable glass bottles. The suggested retail price is \$3.49 to \$3.99.

Sunfood Nutrition Introduces Organic Raw Cashews

It isn't often that a truly unique gourmet food is introduced widely to the North American marketplace. Sunfood Nutrition has accomplished this with their new Organic Raw Cashews. These premium raw cashews are sourced directly from small-scale cashew growers that handpick the nuts from certified organic trees in Bali, Indonesia.

Cracked open with traditional knives and then hand-polished to remove the thin skin protecting the kernel, these enormous cashews are incredibly sweet and soft and even have an attractive shiny-white appearance. "The hand-processing of the nuts by the local farmers is a labor of love that has nearly disappeared around the globe," says David Wolfe, founder of Sunfood Nutrition. Traditional producers on average can only prepare about 2 kilos (4.4 pounds) of raw kernels daily, but the Sunfood Nutrition focus is



on quality - not quantity.

Many people assume that if a nut is not roasted, then the nut must be 'raw.' However, in the case of cashews where the shell is very challenging to open, it is important to consider how the shells are opened and whether the nuts are exposed to extreme heat at any point in processing. To

increase production volumes, most cashews that claim to be raw are actually steamed open at high temperatures, thereby cooking the tender cashew nut inside the shell. "The flavor difference between raw cashews processed in this traditional manner and conventionally processed cashews is remarkable," adds Wolfe.

Sunfood Nutrition Organic Raw Cashews are a tasty snack straight out of the bag or they can be featured in a wide variety of recipes. The SRP is \$17.95 for a 16-ounce bag.

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Publix to Face Change in 2008

Continued from PAGE 1

ber of the Publix board of directors. In addition, the board of directors asked him to accept the role of Chairman of the Board that will be effective March 30, 2008. Current Chairman of the Board Howard Jenkins will become Chairman of the Executive Committee.

"The board of directors is pleased that Charlie has agreed to accept this position, and we look forward to working with him to continue the success of Publix," said Howard Jenkins, Publix Chairman of the Board.

Upon Jenkins' retirement, President Ed Crenshaw will become CEO. Todd Jones, Senior Vice President - Product Business Development will become President.

Crenshaw began his Publix career in 1974 as a front-service clerk in Lake Wales, FL. After working in a variety of retail and support positions, he was promoted to director of retail operations for the Lakeland Division in 1984. In 1990, he became vice president of the Lakeland Division and was elected to the board of directors. In 1991, Crenshaw moved to Atlanta to start the Publix Atlanta Division as division vice president. He was promoted to executive vice president of retailing in 1994 and to President in 1996.

Jones began his career in 1980 as a front-service clerk in New Smyrna Beach, FL. He worked in a variety of store positions before becoming a store manager in 1988. He was promoted to district manager in 1997, regional director in 1999 and vice president of the Jacksonville Division in 2003. In 2005, Jones was promoted to his current position of Senior Vice President -Product Business Development.

"We are pleased to have leaders with the experience of Ed and Todd who are ready to take the next steps in their careers," said Charlie Jenkins Jr. Publix CEO. "I'm confident they will be successful in continuing Publix's success."

Organic Pavilion Debuts At Americas Food & Beverage Show

In synch with global trends, the 10th Americas Food & Beverage Show is introducing its first Organic Pavilion. The new pavilion, and category, will debut at the 2007 show and conference, October 29 - 31 at the Miami Beach Convention Center. Already 20 firms, representing 11 countries have signed up to exhibit organic food and beverage products for international buyers attending the three-day trade show and conference presented annually by the World Trade Center Miami.

Show Director, Jelena Meisel, made the decision to add a pavilion devoted exclusively to organic products based on the results of a buyer survey conducted at the conclusion of the 2006 show. According to Ms. Meisel, almost 40 percent of the 2006 buyers attending the 2006 show wanted to see more organic and natural food and beverage products at subsequent shows.

Industry statistics pinpoint organic food as the fastest growing segment of food sales in North America, increasing 17 to 20 percent each year since 1997. Worldwide, statistics provided by the United Nations Food and Agricultural Organization (FAO) show that the organic market totaled \$40 billion in 2006 and is expected to reach \$70 billion by 2012.

"As interest in organic food and beverage products gains momentum worldwide, increased activity for international trade of organics follows in the wake," says Ms. Meisel. "It's essential for importers and exporters to be aware of changing and varying regulations in each country. Our seminar is a good foundation for mastering the basics."

PAFB Hosts Cocktail Party and Reception

Pan American Food Brokers, Inc. held a cocktail party for its customers and employees, Tuesday, August 14, at Gatsby's Restaurant in the Kendall area of Miami, Florida. Here are pictures from the event:



PAN AMERICAN FOOD BROKERS President Manny Garcia and Account Manager John Browder pictured with Sally Justice, Cargill Meat Solutions.



Candi Mondejar with Rolando Guasp.



Jim Thatcher and Candi Mondejar.



Manny Garcia, Bill Robinson, Katy Mendez and Jim Thatcher.



THE PAFB TEAM - Company President Manny Garcia (center, right) pictured with Carlos Smith, Jim Thatcher, Katy Mendez, Rolando Guasp, Valentin Gonzalez, John Browder, Candi Mondejar and Jorge Cabrera.



Valentin Gonzalez and Candi Mondejar.



Candi Mondejar, Katy Mendez and Jorge Cabrera.

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What do you get when you take two men roughly the same age and background who share the same work ethics, philosophies and dedication? Add in the support of two loving wives, a collection of some of the most unique food and nonfood items propelling growth in the supermarket today, then add the talents of a support team of talented men and women, a lot of hard work and the test of time. This is the recipe of success which has created Seidman Hudon Food Brokerage, the fastest growing and leading sales organization in the specialty foods brokerage arena. But, it might never have happened had it not been for a chance meeting over 3,000 miles away from home.

Both men bring strong backgrounds in the food business to their roles as operators of Seidman Hudon Food Brokerage in Coral Springs, FL. However, they took different routes to get there.

Gary Seidman, Company President and Founder, was literally born into the food business. His father Eli was a food sales icon in Florida, enjoying a lengthy career in direct sales and as a broker sales rep. operating his own firm. It was this life that son Gary was born into. Although at varying times he has worked with and for his father, it can rightly be said that he mostly did it on his own, even though the breeding and pedigree was clearly there.

Gary was raised in the Canarsie section of Brooklyn, NY near the bay, and often visited the pier where he learned his love of fishing. At the same time, Ed Hudon was growing up in Connecticut where he had an affinity for sports — particularly baseball and basketball. Both have strong penchants for sales — Gary has operated his own retail establishments and sold at the wholesale level, while Ed went into wholesale distributor sales upon graduating from college.

By the mid 1990's, both men were in South Florida in the brokerage business. Gary had a head start on Eddie, having been associated with a number of other firms where his hard work and business ethics had landed him a number of income producing accounts. Intense, and with a drive inherited from his father, Gary and his wife Cathy had accounts at their Seidman Brokerage Company, but the demands and responsibilities of the firm made it difficult for them to have a life away from work. On the other hand, Ed Hudon also had the drive, but was a little short on the number of



COMMITTED TO EXCELLENCE — Seidman Hudon Food Brokerage partners, Gary Seidman (left) and Ed Hudon (right).

principals required to make his fledgling Blue Chip Brokerage a money earner.

Both men were plying their wares in the unlikely food mecca of Coral Springs, Florida, yet had only the vaguest awareness of each others existence.

It wouldn't be until a chance meeting at an NFDA convention in Palm Springs, CA, that they would literally bump into each other.

It seemed like a good idea, joining forces that is. Gary had the principals but not a lot of time and Eddie was a little short on principals but was long on time and determination to make a go of it in the brokerage business.

At first they joined forces to work on a special project. The result of this temporary union was the successful reintroduction of the legendary Charles Chips potato chip line into the marketplace after a lengthy absence. By the middle of 1998, they knew they had many of the ingredients for a successful partnership. With this in mind, they formally joined forces in November 1998, under the Seidman Hudon Food Brokerage banner. Their area of expertise would be what both men knew best — the rapidly emerging specialty foods cate-

gory. Consumers tastes were changing and these types of products offered grocers a profitable new growth opportunity.

Even though the duo no longer represents Charles Chips, many of the companies it brought into its union remain and flourish with the brokerage to this day. This includes some of Gary's longtime principals, such as Bernard Foods, Bryant Preserving, Cardini Salad Dressings, Colavita Olive Oil, Andre Prost and Twinings Teas. The company which first took faith in Ed Hudon and made him a food broker — Wing It Buffalo Sauce — remains with the company to this day, as do Del Sol Foods, Brianna's Salad Dressings, and a number of others. As both men like to describe it, the company represents specialty items — with an emphasis on kosher items, and a rapidly growing importance for healthy and natural foods.

In the short span of only nine years, the company has gone from a South Florida food brokerage to a statewide food brokerage to a regional food brokerage serving the states of Florida, Georgia, Alabama, the Carolinas and parts of Tennessee. In addition to its domestic business, the company

has found considerable success in developing the export market for the lines it represents.

These are the positive advantages that work daily contributing to the success of a Seidman Hudon principal. This hard work and dedication can be found among Seidman Hudon team members as they sell and merchandise product through their expanding market area.

The company believes that the success which has enabled it to become the finest specialty foods sales organization in the Southeast, is due to the close relationship it enjoys with its principals, its distributors and their retail merchandisers, and the expertise of its sales account executives and retail merchandisers.

"We work closely with all parties involved in the selling process — from our strong relationship with our principals to our strong relationship with our distributors and their merchandisers working in conjunction with the Seidman Hudon sales/merchandising team."

"We've grown because of our belief in the importance of working closely with our distributors, imparting some of our expertise to their sales force and our belief in the im-

portance of our role as brokers in bringing the buyer and seller together to complete our goal of making the sale," Seidman says.

"The real strength [of our company] is in our people. We have great people! Nobody in our field can match the experience levels and capabilities of our team," he says with pride.

As Seidman and Hudon celebrate their ninth year of partnership and the 14th anniversary of the firm begun by Gary and Cathy Seidman, this dynamic duo has assembled a highly qualified team which counts many, many years of food industry experience. In addition to its two namesake leaders Gary Seidman and Ed Hudon, key management includes Secretary/Treasurer and co-founder Cathy Seidman, Account Executive and Kosher Specialist Steve Biase, Account Executive John Graham, Atlanta Division Account Executive Tony Marmon, Customer Service/Order Processing Coordinator Cindy Foote, headquarters Office Manager Margie Morales and Amy Greenfield Accounts Receivables. Along with its office and customer service staff and supervisory personnel, Seidman Hudon personnel are in the field daily, calling on key accounts, writing orders, working closely with distributors and performing sales/merchandising assistance.

"We are also proud of the job done by our team of account executives — both here at headquarters and in Atlanta," Gary Seidman says. "Steve Biase gives us a strong presence in the areas of foodservice, kosher foods and the perishable cheese business. At the same time, John Graham has brought us a strong background in the cookie and snack business. John sells to all the Hispanic cookie distributors, as well as many other customers in South Florida and the Bahamas."

"Tony Marmon, our Account Executive in the Atlanta division — with his longtime presence in the Georgia and Carolinas markets, gives our customers in the Southeastern states a knowledgeable and dependable contact ... a person they can trust and deal with in confidence."

"As we build the business, we are reinvesting back into the business by adding people and expanding services," Ed says, with pride. A strong retail department lead by Director of Retail Projects, Tim Trumbly includes retail supervisors Rick Dimaggio, Sue Strauss, Mike Vickery and Lisa Westra.

Customers look to Seidman Hudon Food Brokerage to



CINDY FOOTE
Customer Service/Order
Processing Coordinator



MARGIE MORALES
Office Manager

At the distributor level, the company maintains close working relationships with a customer base that includes Associated Grocers of Florida, Pompano Beach, FL; Cheney Bros., Riviera Beach, FL; Tree of Life [Fort Lauderdale, Atlanta and Elkton]; Henry Lee (GFS), Miami, FL; Monel, Miami, FL; Milbrook Distributing and Sysco, among others. The company also sells to cruise ships, ethnic distributors, Kosher distributors, health food distributors and exporters. Key retail account coverage includes customers, such as Albertson's, BiLo/Bruno's, Ingles Markets, Publix, SweetBay, Winn-Dixie and Whole Foods Markets. The company prides itself on the close working relationship it enjoys with its customers – no matter their size or location.

"Our manufacturers know that no matter how large or small they are, they [their products] are going to get the attention and service they require. We want them to feel they are important," Seidman emphasizes.

This good fortune just doesn't happen. Gary and Ed have worked long and hard assembling their team of food sales professionals. Their hard work is now paying off.

"Our principals and our customers have come to learn that when you [they] want something, it gets done [here]," Seidman says.

"We've been very fortunate," Hudon adds. "We think we have built something very special here."

Roland, Santa Barbara Olive, Source Atlantique, Sticky Fingers, Sun Luck (Allied Old English), Sunora, Tabasco, Tabatchnick's Fine Foods, Twinings, Umeya, Walden Farms, Wing It, Woebers, World Harbors.

Kosher principals include: Birkett Mills [Wolf's Kasha]; Kineret Foods [kosher frozen entrees]; Old Fashioned/Golden [blintzes] and Streit's [matzos & matzo products].

While most all products sold by Seidman Hudon might best be described as 'specialty foods,' that is not to say that they are all 'gourmet' foods.

The company represents a number of ethnic lines – Mexican foods, Indian, Asian, Brazilian, Thai and Italian, all of which today enjoy widespread crossover appeal to consumers of all backgrounds. Seidman Hudon also represents nonfood items such as charcoal, floor cleaners and laundry stain remover.

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- Attend Trade Shows
- Prepare Business Reviews
- Headquarter Presentations



■ **NEW ITEM PRESENTATIONS** – Frequently, Seidman Hudon personnel will visit key customers to sample and introduce new products. Here, Seidman Hudon personnel pay a visit to Tree of Life in Weston, FL along with their principal Steve Robinson, president of Wing It®.

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Getting to Know: GARY SEIDMAN

The name Gary Seidman has been known in the food industry for over 25 years. From his father's firm in 1980, through mergers with Quesenberry & Catlin, Dulin, and Crossmark Sales in 1989 through 1994, and then in November 1998, with Ed Hudon of Blue Chip Brokerage when their firms merged to become Seidman Hudon Food Brokerage, Gary has built a reputation for honest hard work.

Gary takes his responsibilities seriously. He prides himself on his ability to resolve problems that most brokers would run away from. When a principal is in town, he treats them with respect and gives them the attention that makes them feel a part of a family.

Gary began his food business career while in New York, working in supermarkets through high school and attending the City College of

New York [CCNY]. This early food industry experience was well rounded and included jobs as stock clerk, cashier and working in the meat and produce departments with companies such as Bohack's and Grand Union and a local Brooklyn independent market, Meats n'Treats.

In conjunction with his father Eli's transfer to Florida in 1972 as Southeast Region Manager with Buitoni, Gary found himself in the Sunshine State. He opened a clothing store in Lauderhill called Denim Blues which specialized in discount jeans for the family. One day a customer came in who would change his life forever. His future bride Cathy not only became his partner in life, but in business as well.

In 1980 he joined his father at Eli Seidman Brokerage in Miramar, FL as a full-time Retail and Food Service representative. Soon so many principals started seeking his advice that

he realized he had found his niche - Specialty Foods. He had good teachers in his early years in the food business. Gary gives credit to his late father, Eli, who was one of the most respected and beloved figures in the South Florida food industry, for much of his initial training and guiding principles.

Seidman Brokerage merged with Quesenberry & Catlin in January 1989. This was a time of rapid change in the Florida food industry. Subsequent merges took him to Dulin, Inc. and ultimately, Crossmark Sales.

In 1994 Gary and Cathy [his wife of 24 years] realized they could use their organizational skills and work energy to promote specialty foods throughout Florida and left Crossmark to reintroduce the Seidman name as an independent food broker. They jump started the company with their memorable Roundtable Shows, which



GARY SEIDMAN pictured in his office which is decorated with images of Frank Zappa and sports and music memorabilia.

brought manufacturers face to face with their distributors. Working closely with the staff of various distributors and retailers, Gary has been able to network, hone his skills, increase his business and expand his office walls from a spare room in the house to the present location in Coral Springs.

When he's not in his office, which is adorned with images

of Frank Zappa, John Lennon, sports and music memorabilia, and numerous broker awards, Gary enjoys scuba diving with his daughter, Chelsea - who recently graduated from the University of Florida - back country fishing with his son, Ben, for redfish or snook, or hiking with Cathy, especially on their vacations to the North Carolina mountains.

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Getting to Know: ED HUDON

Ed has been in the food industry for over 40 years. People know him as an honest, hard working individual with a positive personality. Born and raised in Wallingford, CT. Ed graduated from Lyman Hall High School in 1965. His food industry career began in central Connecticut, while working for a retail chain as a sales clerk and stock boy. He later took a position with ITT Continental Baking Co. as a route sales person selling Hostess Cakes and Wonder Bread. During this period, Ed attended Middlesex College, Middletown, CT, where he earned a degree in Business Management and Marketing. When he graduated in 1969, he was hired by Drakes Bakeries, a leading manufacturer and distributor of snack cakes and pies, remaining with them for 18 years. He held positions from vacation relief driver to route supervisor to Branch Sales Manager and Regional Sales Manager-New England, before becoming Vice President of Sales at the Wayne, NJ headquarters from 1989-90.

Ed left Connecticut in 1990 and moved to South Florida to begin a new career. His first five years were spent with Miami-based Hercules Distributing Co. This experience increased his knowledge of the marketplace and ultimately the determination to start his own business. He and Dorothy, his wife of 37 years [they recently celebrated their anniversary November 5], formed Blue Chip Brokerage.

His very first account was Wing It, Inc., Stoughton, MA, which produces an authentic Buffalo style chicken sauce. At the time, Ed - who was short on brokerage experience but



ED HUDON

long on chutzpah, acquired this first principal by writing a letter of inquiry to Wing-It President Steve Robinson, asking if he might be looking for a broker in Florida. When the answer came back affirmative, Ed and Dorothy were officially in business.

After securing a distributor to carry the sauce, he would go out into the stores on weekends and conduct demos in the hope of building business and moving the product. As a result

of this time spent at the store level he was able to increase his contact base, have more people get to know him, and gradually began to acquire more accounts.

"I've been very fortunate," he says. "I really did wing it?" While Dorothy handled the administrative duties, Ed was able to utilize the skills he learned over the years and help manufacturers and distributors to build their businesses. Ed gives much credit to Dorothy



Dorothy and Ed Hudon will celebrate their 41st wedding anniversary on November 10.

for their success in the food brokerage business. "It wouldn't have been possible without her support," he recently told TODAY'S GROCER. After learning of his desire to go into his own business, Dorothy went back to school, earning a license as a Massage Therapist, which helped support the couple during their early years in business.

In February of 1998, Ed and Gary Seidman worked on a special project together. There was an instant chemistry between them. In November of

1998, Seidman-Hudon Food Brokerage was formed. They are widely recognized as one of the top brokers in the Southeast.

Ed and Dorothy reside in West Palm Beach and have three grown children and five grandchildren.

When not working, Ed likes to spend time with Dorothy and their family. He also loves to golf and go fishing. He has a passion for freshwater trout fly fishing and looks forward to his annual fishing trips to North Carolina and Colorado.

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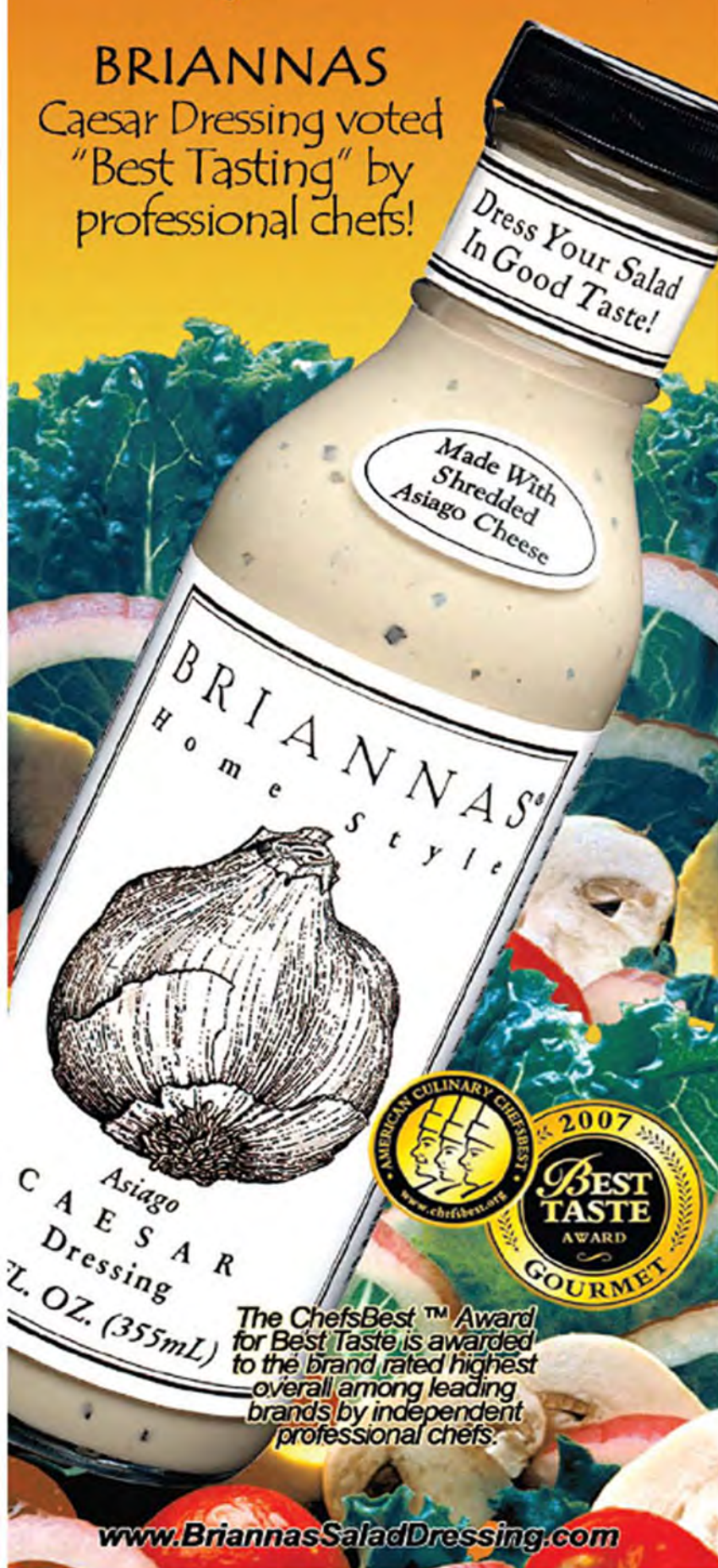
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Getting to Know: STEVE BIASE

Account Exec. and Kosher Sales Specialist



STEVE BIASE
Account Exec./Kosher Sales Specialist

Stephen [Steve] Biase joined the Seidman Hudon sales team on June 1, 2003, following the merger of his food brokerage sales organization with SH. With over 30 years experience in the food business, he calls on distributors serving the retail and food service trade for the company, from their Coral Springs headquarters.

Born in the Bronx, NY, Steve grew up in Yonkers, graduating from Stepinac High School in White Plains. After high school he continued his studies at Pace College.

His first experience in the food industry was in food preparation at a local hospital in New York. In 1947 Steve joined Lankor International, a division of Universal Foods, Carlstadt, NJ, and worked his way up to head their customer service department. He entered sales at the large food importer in 1980 and transferred with the company to Florida at that time. He continued with the firm until starting his own specialty retail brokerage firm in 1986 which he operated until its merger into Seidman Hudon in 2003.

Steve and his wife Susan, an Office Manager for a Pest Control Company, reside in Boca Raton. They are proud parents of two daughters, Lisa, who works in product branding and Adrien, who is in the medical field.

Steve's interests include birdwatching, basketball, and gardening.



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36 People Places & Things



Tyson Foods Powers Fight Against Hunger in Boston

Area hunger relief agencies are getting some much-needed assistance this summer, thanks to a delivery from Tyson Foods, Inc. The Greater Boston Food Bank received a truckload, or 35,910 pounds, of protein July 17 from Tyson Foods.

"Tyson Foods' generous donation of 1,000 cases of chicken will make a real difference for those we serve," said Catherine D'Amato, president and CEO of The Greater Boston Food Bank. "It comes at a time when food donations normally tend to drop off, yet the need remains acute—especially among children who don't have available school breakfast and lunch programs during the summer. This highly nutritious product will provide 28,055 meals to hungry people in our community. We thank Tyson Foods for its generosity and commitment to hunger relief."

The Greater Boston Food Bank is the largest hunger-relief organization in New England, and one of the largest food banks in the country, distributing more than 26 million pounds of food annually to a network of more than 600 member hunger-relief agencies.



■ **TYSON FOODS, INC.** recently donated a truckload of chicken—35,910 pounds or enough for 28,055 meals—to The Greater Boston Food Bank, the largest hunger-relief organization in New England and one of the largest in the country. Through its network of more than 600 hunger-relief agencies in eastern Massachusetts, the Food Bank feeds more than 83,000 people each week—a third of whom are children. Pictured (left to right) on The Greater Boston Food Bank's loading dock are: Food Bank Food Acquisitions Director Steve Cheatham, Tyson Foods Driver Ed Delgado, Food Bank Chief Financial Officer Kathleen Marro, and Mike Keeley of Tyson Foods' Customer Development Team, Consumer Products Division.

G.M.A. Announces First-Ever Environmental Summit

Event to Provide Roadmap for Broader Adoption of "Green" Practices

Grocery Manufacturers Association (GMA) President and CEO Cal Dooley says that the association will host its first-ever Environmental Sustainability Summit for the Food, Beverage and Consumer Products Industry in Washington, D.C. January 17-18, 2008. This unprecedented gathering of industry leaders, policymakers and academic experts will showcase the consumer packaged goods (CPG) industry's leadership in developing and implementing environmentally sustainable business practices, and provide a roadmap for broader adoption of those practices.

"The \$2.1 trillion food, beverage and consumer packaged goods industry is leading the way when it comes to the adoption of environmentally-friendly business practices," said Dooley. "The 2008 GMA Environmental Sustainability Summit provides the perfect laboratory for industry leaders and policymakers to learn about our successes and find ways to ex-



■ CAL DOOLEY

pand their adoption at home and overseas."

The 2008 GMA Environmental Sustainability Summit will explore the impact global climate change and the availability of water and other natural resources are having on our planet, outline the CPG industry's efforts to reduce its environmental footprint and lay the groundwork for wider adoption of environmentally-friendly business practices within the CPG industry.

Thought leaders from industry, government and non-governmental organizations will come together for two days to discuss the present state of the environment and the CPG industry's contributions to environmental sustainability. In addition, the conference will also provide industry executives with an "environmental sustainability toolbox" that will help them develop innovative sustainability strategies for their companies as well as enhance existing environmental policies, programs and metrics.

In alignment with its objectives, the Summit program will be structured around three areas of focus:

- Establishing the strategic vision for an environmentally sustainable industry;
- Building successful environmentally-focused partnerships between non-governmental organizations, suppliers, customers, academia and government; and
- Promoting CPG industry best practices in areas such as energy reduction, natural resources preservation and packaging.

"The CPG industry is committed to utilizing green practices—they are good for the environment, good for business and they are good for the consumer," concluded Dooley.

Mama Mellace's Old World Treats Names Sales Dir.

Lori Pierson Cripe has taken a seat at the Mama Mellace family table as Director of National Sales. She is responsible for developing and managing key accounts and will build a national broker network to further product distribution.

"This is a great opportunity to use my previous experience in the consumer food industry to expand Mama Mellace's into new markets," said Lori Pierson Cripe. "I'm excited to be a new member of the Mama Mellace's family."

Before joining the Mama Mellace's team, Cripe worked with the American Licorice Company, managing their grocery division on Red Vines, Super Ropes and Sour Punch brands. She also created the Convenience, Mass, Club & Drug division at CLIF Bar & Company where she increased overall company growth. Prior to these, she helped to manage accounts for several snack companies including Campfire Inc. and Otis Spunkmeyer Inc. Ms. Cripe is a graduate of Brigham Young University in Provo, Utah.



■ LORI PIERSON

In-store Pharmacies Gain

Supermarket pharmacies posted strong performance figures in 2006, according to Supermarket Pharmacy Trends 2007 released recently by the Food Marketing Institute (FMI). The report found increases from the previous year in:

- Median number of prescriptions dispensed per day: 125 in 2006, up from 120.
- Prescription sales as a percentage of total store sales: 9.5 percent, up from 9.0 percent.
- Average gross margin of the pharmacy: 21 percent, up from 20 percent.

Pharmacies are becoming a mainstay of the industry with 73 percent of supermarkets now dispensing prescriptions—up from 47 percent 10 years ago—according to FMI's U.S. Grocery Shopper Trends 2007.

COMING EVENTS

OCTOBER

15-17

PACK EXPO, Las Vegas Convention Center. For more information, email expo@prmmi.org, www.packexpo.com. Tel: 703-243-8555.

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.albamagrocers.org.

24-27

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

29-31

IFE AMERICAS 10TH AMERICAS FOOD & BEVERAGE SHOW & CONFERENCE—Miami Beach Convention Center. americasfoodandbeverage.com - for additional information, tel: 305-567-2822 or fax: 305-529-9522, or email: www.NationalGrocer.org.

NOVEMBER

10-13

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

12-13

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

12-13

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

12-13

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

2008 JANUARY

15-17

THE VEGETABLE GROWERS OF NEW JERSEY ANNUAL MEETING & TRADE SHOW. Trump Taj Mahal, Atlantic, NJ. Contact: Mel Henninger henninger@aesop.rutgers.edu.

FEBRUARY

5-8

N.G.A. 2008 ANNUAL CONVENTION & SUPERMARKET SYNERGY SHOWCASE [S3]—Convention & Concept Show - Paris Las Vegas Hotel, Las Vegas, NV. For more information, Tel. 703-516-0700 or visit www.NationalGrocers.org.

14-15

ASSOCIATED GROCERS OF FLORIDA PRESENTS THE RHYTHM OF AMERICAN BLUEGRASS FOOD SHOW. Sheraton Miami Mart Hotel, Miami, FL. For more information, contact John Weal: 954-876-3005. JWeal@agfla.com.

21-22

ASSOCIATED GROCERS OF FLORIDA Spring Buying Show—Sheraton Mart Hotel & Expo Center, Miami, FL. For additional information contact: John Weal at Tel: 954-876-3005.

21-24

SOUTH BEACH WINE & FOOD FESTIVAL, Miami, Florida. For additional information, or to purchase tickets, call 877-762-3933.

23-27

AMERICAN FROZEN FOOD INSTITUTION [AFFI] 40th Anniversary Convention. Sheraton San Diego Hotel & Marina, San Diego, CA. www.affi.com/afficon.

MAY

4-7

FMI SHOW PLUS MARKETECHNICS® SHOW at the Mandalay Bay Convention Center, Las Vegas, NV. For more information, visit www.fmishow.com.

To have your function included in this column, send complete information at least 90 days in advance. Please send to:

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Sedano's estrena nuevo prototipo en Miami



■ Vistas del extenso Departamento de Productos Congelados de la tienda.

Reportaje y fotos del Editor **DENNIS KANE**

Sedano's Supermarkets acaba de develar un nuevo prototipo de tienda en el Sur de la Florida. El establecimiento, de 37 mil pies cuadrados de extensión, abrió sus puertas el pasado miércoles 22 de agosto para servir a los residentes del Noroeste del Condado de Miami-Dade y el Suroeste de Broward en las comunidades de Miami Lakes, Palm Springs North, y Miramar.

A la flamante unidad, ubicada en el 18600 NW de la 87th Ave. (en la esquina de Miami Gardens Drive/186th St. y la 87th Ave. del NW), se puede acceder convenientemente por la I-75 y desde el Expressway 826 Palmetto Este hacia Miami Gardens Drive in en la sección más al Noroeste del Condado de Miami-Dade.

La debutante tienda representa el nuevo look de Sedano's, con un paquete de decoración interna más inteligente y muchas más amenidades para sus clientes. Todo ello incluye la tradicional variedad y selección de productos típicos del gusto del Sur de la Florida y Latinoamérica, los departamentos de servicio completo de carnes y pescadería, deli y bakery, y una expandida sección de productos agrícolas, así como alimentos preparados, listos para comer. La tienda dispone de 10 contadores y un mostrador de Servicio al Cliente, para más conveniencia del visitante.

La flamante tienda de 37 mil pies cuadrados sirve a los residentes de Miami Lakes, Palm Springs North, y Miramar

Para ofrecer sus bendiciones a la tienda durante la ceremonia de corte de cinta para la inauguración estuvieron presentes los padres Alberto Cutié y Jaime Acevedo, de la Iglesia Nuestra Señora de la Redención. Otros notables

que participaron del acto: Representantes de la Cámara de Comercio de Hialeah y de la Oficina del Alcalde del Condado de Miami-Dade, Carlos Álvarez.

El Manager General del Sedano's #36 es Alex Morales, que ha recibido el honor de ser nombrado jefe de la más reciente adición a la famosa cadena de supermercados. Ayudándolo en sus gestiones, un equipo de aproximadamente asociados cuenta entre sus más importantes miembros a los Managers Odell Jufren y Mauricio Restrepo en el Departamento de Productos del Agro; Marcos Bencomo, y Roberto Pascual, Manager de Carnes, y la Manager de Oficina Carmen Mendoza.

Como parte de la celebración, la tienda agradeció a sus visitantes con un número de premios y sorteos a los compradores afortunados, los que incluyeron un televisor y una pequeña motoneta. El día de apertura todos los asistentes pudieron disfrutar de una gran y deliciosa paella gratis preparada en la entrada de la unidad.

La nueva tienda, vigésimonovena en el Sur de la Florida para la compañía, abre de 7 a.m. a 10 p.m. de lunes a sábado, y los domingos de 8 a.m. a 10 p.m. Se encuentra enclavada en el nuevo Centro Comercial Lakes on the Green, en el que comparte territorio con Vicky Bakery; Carrabba's Italian Grill; Washington Mutual Bank; Lacuna Hair Salon & Spa; Kiddie Academy; NY Fashions; Nails-4-You; Metro PCS; My Eye Doctor Optical; The Perfume Room, y Hall of Fame Sport Entertainment.

La próxima gran apertura de Sedano's será otra tienda en el área de Miami en el futuro inmediato.



■ Las COORDINADORAS DE SCANNING Tamara López y Keila Vizcaino.



■ SEDANO'S SUPERMARKETS acaba de inaugurar su nuevo prototipo de tienda de 37 mil pies cuadrados en el Noroeste del Condado de Miami-Dade, para servir a los residentes las comunidades de Miami Lakes, Palm Springs North, y Miramar. La flamante unidad #36, localizada en el 18600 NW de la 87 Ave. es conducida por su Manager General Alex Morales.



■ El MANAGER GENERAL Alex Morales [izq.] recibe felicitaciones de apertura de manos de Amaury Portela [der.]. Vicepresidente de Desarrollo de Nuevos Negocios de Associated Grocers of Florida.



■ Del equipo de Managers que coopera con Alex Morales en la conducción del SEDANO'S #36: Odell Jufren y Mauricio Restrepo, junto a Amaury Portela.



■ La MANAGER DE OFICINA Carmen Mendoza con su asistente Niurka Alfonso.



■ Alex Morales [der.] en el Departamento de Productos del Agro junto a su Manager Marcos Bencomo.



■ Alex Morales y Roberto Pascual. Pascual, Manager del Departamento de Carnes, cuenta con más de 30 años de experiencia en la actividad.

Conociendo a ALEX MORALES Manager General del Sedano's #36

Alexander [Alex] Morales ha sido premiado con la Jefatura del nuevo Sedano's de 37 mil pies cuadrados de extensión enclavado en el Shopping Center de The Lakes on the Green, en el Noroeste de Miami-Dade. El Manager General de la flamante instalación atesora 16 años de experiencia y ésta es la primera vez que es ascendido a tal cargo en la más moderna unidad prototipo de la cadena. Alex nació en Englewood, NJ, creció en Puerto Rico y llegó a la Florida hace 16 años donde y cuando se unió a los Sedano's Supermarkets. Antes de ser promovido a Manager General de la nueva tienda #36, Alex fue Manager de los establecimientos #21 and #30. Él y su esposa Elizabeth viven en Miami junto a sus dos hijos, Alex Jr. de 4 años, y Danny, de 2. En su tiempo libre, Alex disfruta de seguir el béisbol y el basketball.

Freshco International Supermarket - Cadena de Víveres de Nuevo Formato Debuta en el Centro de la Florida

*La abanderada de
26 mil pies abre sus
puertas en Orange City*

En Freshco International Supermarket, "Primero en Frescura, Calidad, Selección y Ahorros", es el lema de la nueva tienda que ha llegado al centro y al Sur de la Florida. La abanderada de la compañía, localizada a unos 30 minutos al Norte de Orlando en Orange City, hizo su debut el pasado jueves 30 de agosto ante un entusiasta público de primer día.

La primera unidad de la que se espera sean varias por el rápido crecimiento de la cadena, abrió en el 2413 Enterprise Rd., en una locación anteriormente ocupada por Food Lion, y fue totalmente reacondicionada para acoger el concepto desarrollado por su propietario y operador, César Ramírez. El abastecedor primario es SUPERVALU. La nueva locación de Orange City representa la más reciente de un creciente número de exitosas inauguraciones para el mayorista en el Estado del Sol.

El equipo de manejo de Freshco cuenta con más de 20 años de experiencia en el mundo de los supermercados, más recientemente como operadores de la bandera de Bravo Supermarket en la escena floridana de Orlando, Port St. Lucie y Kissimmee.

Freshco International Supermarket servirá a la diversidad internacional de su base de consumidores, y ofrece una amplia selección de productos, carnes a servicio completo, deli y bakery junto con un área para comer allí. Las ofertas, diversas, incluyen pastelería internacional, carnes y especiales de desayunos y comidas calientes. También, servicio completo de productos del mar frescos, una amplia selección de víveres internacionales congelados, el llamado Aisle of Value (el Pasillo de la Valía), que ofrece grandes compras de artículos y, para completar, un mostrador de Servicio al Cliente que contempla ATM, Coinstar, Western Union, Bill Pay y tarjetas telefónicas. Sammy Rodríguez dirige el staff de aproximadamente 50 asociados de la nueva tienda de Orange City.

El equipo de manejo de Freshco entiende la economía de hoy y cuán importante es mantener el precio correcto, la frescura y la calidad de los productos, además de garantizar una tienda limpia y clara. "Conocer las necesidades de nuestros clientes internacionales es lo que nos ayuda a servirlos mejor. Freshco presta atención a sus clientes para llenar sus necesidades", comenta su presidente César Ramírez.

Ramírez le expresó a TODAY'S GROCER: "Nos sentimos agradecidos de nuestros clientes del centro y del Sur de la Florida por abrazarnos en sus hogares. Con nuestro nuevo Freshco International Supermarket, hemos hallado una vía para continuar recompensándolos con nuestro servicio, calidad, frescura y los bajos precios que ellos se merecen".

La tienda abre de 8 AM a 9 PM de lunes a sábado y los domingos de 8 AM a 8 PM.



FRESHCO INTERNATIONAL SUPERMARKET – Un nuevo concepto en la actividad minorista de los víveres, desarrollado por César Ramírez, acaba de abrir su unidad abanderada en Orange City, Florida, a unos 30 minutos al Norte de Orlando.



El Manager de Establecimiento, propietario y operador, César Ramírez [al centro] junto a sus socios y miembros del equipo: Omar Peña, Sammy Rodríguez, Jimmy Carroll y Alvin Ureña.



CESAR RAMÍREZ, con María Vigo, del Banco Popular [de la rama de Deltona]; George Seda, del Banco Popular [rama de Altamonte Springs], y Luis Daugherty [de la rama de Semoran].



César Ramírez saluda a Ira Bernhard, representante de Sun International.



César Ramírez [tercero, a la izq.] con el equipo de Quirch Foods: Bill Quirch, Evelio Páez, Luis Puga, Richard de la Torre, Frank Grande, Ralph Pérez y J. Ramón Aldape, Manager General de la División de Orlando.



César Ramírez, propietario y operador de FRESHCO [al centro] recibe las felicitaciones de apertura de los miembros de SUPERVALU, abastecedor principal de la nueva tienda. De izquierda a derecha: Ken Ford, Denny Gnesda, Ken Whitley, Tom Habblett y Jim Dunn.



Al Valdés, Representante Regional de Ventas de Tampico.



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