

TODAY'S GROCER

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Acosta Enters Military Sales

Acquires C. Lloyd Johnson Co.

Acosta Sales and Marketing Company has completed the acquisition of C. Lloyd Johnson Co. Inc. (CLJ), a leading military service sales and marketing agency. The CLJ acquisition officially marks Acosta's entry into the military services business. With this acquisition, Acosta will now have the ability to service consumer packaged goods (CPG) manufacturers' business across all military channels.

A 62-year-old company, CLJ today has more than 750 associates offering a wide breadth of military services. CLJ serves the U.S. military Commissaries, Exchanges, Ships, Veterans' Canteen Service, Prisons, and Meals-Ready-to-Eat. CLJ is headquartered in Norfolk, VA, with offices in San Diego; Dallas; Hopewell, VA; and Frankfurt, Germany. CLJ will operate as a wholly-owned subsidiary of Acosta.

By joining Acosta, CLJ will benefit from our existing technology capabilities and investments in the areas of headquarter selling, category management, retail, and sales support. "We believe this acquisition strengthens

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Publix Postpones Plans for S.W. Florida Distribution Center

Announces Plans for Orlando-Area Site

Publix Super Markets Inc. has decided to postpone development plans for a Punta Gorda Distribution Center. The land, located on Piper Road near Interstate Highway 75 and the Jones Loop Road corridor, will remain a Publix-owned site. In addition, Publix employs approximately 1,100 associates in its eight Charlotte County stores: four in Port Charlotte, two in Punta Gorda, one in Englewood and one in Placida.

Publix will continue to work on improvements to the site like installing a sewer and potable water line and paving a road along the northern boundary of the property.

"Since our first discussions, we implemented a streamlined inventory process and further analyzed our transportation patterns. That influenced our decision to discontinue with immediate plans for the center," said Maria

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Alpha 1 Marketing Named 'Retail Partner of the Year'

The USA Rice Federation has announced its 2007 Retail Partner of the Year award winner is Alpha 1 Marketing of White Plains, NY. This honor is given to the organization that displays, merchandises and promotes American-grown rice in creative and profitable ways during September National Rice Month.

Alpha 1 develops merchandising and marketing programs for more than 230 C-Town, Bravo and AIM supermarkets in New York, New Jersey, and Florida. The stores promoted U.S. rice in weekly newspaper ads, massive floor-to-ceiling end-cap displays, competitive price points, customized POS materials and in-store cross-promotions with items featured as part of Hispanic Heritage Month. These efforts resulted in a 450 percent increase in rice sales last September.

Krasdale Foods, Alpha 1's wholesaler and sister company, is also being recognized for its support of National Rice Month as the product supplier to these stores.

"Our entire team is very proud to receive this award on behalf of Alpha 1, Krasdale Foods and the C-Town, Bravo and AIM independent retailers," said Rich DeSimone, VP Sales and Marketing for Alpha 1. "We have a strong Hispanic customer base, and promoting National Rice Month and Hispanic Heritage Month is a natural combination based on the importance of rice in Hispanic culture." USA Rice will present the award in June during the Rice Millers' Association convention in Napa, CA.

Grocery Prices and Sales Most Important To Female Shoppers; Convenience and Service Most Attractive to Men

Vertis Communications has unveiled the results of its proprietary Vertis Customer Focus® 2008: Grocery study, which revealed that almost half of chief female shoppers said price-related offerings such as lowest everyday prices, best advertised specials and store coupons were most important in deciding where to spend their grocery dollars. Forty-eight percent of women age 35-49 who do more than 60 percent of the grocery shopping value these offerings, as do 47 percent of chief female shoppers age 50 and older, and 46 percent of chief women shoppers age 18-34.

While the study shows price-related offerings are important to approximately 30 percent of chief male shoppers, 41 percent of male shoppers age 18-34 value convenience, such as proximity to home and work, more than any other supermarket factor.

"Recently, we revealed through our 2008 Customer Focus findings that 47 percent of adults feel advertising inserts best capture their attention over any other medium," said Scott Marden, director of marketing research for Vertis Communications. "This new set of data regarding chief female shoppers is further evidence that marketers can ensure the largest return on investment by devoting dollars to solid advertising insert campaigns tar-

geting male and female shoppers of varying ages."

Vertis' 2008 study additionally found that super-sized grocery stores are most popular among Hispanic Americans when shopping for perishable products such as meat, produce, dairy and baked goods at a non-traditional supermarket. Twenty-two percent of Hispanic household decision makers prefer super-sized grocery outlets over any other super discount, wholesale or regular discount store, compared to just 15 percent of non-Hispanic household decision makers.

The Vertis Customer Focus® 2008: Grocery study, which surveyed respondents via telephone, also illustrates the following findings, which provide insight into the importance of targeted grocery store marketing and advertising:

Grocery Stores Close to Home Surpass Quality Food in Deciding Where to Shop

- Second in order of importance only to lowest everyday prices, 23 percent of men ages 18-34 are most likely to shop at grocery stores close to home, compared to 17 percent of women the same age
- Best quality food overall was important to only 1 percent of total adults in 2008
- Surprisingly, selection and

quality ranked third behind price and convenience for almost all age groups

Bakery Remains Popular Department for American Grocery Consumers

- When deciding which grocery store to frequent, the outle bakery continues to be the most important department, other than meat and produce, for 27 percent of total adults in 2008, a percentage that remained the same since 2006
- For men ages 18-34, the importance of the dairy and organic food sections has risen in the past two years, from 8 percent in 2006 to 13 percent in 2008 for dairy, and from 6 percent to 10 percent for organic food
- Marketers' attempts to promote the benefits of omega-3 fatty acids and other heart-healthy elements of fish and other foods could be taking hold, with interest in the seafood section among young women rising from 5 percent to 10 percent from 2006-2008
- For men age 50 and older, the deli's importance in determining store selection rose from 18 percent in 2006 to 25 percent in 2008, but decreased for

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Southern Wine & Spirits Granted Permit to Operate in Texas

Southern Wine & Spirits of America, Inc. announced the company's Texas subsidiary, Southern Wine & Spirits of Texas, Inc., had obtained a wholesaler's permit to operate in Texas as a statewide wine and spirits distribution operation, this following approval of its application with the Texas Alcoholic Beverage Commission (TABC).

Commenting on the significance of obtaining its Texas permit to operate, Wayne E. Chaplin, President and Chief Operating Officer of Southern Wine & Spirits of America, Inc. said, "With the approval to operate in Texas, Southern Wine & Spirits of Texas begins plans to bring the highest levels of service and professional excellence — qualities for which we are known nationally — to the Lone Star State."

Chaplin added, "With the addition of our Texas division, Southern Wine & Spirits of America will be the only major wine and spirits distributor licensed in each of the nation's top five wine and spirits markets, include California, New York, Florida, Texas and Illinois, which together account for an estimated 41 percent of total wine and spirits consumption in the United States. With a presence in 30 states nationwide, Southern Wine & Spirits of America would now be able to cover in excess of 72 percent share of the total U.S. wine and spirits market based on consumption; this figure represents an unrivalled and historic level of sales and service coverage for both our customer and supplier partners."

Harvey R. Chaplin, Chairman and Chief Executive Officer of South-



ern Wine & Spirits of America, Inc., said: "We are extremely pleased and excited about the prospect of beginning operations in Texas, where we see many opportunities to extend our industry-leading sales efforts and operational skills in one of the largest and most important wine and spirits markets in the United States. We look forward to serving the Texas-based local, regional and national on- and off-premise customers as well as all of the future supplier partners who will join us in Texas. Any interested supplier should feel free to contact me at our Miami, Florida Headquarters."

Commenting on the future of Southern's entry into the key Texas market, Chaplin said: "Our options are numerous as we look towards either acquiring an existing business or establishing a brand new distributorship from the ground up. No matter the route to business, the final decision will certainly take into account the sales, marketing, personnel and operational needs of both our suppliers and retail partners, all of which will be facilitated by and benefit from the synergies of not only our industry-leading sales and marketing capabilities, but also from our proven organizational excellence. Once started, we expect to make an immediate impact."

Referring to the company's licensing, Chaplin explained, "We worked closely with TABC officials in obtaining a permit to operate; their actions and cooperation were instrumental and can best be described as Professional."

"Fresh New Kitchen"



■ **HAPPY WINNERS** - Rhonda Williams of Norfolk, VA, Kimberly Forehand of Edenton, NC, and Laura Fluck of Newport News, VA, proudly pose with their checks. They each were winners of a \$25,000 Kitchen Makeover Giveaway and groceries for a year as part of the Hampton Roads Food Lion market promotion.

Food Lion Announces Winners of \$25,000 Kitchen Makeover Contest

Food Lion has presented three winners each with \$25,000 to "freshen up their kitchens" during a recent awards ceremony at the Food Lion located at 2617 Moses Grandy Trail in Chesapeake, VA. Laura Fluck of Newport News, VA, Kimberly Forehand of Edenton, NC, and Rhonda Williams of Norfolk, VA, each received a check for \$25,000 along with free groceries for a year — \$5,200 in Food Lion Gift Cards.

"This is such a wonderful gift since we just moved into a new house with our four girls," said Williams, who says she shops at Food Lion every other day. "We're going to get a new stove, newer appliances,

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Summer Job Forecast Not Sunny

Teenagers looking for summer employment in the weeks and months ahead are likely to find fewer "help wanted" signs this year. Nearly half (49%) of hiring managers at traditional hourly employment standbys such as retailers and restaurants say they do not intend to take on any new seasonal workers in 2008, a consequence of the uncertain economy.

Compounding the economic conditions is the fact that hiring managers who do plan on hiring this summer are less than impressed with the



■ **SHAWN BOYER**

work ethic that teens bring to the work place. When asked why the youth labor participation rate has diminished in recent years — a trend tracked by the Bureau of Labor Statistics — more than half of those surveyed (56%) cited that "today's youth do not have the same work ethic as previous generations have had." For hiring managers in the service industry (retail, restaurant/food service, hospitality and service/customer serv-

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4 On the Promotional front

Silver Spring's Takes Grand Top Honors at Mustard Competition



Proving the old adage "when you're hot, you're hot," Silver Spring Foods, Inc. has taken top honors at this year's Napa Valley Mustard Festival, earning the Grand Champion title for its popular Silver Spring Deli Mustard. The Napa Valley Mustard Festival, Feb. 2 - March 29, brings together gourmet food and wine lovers from around the world. Silver Spring received the awards during a dinner at Black Stallion Winery in Napa, CA, on March 14.

To capture the Grand Champion title, Silver Spring Deli Mustard won its category (deli/brown) and then was selected as the top product among winners from the 19 categories in the competition.

The spicy concoction was the favorite from nearly 400 entries and satisfied the discriminating palates of more than 80 chefs, food writers and mustard lovers to win the event's top prize. It is the first time deli mustard has won the top honor in the competition.

Named Brand Ambassador

The Perfect Blend: Eight O'clock® Coffee and Evette Rios

Eight O'Clock Coffee has a new brand ambassador: design guru Evette Rios. A regular on the Rachael Ray Show, Rios is known for hands-on, budget-friendly decorating and crafting. Her residential-focused design talent, captivating personality and wide appeal to women — a target demographic shared by Eight O'Clock Coffee — made Rios a natural choice to represent the nation's #1 whole bean coffee. Not surprisingly, Rios is also a loyal Eight O'Clock Coffee drinker.

"Evette will focus her creativity on helping people elevate their daily in-home coffee experience," explains Alisa Jacoby, Senior Brand Manager for Eight O'Clock Coffee. "Her easy-to-do-tips for brewing, serving and simply enjoying the best coffee will turn anyone into a coffee guru."



■ EVETTE RIOS



■ Actress Jurnee Smollett (far right) from the recent movie "The Great Debaters" poses with winners of the Food Lion/Coca-Cola Scholarship Sweepstakes, along with Food Lion LLC and Coca-Cola executives during halftime of the CIAA men's championship game in Charlotte, N.C., on March 1. Finalists, through an in-store promotion held in January, earned a VIP trip to the CIAA Tournament and a chance to win up to \$35,000 in CIAA scholarships.

Winners of Food Lion/Coca-Cola Scholarship Sweepstakes Announced

Reniki Cumbo of Fayetteville, N.C., was the Grand Prize winner of a \$20,000 scholarship during half-time of the Central Intercollegiate Athletic Association (CIAA) men's championship game held in Charlotte, N.C., on Saturday, March 1.

Cumbo was one of 11 finalists who participated in the Food Lion/Coca-Cola Scholarship Sweepstakes, an in-store promotion held in January, earning finalists a VIP trip to the CIAA Tournament and a chance to win up to \$35,000 in CIAA scholarships. Food Lion and Coca-Cola hosted the finalists during the CIAA tournament weekend and invited all 11 to center court to select a winner.

First Prize winner of a \$10,000 scholarship was Melvin C. Brimfield of Columbia, S.C., and Runner-Up Prize winner for a \$5,000 scholarship was Marchell

Green from Richmond, VA.

To pick a winner, finalists selected a numbered basketball and actress Jurnee Smollett from the recent movie "The Great Debaters" randomly selected one Grand Prize, First Prize and Runner-Up Prize winner by drawing three MVP cards—Food Lion's loyalty card—with corresponding numbers to the basketballs.

Food Lion has been an Official Corporate Partner of the CIAA for 15 years. Through this relationship, Food Lion has provided scholarships to deserving students at historically black colleges and universities. Food Lion also is the title sponsor of the Food Lion CIAA Women's Basketball Tournament and the exclusive food retail sponsor at all CIAA events.

Naturesweet® Encourages Healthy Snacking With Cherubs™ Bite-Sized Tomatoes

Marketing Initiative Breaks New Ground in Produce Aisle



To reach moms and kids and to build awareness of Cherubs™ bite-sized tomatoes as the sweetest snacking tomato, NatureSweet® is launching a comprehensive marketing initiative with Walt Disney Records and Radio Disney.

Beginning April 6, the Cherubs promotion breaks new ground in the produce category via advertising on Radio Disney, an on-pack offer for free music downloads from Walt

Disney Records upcoming Disneymania 6 CD, a sweepstakes opportunity, and in-store POS in Los Angeles, Houston, St. Louis, Dallas, Denver, Kansas City, Phoenix, San Antonio and Tulsa.

"This is a great promotional platform for the Cherubs brand," said Sean Frisby, Marketing Director for NatureSweet. "Radio Disney and Walt Disney Records deliver against a key target for us and provide for some unique promotional opportunities to interact with our consumers. We're a fun brand and the sweet, snack size Cherubs appeal to both kids and parents alike. For our retail customers, it's a demonstration of our on-going commitment to helping them grow their business with marketing programs that motivate consumers to buy."

"To appeal to both moms and kids, we're working with Walt Disney Records for the May 20th release of the Disneymania 6 CD," Frisby said. "We want to engage with consumers on multiple levels — strong radio media schedule and FSI's, On-Pack offer, Sweepstakes, POS support, in-market events, and online with a promotional website cherubsradiodisney.com. It's a comprehensive promotion and we're excited to bring this program to our retail customers."





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6 Meat

The Canadian Beef Advantage

Americans and Canadians share more than a common border. We share a love of beef and we make beef purchase decisions based on similar product attributes. A recent study, conducted by Kansas State University, confirmed that consumers from both countries selected the same top five determinants when selecting beef – freshness, price, leanness, color and tenderness.

Interestingly, country of origin seems to be a non-issue with U.S. consumers. "Among the four nationalities studied in this research, country of origin as a factor in purchase decisions, ranked lowest among U.S. consumers," says Marty Carpenter, Director, U.S. Market Development with the Beef Information Centre. Carpenter adds that there is also limited understanding and awareness of beef grades among U.S. consumers.

"In a separate study, we found that two-thirds of U.S. retail shoppers did not know what grade of beef they were buying," says Carpenter. "And over 70% of restaurant guests do not order steaks by grade. Quite simply, consumers and guests want a tender, tasty beef eating experience and look to their retailer or restaurateur to provide this, regardless of a grade label."

This lack of consumer awareness represents an opportunity for buyers to focus on product attributes. Industry buyers in the processing, retail and foodservice sectors consider bright red meat color, white fat color, firm texture and consistent marbling as key factors in determining quality. "Buyers expressed a desire for products that consistently deliver on these quality attributes," says Carpenter. "Therefore it is not surprising that, when surveyed, over

90% of buyers stated that if they could source beef that guaranteed bright red meat color, white fat color and firm meat texture, this product would represent a premium value over commodity beef."

According to Carpenter, the good news is that these quality attributes are available at no extra cost. "We call it the Canadian Beef Advantage – guaranteed meat and fat color, firm meat texture, and youthful carcasses – without the premium price." Carpenter explains that Canada's grading system, which mirrors the USDA marbling standards, has additional quality characteristics beyond those in the U.S. system, resulting in a more consistent product.

Take color as an example. This trait ranks high with consumers when making purchase decisions. Consumers prefer beef that is a bright red color and they often cite color as an indication of freshness and safety. This makes "dark cutters" – a dark meat color resulting from pre-slaughter stress – less desirable. Our trade research indicates that many US buyers have experienced dark cutters which did not meet their specifications. In the U.S. grading system "dark cutters" are accepted in Choice, Select and Standard grades. However, in the Canadian system, "dark cutters" are not permitted in any of the top four grades – Canada Prime, AAA, AA and A grades. "As a result of this grading stipulation, Canadian beef delivers bright red meat, every time," says Carpenter.

Color perceptions also include fat color. Carcasses with firm white fat produce beef cuts with greater consumer appeal, possibly because yellow fat may indicate that the

cut was derived from an older animal. "Our trade research indicates that many buyers have experienced yellow fat which did not meet customer expectations," explains Carpenter. "Under the Canadian grading system, carcasses which have yellow fat cannot be graded Canada Prime, AAA, AA or A. This is a virtual guarantee of white fat with every purchase."

A good beef-eating experience includes "mouth feel". The meat must be tender, yet with a firm texture. The age of the animal is a factor of tenderness – the younger the animal, the more tender the meat. Canadian beef is from youthful animals under thirty months of age, because only these carcasses meet the export requirements for Canada's Prime, AAA, AA or A grades.

The best eating quality is associated with a firm muscle texture, which is a requirement in all four Canadian grades. "Given that the present USDA grading system has a minimum standard of moderately firm muscle texture for the Prime through Select grades and permits a soft muscle texture in the Standard grade, it is not unusual that almost half of food-service processors report having purchased meat with soft or moderately soft texture," explains Carpenter.

Consumers make beef purchase decisions based on an array of product attributes. "Grade does not sell the steak," concludes Carpenter. "The product's appearance and perceived freshness, its price, and the eating experience of the cooked product are the qualities that drive sales and repeat business – qualities that can be achieved through the Canadian Beef Advantage."



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Hickory Foods, Inc., Jacksonville, FL, is a federally-inspected food processing facility and is in compliance with all rules and regulations set forth by the USDA. For sales and marketing assistance on Tom & Ted's bacon products, contact Oscar Serna, President, HispAmer Corp., Miami, FL, (broker representative) at tel. 305-552-5659.



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8 Produce

USDA: Pecans Still #1 for Antioxidants Among All Nuts

Celebrate National Pecan Month with a Healthy Handful of the All-American Nut

April is National Pecan Month, and there's never been a better reason to celebrate. The latest research from the U.S. Department of Agriculture (USDA) confirms pecans are still the most antioxidant-rich tree nut and are among the top category of foods to contain the highest antioxidant capacity.



GEORGIA PECAN COMMISSION

Using a method called ORAC (Oxygen Radical Absorbance Capacity), researchers analyzed 277 different foods and found that pecans rank highest among all nuts in antioxidant capacity. With 17,940 ORAC units per 100 grams, pecans had the highest antioxidant capacity

when compared to eight other common tree nuts. Overall, pecans rank in the top 20 in antioxidant capacity per typical serving size among the 277 foods analyzed in the study.

Antioxidants are substances found in foods that protect against cell damage and, studies have shown, can help fight diseases like Alzheimer's, Parkinson's, cancer and heart disease. Findings from the USDA study were released November 6. The USDA study was a follow up to a 2004 research project, which first showed pecans contain more antioxidants than any other tree nut.

Clinical re-

search studies have also confirmed eating about a handful of pecans each day may help reduce the risk of heart disease, help lower cholesterol and aid in weight loss. In addition, pecans are loaded with more than 19 vitamins and minerals, heart-healthy unsaturated fat, and contain no trans fat.

USDA Antioxidant Rankings Of Common Tree Nuts

[ORAC Capacity per 100 grams]

1. Pecans
2. Walnuts
3. Hazelnuts
4. Pistachios
5. Almonds
6. Cashews
7. Macadamia nuts
8. Brazil nuts
9. Pine nuts

Source: USDA ORAC Database



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10 Dairy & Deli

Montchevre Mini Logs Debuts New Flavor

Montchevre, a fine domestic goat cheese, is enlarging its line of 4oz Fresh Goat Cheese Mini logs, with a new flavor: Fresh goat cheese with Honey. Made from prime quality goat milk from Wisconsin, the Fresh goat Cheese with Honey offers a soft, smooth texture with a mild tangy flavor that is wonderfully balanced with the sweetness of honey.

This new item is available in 4 oz fixed weight logs (packed by 6 or by 12) and extends the full line of Montchevre 4 oz Mini-Logs which includes Plain, Garlic & Herbs, 4 Peppers, Lemon, Cranberry & Cinnamon, Sun-Dried Tomato & Basil, Peppadew™, and Fig.

Suggested retail price: \$3.69 / PC



Grass Point Farms Announces



New Line of Cert. Humane Pasture Raised Dairy Products

Grass Point Farms, a leader in grass-fed dairy products has announced the release of their full product line. Based in Clark County, Wisconsin, known as the dairy capital of the country for nearly a century, Grass Point Farms is the first line of dairy products currently working to write the standards that the dairy industry can adhere to in terms of humane treatment of animals and lower environmental impact.

This ancient approach to dairy farming allows cows to spend their days roaming the pastures and grazing on their natural diet of grasses. It's this diet that produces cows that live longer, have fewer health problems and produce the purest, most wholesome milk possible, free of artificial growth hormones and regular antibiotics. Grass Point Farms are also exclusively family farms, where the family provides more than 50 percent of the farm labor. "We put the family back into farming," says Chad L. Pawlak, president.

Grass Point Farms' full line of pasture based dairy products includes a variety of cheeses (cheddar, sharp cheddar, Monterey jack, mozzarella, Monterey with jalapeno, feta and blue), butter and milk (whole, 2% and fat free). The cheese products will be available in 40 pound blocks for the foodservice industry, five pound deli loaves, and retail packaging available in eight ounce to two pound units. Butter comes in pound and 1/4 sticks for retail and deli, and forty pound tubs for the foodservice industry. Milk will be available by half-gallon cartons with an extended shelf life of 57 days, and plastic jugs with a shelf life of 22-25 days.

"We are excited to be offering a full line of pasture based dairy products and growing this specialty niche for national distribution," says Pawlak.

New York Style Brand Dips Into Two New Products

New York Style® brand is adding some fun new "flavor" to the Deli section with the introduction of two innovative new products: Focaccia Sticks™ and Pretzel Flatz™.

New York Style Focaccia Sticks are currently the only focaccia snack stick on the market. They were developed to keep up with the popular taste trend for artisan baked goods such as focaccia bread, an item that is frequently sold in deli and bakery departments across the country. The sticks are baked in New York City by a third-generation family baker as real focaccia bread, sliced into sticks and then twice-baked for a unique & savory hearty crunch. Perfect for dunking into your favorite dip or slathering with your favorite spread. Also great with soups & salads. The new snack sticks are currently available in three flavors: classic Rosemary & Sea Salt; zesty Roasted Garlic & Herb; and cheesy Quattro Formaggio.



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Best's Kosher Gets a New Look

Best's Kosher®, a division of Sara Lee® North America Retail and premier provider of kosher meats since 1886, will roll out new creative packaging, a first for the brand in over fifteen years. The new design of Best's Kosher will feature a fresh new look, which incorporates bold colors and graphics. With an appealing product shot front and center, the new packaging will increase shelf visibility and infuse a sense of modernity to the brand that has a long tradition of satisfying consumers.



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Grocery



New Grillin' Beans™ Go Beyond the Bun

Four New Varieties Provide the Perfect Complement to Chicken, Steak and Chops

With as many as 12.4 billion grilled meals eaten each year¹, it's no wonder consumers use familiar recipes and serve the same sides over and over. Now Bush Brothers & Company helps put an end to the monotony with new Grillin' Beans™, a line of premium prepared beans specifically formulat-

ed to complement top-quality chicken, steak and chops.

Grillin' Beans feature bold flavors, thick dark sauces and extra ingredients such as bell peppers and onions to spice up any meal. They can be heated on the grill, prepared on the stovetop, or popped in the microwave and are available in four varieties:

- **STEAKHOUSE RECIPE** – an authentic blend of beans and brown sugar simmered in a robust steak sauce
- **SOUTHERN PIT BARBECUE** – slow-cooked beans in a rich barbecue sauce for an authentic

grilled flavor

- **BOURBON AND BROWN SUGAR** – robust beans with a touch of natural bourbon flavor
- **SMOKEHOUSE TRADITION** – tender beans simmered in a sweet and smoky sauce

While baked beans have always been a staple side dish to hamburgers and hot dogs, this new premium line enhances top-quality grilled favorites like chicken, steak and chop dishes.

Grillin' Beans will be available nationwide for a suggested retail price of \$1.89. Each 22-ounce can serves three to five people.

New Flavored Organic Olive Oils Debut



Tapeko Natural Flavors Inc., of Calgary, Alberta, has launched its Flavored Organic Olive Oils and Organic Balsamic Vinegar under the Saporosa control label brand.

Each flavor of Saporosa Flavored Organic Olive Oil and Saporosa Organic Balsamic Vinegar is USDA (United States Department of Agriculture) and OCIA (Organic Crop Improvement Association) certified organic. No preservatives, pesticides or chemicals are used at any point during the product's growing and/or manufacturing process. The result is a pure all-natural product bursting with fresh flavor.

Saporosa Flavored Organic Olive Oils and Organic Balsamic Vinegar make it easy for consumers to create or maintain healthier eating habits, without sacrificing taste. The product's crisp aroma and flavor come through throughout any culinary application, from cooking, grilling, roasting, frying or baking to salad dressing, bread dipping or marinating.

Flavors of the organic olive oil include: Natural Roasted Garlic, Natural Lemon Oregano, Natural Peppercorn, Natural Basil and Natural Rosemary.

Carnicería Hormel Serves Up Line of Mexican Cuisine

More consumers on this side of the border are demanding the authentic, bold flavors that are an important part of Mexican culture and tradition. In response to this trend, Hormel is looking to create a destination within the fresh meat section that emotionally resonates with lovers of Mexican food. The result? Carnicería Hormel™: a new Mexican-inspired line of fresh meats that contains both slow-cook and quick-cook favorites.

Committed to respecting traditional Mexican cooking methods, Carnicería Hormel™ makes it easy to prepare flavorful meals with authentic ingredients, while allowing for easy preparation and customization. Carnicería products include both pre-marinated meats that are slow-cooked as well as options that are ready in minutes.

Carnicería Hormel™ features the following varieties:

QUICK-COOK

- **Carne al Pastor** blends a traditional Adobo marinade with

pre-diced pork

- **Carne Adobadas** are quick-cook pork steaks marinated in a flavorful Adobo blend (dried chiles, spices, herbs and a dash of vinegar)
- **Carne Asada**, defined as "grilled meat," is one of Mexico's most popular recipes, consisting of thin cuts of beef steak lightly marinated with salt, pepper and citrus

SLOW-COOK

- **Barbacoa**, or Mexican-style barbecue, combines beef with citrus, mild chiles and traditional seasonings to garner the perfect balance of zest and flavor
- **Chicken Tinga** includes chicken, tomatoes, onions, select spices and chipotle peppers, for a rich, smoky flavor
- **Camitas** contain pork, salt, pepper, garlic and orange juice slow-cooked together until the meat is succulent and delicious. Carnicería Hormel™ is available nationwide, and the suggested retail price is \$4.99 per pound.



Breeze From Purina Tidy Cats

New Cat Litter System Offers Innovative Approach to Litter Management



Tidy Cats, the popular cat litter brand, is introducing a new litter system called Breeze™ from Purina® Tidy Cats® that offers cat owners an entirely new litter box experience that is easier and helps control odor.

The Breeze from Tidy Cats system, which will be available nationally,

includes a cat box with a unique, perforated base and protective tray; a scoop; a bag of Non-Absorbent Particulate Substrate (NAPS) pellets; and a four-pack of highly absorbent pads. With the system, urine bypasses the non-absorbent pellets and goes directly down to the pad, which offers excellent odor control and absorbency for up to seven days before needing to be replaced. Solid waste remains isolated on the pellets for easy removal. The pellets are recommended to be changed monthly. Pad and pellet changes will occur more often for multiple cat households.

The suggested retail price for the complete kit containing the litter box, a bag of pellets, a four-pack of pads and a scoop is in the \$30 to \$35 range. Additional bags of Breeze refill pellets will cost \$6 to \$7 per bag, and a (4) pack of Breeze refill pads will cost \$4 to \$5 per bag.

UTZ Introduces Multigrain Sunflower Chips



Contains Less Fat than Regular Potato Chips

A healthier way to snack. That's the good news from Utz Quality Foods about its new Sunflower Chips – the latest low-fat addition to the company's Snacking Smart line.

The chips are made with whole grains of corn, rice, oats and wheat, and cooked in 100 percent pure sunflower oil. Sunflower Chips have zero grams of trans fats and 40 percent less fat than regular potato chips. Each serving also qualifies as an excellent source of

whole grains. Utz Sunflower Chips are extruded, not popped, to make the chips crunchier and more full-flavored. They are available in three flavors—Original, Cheddar Cheese, and French Onion.

According to Dylan Lissette, Utz executive vice president of sales and marketing, the decision to create the new multigrain snacks stems from the company's ongoing commitment to providing a variety of options to meet their customers' diverse dietary needs.

"We know that consumers are much more knowledgeable about what they eat and are interested, now more than ever, in snacking healthier," said Lissette. "That's what Sunflower Chips deliver, and with all of the taste and quality that people expect from Utz."



David Seeds Offers New Multi-pack

All kids love to snack, but moms know that unhealthy snacking can lead to unhealthy eating habits. Chips, candy, and other snacks are filling up lunch boxes today because of convenience and availability. Healthful snacks such as nuts and seeds are full of nutrients, like vitamin E, and are especially beneficial to growing children. Recognizing the demand for a healthier alternative, David's is launching a multi-pack of seeds in convenient, lunch box-size packages. Available in three varieties – Sunflower seeds and kernels, and Pumpkin seeds – David's Multi-packs provide fresh and healthy snack options for kids and moms looking for convenience and great taste. Suggested Retail Price: \$2.99 for a box of six individually packaged bags.



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14 Strictly Natural



Shape Foods™ Launches Heart Shape™ Flax Oils



Shape Foods Inc., producer of all natural, culinary quality flax oil products, has introduced Heart Shape Flax Oil and Flax Oil blends. Heart Shape Flax Oil and Flax Oil blends marry the purest flax, olive and sunflower oils, a process that makes traditional Mediterranean oils even healthier. The line of three products: Flax Oil, Flax & Sunflower Oil blend and Flax Olive Sunflower Oil blend will be available to retailers across the country.

MSRP is \$9.99 for a 250ml bottle.

Heart Shape flax oils contains essential heart-healthy Omega-3 superunsaturates, Omega-6 polyunsaturates and Omega-9 monounsaturates. While the health benefits of flax oil have been touted for many years, its shelf life was short and taste considered unpleasant. However, Shape Foods' unique production process yields the industry's first ultra-pure, culinary quality flax oil. The result is a rich, superior tasting flax oil with a longer shelf life, and a product that doesn't require refrigeration until after it is opened.

New 100 Calorie Packs of Doggie Paws

Blue Dog Bakery has launched its new 100 Calorie Packs – Peanut Butter. The unique new packs offer a convenient way for dog lovers to have treats on hand for their canine companions whenever they are on the go. Like 100 Calorie snack packs designed for people, the new 100 Calorie Packs – Peanut Butter from Blue Dog Bakery are portion controlled and perfect for dogs watching their weight.

With an estimated 17 million dogs who are overweight or obese across the nation, it is more important than ever for treats to be low-fat, natural and made with premium ingredients so that they can be easily digested and keep dog obesity in check.

Blue Dog Bakery's 100 Calorie Packs Pack contains 10 Doggie Paw treats. Each treat is only 10 calories with 0.2g fat. They are crunchy peanut butter flavored medallions made with the highest quality bakery ingredients. Each all-natural treat is the size of a quarter and displays a cute dog paw imprint. In addition to being easy to digest, they also help maintain strong teeth and fresh breath.

The suggested retail price for a 7.05 ounce box which includes (8) - 100 Calorie Packs of Doggie Paws is \$4.59.



A Naturally Happy Debut

It is easy to find snacks that taste great, and easy to find snacks that are good for you. Getting the best of both worlds, however, has always been a challenge. That is why the Mediterranean Snack Food Company introduced their Naturally Happy Snacks, a new line of all-natural snack foods, at the 2008 Natural Products Expo West in Anaheim, CA, last month. Designed to be uncompromisingly delicious yet guilt-free, the Naturally Happy product line consists of Veggie Chips, Veggie Straws, Cheddar Clouds and Multigrain Chips.

"I wanted to create snacks that my kids would love," explains company founder Vincent James. "And I want to be able to feel good about letting my kids have them." James, who has been creating natural snacks for over 20 years, feels he has hit upon a recipe that kids and parents can both be happy about. The result is fresh vegetables, grains, cheese and flavorings, lightly cooked without any artificial or genetically modified ingredients. Veggie Chips and Straws contain fresh potatoes, tomatoes and spinach; Multigrain chips contain 8 grams of whole grain per serving; and Cheddar Clouds delight the palette with real aged white cheddar. Friendly, simple packaging captures the essence of Naturally Happy with iconic smiling snacks that are instantly memorable.

The Mediterranean Snack Food Company was established in 2005 to promote unique, innovative, healthy and natural snack products for people who want to snack well. All of its products are 100% natural and certified OU Kosher.



Nutritional Insurance Policy

Go Fish BRAINY KIDZ™

Most American children are not getting the required nutrients they need for proper brain development, which can affect their health and ability to do well in school. While many parents assume that the children's vitamins with super heroes and cartoon characters on their labels are enough to compensate for what their children may be missing in their diet, sadly that's not the case.

"The lack of Omega-3 fatty acids in their diets is one of the biggest nutritional problems facing American children today," comments Dr. William Sears, one of America's most respected pediatricians, and a trusted watchdog over children's health and welfare. "Omega-3 is rich in DHA which naturally supports healthy brain development, focus and learning," he explains. DHA is vital for brain and nerve function, joint health and mobility, and vision and cardiovascular health.

Dr. Sears knows that most parents have trouble getting their children to eat right, and making sure children eat enough freshly-caught salmon and other foods rich in Omega-3 may be next to impossible. "We all want our children to be healthy, smart and successful. But until now there were no easy



way for parents to take action against this widespread diet deficiency."

After seeing a significant need for a children's supplement that addressed this problem, Dr. Sears developed Go Fish Children's Omega-3 DHA supplements, and Go Fish Brainy Kidz Children's Omega-3 DHA Fruit-Based Soft Chews. "Children have special needs, and as they are growing their young minds need more DHA. Go Fish has the proper balance for the needs of developing children, representing a dramatic breakthrough in Omega-3 supplementation," he explains.

Don't expect any of the Dr. Sears America's Pediatrician products to taste fishy. Each is made with all-natural, fruit-based ingredients, and has a great-tasting strawberry flavor. Go Fish Children's Omega-3 DHA is also available in a liquid that is very easy to hide in a child's food or drink.

"Supplements should always be used in addition to, not instead of, a healthy diet," cautions Dr. Sears. "As a parent, you should consider Go Fish and Little Champions an important part of a nutritional insurance policy for your child's health."

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16 Frozen Foods



Helen's Debuts New Line of Comfort Meals

Helen's Foods, Irvine, CA, a family-owned business, has introduced a new line of Comfort Meals. The line includes Mac & Cheese with Tofu Steaks & Broccoli and a vegetarian Hearty Chili, each featuring their original protein-rich Tofu Steaks.

The Mac & Cheese with Tofu Steaks & Broccoli combines the classic creamy flavors of real (not powdered) butter, milk and white cheddar cheeses with a touch of gourmet Asiago. The cheese sauce is smothered over delicate 100% whole durum wheat small shell pasta and is combined with Helen's protein packed Vegetarian Chicken Tofu Steaks and green broccoli. The meal is free of antibiotics, steroids or genetically modified substances.

Helen's vegetarian Hearty Chili is a rich bold tasting chili made from only the finest organic ingredients. These include: organic tomatoes, onions, yellow super sweet corn, green bell peppers, red beans, black beans, and Helen's GardenSteak™ Tofu Steaks, which give the meal a tasty and meaty texture.

Both meals offer a complete source of protein, a good source of calcium, are high in fiber, and contain iron, vitamins A & C. Helen's new Comfort Meals are certified organic, meat-free, and completely free of trans-fats, MSG and GMOs.

The new Comfort Meals are available for an SRP of \$4.89.



Van's Introduces New Stuffed Sandwiches

Van's International Foods, a leading all-natural frozen waffle brand, is expanding their brand to include a new line of Stuffed Sandwiches made with all-natural ingredients.

Wrapped in a golden flakey crust, free of artificial ingredients, preservatives and trans fat, Van's new stuffed sandwiches are available in four varieties: Sausage, Egg & Cheese; Western Style Egg & Cheese, Pepperoni Pizza, and Ham & Cheese flavors.

These stuffed sandwiches are made with pork that is free of antibiotics and growth promotants, and has no nitrites or nitrates added, making them a healthy and convenient snack or meal. In addition, each variety provides 8-10g of protein.

The Western Style Egg & Cheese Stuffed Sandwich provides a vegetarian option, free of meat but still rich in protein and made from all-natural ingredients.

Van's Stuffed Sandwiches are available nationwide for \$4.49 a box.

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Save Mart Supermarkets Opens New Riverbank Store

57K Unit Features
"Built In" Cooking Kiosk

Save Mart Supermarkets held Grand Opening festivities for a new full-service grocery store in Riverbank, CA. An Open House with refreshments attended by Save Mart Senior Management and Riverbank Chamber and City Officials was held prior to the Grand Opening Ceremony. An "official" ribbon-cutting took place at 8:45 a.m. in front of the store. Named to head management of the store located at 2237 Claribel Road is Store Manager, Kelly Bizzini, a veteran of 30 years service with the company.

Save Mart Executive Vice President, Steve Junqueiro, along with Kelly Bizzini, was on hand to present donations to Riverbank High School and Cardozo and Rio Artura Middle Schools. It has long been Save Mart's Grand Opening tradition to "kick-off" a new store by giving something back to the community it serves.

Save Mart values its connection to the communities served and their historical backgrounds. When new stores are built, extra care is taken to highlight a trademark of the town in the store décor. As a City of Action and host to one of the areas finest Wine and Cheese Festivals the store décor will feature wine, cheese, and cornucopia "horn of plenty" accents.

Kelly Bizzini has been with Save Mart for 30 years and this will be the third "built from the ground up" new store he has opened, the last one being the store at the corner of Scenic and Oakdale in Modesto. He has excelled in customer service and building sales at every store he has worked; Bizzini was the 2005 "Nicholas J. Tocco" Store Manager of the Year and has been a "Top 10" nominee multiple years.

Some of Kelly's success comes from his community involvement; he is an avid supporter of Special Olympics, United Way, Ducks Unlimited, and Bel Passi Baseball. He has been a volunteer at local schools and his stores have always been a favorite destination for classrooms doing nutritional tours. He is excited about serving the community of Riverbank; he spends a lot of time out in the store and will be a recognizable face to his customers.

The store's key management team includes: ASSISTANT STORE MGR.-Louie Ibarra, CENTER STORE MGR.-Mike Harper, Meat Mgr.-Al Contreas, PRODUCE MGR.-Brian Tomao, BAKERY/DELI MGR.-Autumn Wilder, and PHARMACY MGR.-Yuthana Ham, R.Ph.

The store is 57,000 sq. ft. and employs over 130 employees to ensure service excellence.



■ KELLY BIZZINI takes the microphone along with members of his key management team to address the large crowd on hand to welcome their new Save Mart Supermarket to the City of Riverbank.

The store was built with many energy saving and environmentally conscious features in our ongoing efforts to help sustain our environmental resources.

Customers will enjoy a wide selection of quality fresh and locally grown produce, including an expanded line of organics and a stunning array of fresh floral items for every occasion. The fresh full-service and self-serve meat counters feature Save Mart's Master Cut Aged Tender Beef along with a variety of poultry, pork, and more. A full-service seafood counter displays Save Mart's exclusive Master Catch filets on ice, fresh shellfish, crab, and more. Save Mart's full-service Bakery and Deli features its exclusive line of specialty cakes, fresh baked bread and rolls; their larger, oven-roasted rotisserie chicken, fried chicken, plus their exclusive rotisserie chicken salads and specialty side salads, and a wide variety of special gourmet cheeses. The Deli is "home" to Save Mart's first built-in "Good Taste in Minutes" Cooking Demonstration area where simple meal recipes will be featured and available for sampling. Additional services include a Save Mart in-store Pharmacy and convenient carry-out service.

As part of the grand opening celebration, customers could enter a drawing for a chance to win \$5200 toward a year's worth of groceries in Save Mart Gift Cards. On Saturday, February 16, the store hosted a SuperKid Event with a special "Story Time" for kids. During the afternoon, four Raiderette cheerleaders signed autographs and gave out Team Raiderette pictures to the first 200 customers.

Privately-owned Save Mart Supermarkets, headquartered in Modesto, CA, operates over 250 stores throughout northern California and northern Nevada under a variety of banners. The company has been in operation since 1952.



■ The store features a wide selection of locally grown produce, including an expanded line of organics.



■ SAVE MART Store Manager Kelly Bizzini with help from company officials and his store management team cuts the ribbon marking the formal grand opening of the company's new 57,000 sq. ft. store in Riverbank, California.



■ SAVE MART Executive Vice President Steve Junqueiro addresses the crowd gathered outside the store for the Grand Opening Ceremony.



■ Just as sharply dressed out as the new Riverbank Save Mart is the cadet drill team which performed before opening day shoppers prior to the official ribbon-cutting.



■ Already attracting a large crowd on opening day was the Deli-"home" to Save Mart's first built-in "Good Taste in Minutes" cooking demonstration area where simple meal recipes will be featured and available for sampling.

Wally Amos: A Muffin Man of Great Taste

Do you know the Muffin Man? Well, chances are you do. Wally "Famous" Amos, creator of the gourmet cookie category and founder of the Famous Amos Chocolate Chip Cookie Company, is taking muffins (and other edible creations) to a new level at Uncle Wally's Inc. Unrelenting in his quest to develop new products and armed with a 60,000 sq. ft. state-of-the-art bakery, Amos has transformed himself from the "King of Cookies" to the "Muffin Man."

Founded in 1995 by Wally "Famous" Amos and Louis Avignone, Uncle Wally's is the leading supplier of in-store bakery muffins and one of the top muffin producers in the U.S.

The company's roots date back to 1992 when Wally Amos started a cookie company he called Uncle "Noname™" after relinquishing the right to use his name when he sold The Famous Amos Chocolate Chip Cookie Company. Lou Avignone, a Famous Amos distributor at the time, heard Amos on a local radio talk show and contacted him with the idea for starting a new business. In 1994, the two became partners and subsequently launched Uncle Noname Gourmet Muffins. With America's tastes shifting towards healthier foods, the company focused on fat-free and sugar-free muffins. Uncle Noname muffins became Uncle Wally's Inc. in 1999.

During its first five years in business, Uncle Wally's concentrated on growing distribution and developing strong relationships with its customers, which included A&P, King Kullen, Pathmark, Winn Dixie, Stater Bros., Wal-Mart, Sam's Club and Costco. Today, the grocery channel comprises more than 40 percent of the company's total sales, with the balance coming from private label offerings, co-packing and the club store sector.

Since its inception, Amos, Avignone and the company's management team have paid close attention to consumer lifestyle trends when developing new products and purchasing new equipment for their state-of-the-art bakery, which is located in Shirley, Long Island. According to Amos, "Product quality and strong retailer relations have remained the corporation's primary objectives since we started the business."

This is clear from Amos' personal appearances at retail stores and the wide array of products the company manufactures to meet its cus-

tomers' needs and appeal to consumers.

As most growing companies do, Uncle Wally's experienced some rocky roads in the first five or six years in business. Rapid expansion, fueled by significant equipment and personnel needs and other challenges created financial hurdles the company needed to overcome. Supported by its partners, investors, and staff, the company overcame these difficulties and, eventually, came out on top. Today, Uncle Wally's muffins are sold in more than 7,000 stores nationwide.

THE MAN BEHIND THE MUFFIN

Born in 1936 in Tallahassee, Florida, Wally Amos moved to New York City at the age of 12 to live with his Aunt Della before joining the U.S. Air Force in 1955, where he earned his GED. Following his discharge, he held various jobs in New York, including sales positions at department stores, until he joined the William Morris Agency, where he started in the mailroom and worked his way up to becoming the first African-American talent agent at the company. It appeared Amos's career had summated when he became an agent to such top-tier musical act clients as Simon & Garfunkel, Marvin Gaye and The Supremes. However, the pinnacle of achievement and his fame would soon come from an unlikely source — his chocolate chip cookie calling-cards, which he bestowed upon his music business clients, colleagues and friends. With the enthusiastic support of his clients, including Diana Ross who loved his cookies and urged him to turn his passion into a moneymaker, he launched Famous Amos in 1975.

While Amos gained notable popularity and his business was successful and growing, in the early 1980's grossing more than \$5 million and employing 150 people, he decided to take a step back from the business and relied on top management to steer the ship. This backfired and by 1985, Amos was forced to sell his shares and even the right to use his own name.

In addition to being an entrepreneur filled with passion and creativity, Wally Amos has dedicated his life to helping others and improving literacy rates among adults while concurrently inspiring kids to embrace reading.

Amos has been the recipient of many honors and awards over the years, including the President's

Award for Entrepreneurial Excellence, the Horatio Alger Award, and the National Literacy Honors Award. He was inducted into the Babson College Academy of Distinguished Entrepreneurs and received an honorary Doctorate in Education from Johnson & Wales University. He has authored five books, recorded an audio cassette album on personal empowerment, and delivers countless inspirational lectures each year.

Fired up with the entrepreneurial spirit, his commitment to Uncle Wally's is as strong as ever. According to Amos, "At Uncle Wally's we are not only focused on the customer and the product — but on building the best possible team we can build. This combination of the three is why the company's future looks so bright."

MAKING THE MUFFIN "TOPS"

Uncle Wally's bakes and sells a wide selection of muffins in a variety of flavors including Rich & Moist Premium Muffins, Fat Free Gourmet Muffins, Individually Wrapped Snack Muffins and Sugar Free Gourmet Muffins. While all its products are original and developed by Uncle Wally's research and development baking staff, over the past 12 months the company has entered a new era and embraced a new vision. The mission is to "offer the widest variety of muffins and gourmet edibles to meet all customer and consumer needs — from healthy and nutritious snacking to fun and indulging treats."

To realize this objective, Uncle Wally's recently launched the world's first (refrigerated) slice and bake muffin and cupcake dough, under the Oven Luv'n™ brand. In addition, it has seen incredible growth from its Smart Portion Muffins™ and Smart Portion Brownie Cups™, which are the latest answer for health-conscious consumers who want great taste but want to limit portion size. Smart Portion Muffins are whole grain, 99% fat-free, and an excellent source of fiber — and they taste great! Each Smart Portion package contains one muffin, and at only 80 calories, they are great for breakfast or snack time. Smart Portion Brownie Cups are also a good source of fiber and contain only 80 calories per brownie. Uncle Wally's recently introduced Smart Portion Cookies™ which are available at Wal-Mart Supercenters nationally and will be available for distribution for all markets during the 4th quarter. In May "All Natur-



al" Smart Portion Muffins™ and Brownie Cups™ will become available in the all natural freezer section of select markets. With the Smart Portions and Oven Luv'n brands, the company improves not only its momentum, but its competitive advantage, boosting manufacturing and sales while bolstering its portfolio of product offerings.

This helps the passionate product development team bring to market products that appeal to consumers looking for foods that taste great yet offer portion control, as well as fun foods families can prepare together.

EXPANDING AN EPICUREAN EMPIRE

When Wally Amos and Lou Avignone were first introduced to the "slice and bake" muffins and cupcakes, a light bulb went off simultaneously in both their heads. "What a fantastic idea," exclaimed Wally Amos, who also shared, "...this makes muffins and cupcakes fun for the entire family!"

With exclusive distribution rights to distribute Oven Luv'n slice and bake muffins and cupcakes in North America, the Uncle Wally's Muffin Company decided to take the next step, and recently announced the strategic acquisition of SKU Foods, a Missouri-based manufacturer of the world's first slice and bake muffin and cupcakes. This product is a ready-to-bake refrigerated muffin and cupcake dough and will be available at supermarkets across the country. "We're pleased to be the first company to offer consumers the option to bake either muffins or cupcakes at home with convenience and ease," says Uncle Wally's president and CEO, Lou Avignone. "The purchase will assist us in achieving

its goal of becoming a household name by 2010," Wally Amos, added, that the "Oven Luv'n offerings fills a new product niche for us and provides an easy way to make fun and delicious bakery-quality muffins and cupcakes at home."

Oven Luv'n slice and bake muffins are available in vibrantly designed boxes containing two 8-oz. tubes of Uncle Wally's Oven Luv'n Muffins dough. The new Uncle Wally's packaging tells the product story and differentiates it from other bake-at-home products.

Because of organic growth and acquisitions, Uncle Wally's recently completed an expansion of its company headquarters. With an additional 16,000 sq. ft. of warehouse production and freezer space, the company has more than doubled its workforce to 140, with additional staff dedicated to quality control and customer relations.

With energy, entrepreneurial vision, and a team he trusts, Uncle Wally is more excited than ever about the company's progress and potential. Moreover, Wally Amos and his company are still passionately involved in helping nonprofits which are primarily focused on promoting children's literacy and to help make families stronger.

Because of his entrepreneurial achievements, Amos has been the subject of many books. The most recent was a book entitled *The Authentic Brand: How Today's Top Entrepreneurs Connect with Customers* (Noble Press/2007). The book, which features some of today's most highly-prominent entrepreneurs, reveals how Amos' recipe for creating an "authentic brand" includes: being the company's highly prominent spokesperson; creating an inspiring and authentic story for the brand; constantly improving product quality; and giving back to the community and world by remaining involved in charitable causes.

It is no wonder why people, including consumers and marketers around the world are attracted to Amos' charisma, products and authenticity.



Grocery Prices and Sales Most Important To Female Shoppers; Convenience and Service Most Attractive to Men

Continued from PAGE 2

their female 50 and older counterparts, from 26 percent to 21 percent in the same time

Men Young and Old Are Becoming More Frequent Readers of Direct Mail

- The number of young men who've read direct mail in the past seven days has risen throughout the past few years, from 42 percent in 2004 to 49 percent in 2008
- Men age 50 and older are watching less prime-time TV

in a week's time since 2004, decreasing from 88 percent to 81 percent in the past four years

- Senior men are also listening to less morning radio each week between the hours of 6:00 a.m. and 10:00 a.m., dropping to 58 percent in 2008 from 67 percent in 2004
- Conversely, men ages 50 and older are reading more direct mail today than in years' past, with 52 percent indicating they've read a direct mail piece in the past seven days, compared to 41 percent in 2004.

Food Lion Announces Winners of \$25,000 Kitchen Makeover Contest

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dining room set — things that we've always wanted!"

Each of the winners entered themselves in the giveaway by shopping at Food Lion during its Kitchen Makeover promotion, which ran from October 31-December 11, 2007. The more times customers shopped at Food Lion and used their MVP loyalty cards, the more times they were entered to win. The promotion was launched after the remodeling of more than 60 Food Li-

on stores in the Hampton Roads area, which was completed in early 2008.

"This is an effort to better serve our customers," said Tammy DeBoer, Food Lion divisional vice president of retail operations. "The Hampton Roads area has been an important market for Food Lion, and these changes will offer an enhanced shopping experience in addition to our great prices and neighborly service for our Hampton Roads shoppers."

Summer Job Forecast Not So Sunny

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ice), that figure rose to 66 percent.

But according to SnagA Job.com, an online source of hourly jobs that commissioned the survey of more than 1,000 summer employers, teens who are persistent and demonstrate the right attitude will markedly increase their odds of landing a job, a sentiment that hiring managers echo. Four in 10 hiring managers (39%) say the most important thing they look for in an applicant is a positive attitude and an eagerness to want the job. Meanwhile, a positive attitude is slightly more valued by the service industry as 44 percent of its hiring managers said it is the most important thing a summer job applicant can demonstrate.

"Employers are facing an uncertain summer and anticipating slower-than-normal sales, which have led to tighter budgets and a tighter seasonal job market," said Shawn Boyer, CEO of SnagAJob.com. "Summer workers are going to need to prove their mettle, or there likely will be someone waiting in the wings to take their place. Applicants — teens included — should plan on hitting the pavement or the Web early, making a professional impression and being conscientious about their search."

Of the employers who indicated that they would do no hiring

this summer:

- 31 percent say they do not have the budget this year to add employees.
- 18 percent anticipate their business levels will be down. At businesses that do expect to be hiring, managers are suggesting that applicants will be competing against more job seekers:
- A whopping 93 percent predict they will receive more or the same number of applications as last year (Plus, many open positions will go to returning workers.)
- 36 percent of seasonal positions will go to new employees; the remaining 64 percent will be staffed by those who previously have held a summer job for that company or location.

Hiring managers reported the median hourly wage offered to seasonal employees this summer will be \$9.30. Those in the service industry will offer slightly less, a median of \$8 per hour. Aside from the federal minimum wage increase to \$6.55 on July 24, 69 percent of hiring managers expect to pay the same as last year.

Finally, those who will be hiring are actively recruiting their summer workforce. In total, 76 percent of hiring managers expect to have their positions filled by May. That said, one in 10 hiring managers expects to be hiring all summer because of turnover rates.

Dancing With the Deals

Gloria Gaynor to Headline AG of Florida Food Show Banquet

Performance Celebrates 30 Years of "I Will Survive"

Are you a survivor? Probably. It's most likely, having been in the food business for any length of time, we're all survivors. Over the years, "survivors" of all kinds have used the song "I Will Survive" as their theme and mantra. The song, now regarded as a disco classic, was a mega hit in 1979 for Gloria Gaynor and has remained her signature song 'til today.

The song earned Gaynor the title "First Lady of Disco." You will soon have the opportunity to see Disco's First Lady live in concert as Gloria Gaynor headlines the Grand Banquet at the Associated Grocers of Florida "Dancing With the Deals" Food Show, August 21 in Miami. Her performance will be the stellar attraction for the two-day food show which takes place August 21-22 at the Sheraton Miami Mart Hotel and Expo Center.

"This lady's message is as valid today as when she first sang it," says Food Show Chairman and AG of Florida Vice President John Weal. For those of us old enough to have heard it the first time around, it will bring back wonderful memories and those a little younger will get a rare chance to experience this powerful message by the beautiful lady who sang the original hit.

Gloria Gaynor has been a super star for over 30 years, performing around the world and recording nearly 20 albums. Some of her most recognized LP's [many of which are now out in compact disc format] include: *Experience 1975*, *I've Got You 1976*, *Glorious 1977*, *Park Ave. Sound 1978*, *Love Tracks 1979*, *Stories 1980*, *Hit Parade 1982*, *I Am Gloria Gaynor 1984*, and *I Wish You Love 2002*, among others. Just last month, she completed a highly acclaimed concert performance with Latin singing sensation Maggie Carles at Ziff Ballet Opera House at the Arsht Center in Miami.

Gloria knows from whence she sings. She herself

is a survivor, having survived a life threatening fall from the stage in 1978, which injured her spine. She was in the hospital for month and began to read her bible regularly. But, she did not really pause to consider who Jesus was.

As her public life seemed to get better, her private life began to deteriorate. She began to experiment with marijuana and cocaine.

After three years of this downward spiral, she cut out some of the wild parties, bad habits and began to look into who Jesus really was. Slowly, she was changed by her new faith. She says God miraculously

took away her desire for alcohol, cigarettes, and marijuana. She discovered a new found freedom that she could not have attained by herself.

She had stopped singing for a time. "My fans wondered where I had been and what I was doing. Now that I've come back, I let them know why I'd dropped out, and that I'm back, knowing that God wants me to bring a message to them." Her greatest gain from this dark period in her life is that now she is able to make Christ real to other



people.

Gloria's signature song was named one of the Top 100 Dance Records of All Time by VH1 and helped earn her induction on September 19, 2005 into the Dance Music Hall of Fame, during a ceremony which took place in New York City.

Among her many accomplishments, Gloria even found time to write an autobiography entitled, "I Will Survive," [St. Martin's Press] that is an intimate and revealing trip through her life journey. She supports numerous charities, ranging from The Rita Hayworth Gala for Alzheimer's to Revlon's Annual Walk for Life.

You can share a special evening with this special lady August 21, 2008 as Associated Grocers of Florida presents Gloria Gaynor live in concert. For more information, contact you're a A.G. of Florida retail counselor or contact John Weal, A.G. Vice President, at Tel: 954-876-3005 or by email at JWeal@agfla.com.

Publix Postpones Plans for S.W. Florida Distribution Center

Continued from PAGE 1

Brous, Publix director of media and community relations. "As we continued to analyze the supply and demand needs of our stores, we determined a central location was best for our next distribution center.

Being near the Orlando area will allow our fleet to serve our stores more efficiently and cost effectively."

An exact location for the Orlando-area site has not been confirmed. The company currently operates seven distribution centers in Florida.

Acosta Enters Military Sales

Continued from PAGE 1

both companies and will provide great benefits to our clients," said Lloyd Johnson, CLJ Chairman and CEO. "CLJ already represents an excellent portfolio of CPG companies several that are current Acosta clients."

According to Acosta President and Chief Operating Officer Robert Hill this acquisition will give

CLJ military clients new resources and improved capabilities while also offering existing Acosta clients an improved military sales solution.

"The joining together of the two companies will offer CPG companies more resources, greater capabilities and better technology than any other sales solution in the military marketplace today," Hill said. "We look forward to providing our clients with excellent results in this channel."

AGA Endorses Sales Tax Legislation

The Alabama Grocers Association has endorsed the Tax Fairness Amendment, HB274 by Representative John Knight, and SB 431 by Sen. Hank Sanders. The AGA is the first business Association in the state to endorse this legislation, which would eliminate the 4% state sales tax on food and would help Alabama's working families. The legislation replaces the

funding that would be lost to education by eliminating the deduction for payment of federal income taxes. This plan offers needed relief from sales taxes for Alabama's low and middle income families while not hurting children's education funds.

For a family of four, the savings on grocery taxes would be over \$1,000 per year. "As grocers, we see day to day the

struggles families have paying for necessities such as groceries and want to do something to help our customers", AGA Legislative Committee Chairman Greg Gregerson said. "Our members will be paying the additional taxes to cover this amount of funds, but we believe it is high time to remove the sales tax on food for our families."



New Kodak Food City Opens

44K Showplace Opens on Highway 66



■ K-VA-T FOOD STORES has opened the doors to its new 43,600+sq.ft. showplace store #609 in Kodak, Tennessee. The new store, managed by Junior Watson, opened on February 20



■ JUNIOR WATSON Store Manager



The wait is over. The doors to a beautiful new Food City in Kodak, TN opened on February 20. With great fanfare and festivities, customers got their first look at the 43,600+ sq. ft. showplace located on Highway 66.

"We have certainly enjoyed serving the residents of Sevier and surrounding counties through our existing locations and we're very excited to be bringing a new state-of-the-art Food City to the area," said Steven C. Smith, Food City president and chief executive officer.

The new state-of-the-art store includes: Bakery/Deli, complete with a Hot Food Bar and Sit-Down Café; Food City Floral Boutique, offering a large assortment of fresh-cut floral arrangements, bouquets, gift items and staffed with a floral designer 7 days/week; Video department, stocked with the latest releases and classic favorites. Full service Seafood and Meat Departments, with in-house meat cutters on staff to hand cut steaks and fresh meat to order will be available. A wide variety of pre-marinated and seasoned oven ready products, in addition to a complete selection of top quality meats that are all-natural with no solutions added and Certified Angus Beef will be offered. Expanded Grocery, Frozen Food, Produce and Health & Beauty Care departments have been included as well.

The location offers the added convenience of a Food City Pharmacy, where a registered pharmacist will be on hand to meet prescription needs and answer health related questions. And, customers can stop by the Food City Gas N' Go for top quality gasoline at highly competitive prices.

"Our shoppers can count on the same top quality products, courteous service and competitive pricing they have come to expect from Food City, with added selection and services," says Steve trout, fellow Kodak resident and Food City district manager.

Heading the staff at store #609 is Junior Watson. He is assisted by members of his key management team which include: ASST. MANAGERS—Andrew Beverly and David Gideons, DESIGNATED ASST. MGR.—Mitchell Williamson, MEAT DEPT. MGR.—John Turner, PRODUCE MGR.—Donna Griffin, DAIRY MGR.—Coe Kennedy, FROZEN FOOD MGR.—Wayne Scroggin, STOCK MGR.—Mickey Whaley, BAKERY MGR.—Caroline Barbee, SEAFOOD COORDINATOR—Tonia Kite, VIDEO MGR.—Tiffany Justice, FLORAL DEPT. MGR.—Misty Seals, OFFICE MGR.—Lettie Cruze, HEAD CASHIER—Rebekah Kogar, RECEIVER—Jerry Bane, ADMINISTRATIVE ASST.—Kami Moshinskie, FUEL COORDINATOR—Amanda Carroll, SCAN DEPUTY—Wendy Allen, and PHARMACY MGR.—Garry Clausing, R.Ph.

Customers can move quickly through the checkouts, thanks to seven traditional lanes and an express lane. The store is also equipped with four self-checkouts, allowing customers to scan their items and pay for their purchases unaided, should they wish to do so. And the unit has been outfitted with a new exterior and interior design concept, complete with open rafter ceilings, large department signage, contemporary check-out design and a new store-wide color scheme.

"The location's enlarged departments will allow for enhanced variety and selection and greater ease maneuvering through the store," commented John Jones, executive vice president store operations. "Our customers are really going to enjoy shopping this new state-of-the-art facility."



22 Beverage



Dean Foods Introduces Chug Milk Shakes

Dean Foods Company has introduced the first ever ice cream parlor style milk shake in a bottle called Chug® Milk Shakes. An extension of the company's Chug single-serve milk brand, Chug delivers the indulgent taste of a real milk shake in a convenient, grab and go bottle.

"We took the great taste of milk shakes and 'Chugged' it," said Rick Zuroweste, Senior Vice President, Marketing for Dean Foods. "Lots of folks thirst for something different, something out of the ordinary. And, we think Chug Milk Shakes, give people another choice in the beverage aisle."

"On-the-go teens and busy adults can 'Take This Shake and Chug It!' getting an indulgent treat that's easy to enjoy - anytime, anywhere," said Zuroweste.

"With our lives continuing to accelerate and move quicker and quicker, the demands for new and exciting products remains strong," Zuroweste said. "Chug Milk Shakes appeal directly to the need for an innovative, great-tasting and indulgent product with the rich, creamy taste of a real milk shake in a convenient format."

The new 12-ounce shakes are available in Cookies'n' Cream, Chocolate, and Vanilla flavors.

FullyLoadedTea: First Company of Its Kind In North America

Vancouver-based tea company, FullyLoadedTea, has announced the launch of their innovative whole fruit, exotic berry, and vegetable blends - the first of its kind in North America to incorporate actual berries harvested from around the globe, unveiling eight bold flavours cited as the newest trend in the tea world.

"FullyLoadedTea fills the vacancy in the premium tea market," says Katya Popoff, co-founder and co-president of FullyLoadedTea. "We take exotic berries full of vitamins and antioxidants, blend them with whole leaf teas, package them in award-winning designs to create truly innovative, exceptional tea blends that appeal to young urban professionals with a yearning for small luxuries."

Prior to the company's official North American rollout in March 2007, Siberian-born sisters and founders of FullyLoadedTea, Katya Popoff and Olga Lenova, tapped Van-



couver design firm Subplot Design Inc. to create a complete brand identity and packaging system. Since then, FullyLoadedTea's distinctive packaging design has won numerous awards, recognizing the brand as a bold, opinionated, full-flavoured, big attitude line.

The passionate, young entrepreneurs develop fresh, exciting and modern tea blends that are as de-

licious as they are healthy - and with names like Tomato Rebel Black Tea and Bulletproof Currant Fruit Tea, the drinking experience promises to be as memorable as the names in which they were christened.

"Our goal is to drive innovation in the tea industry, creating breakthrough blends that reflect our distinctive company brand," explains Popoff.

Canadian Distributor Quenches American Thirst for Japanese Tea

Inks Distribution Deal With Whole Foods Markets

Health conscious North American consumers are taking advantage of ever increasing globalization in their quest for the world's healthiest natural food and beverage products.

Shoppers in 13 U.S. states and two Canadian provinces now have access to a newly branded 800-year old recipe thanks to a deal involving a Japanese supplier, Canadian distributor, and an American retailer.

Vancouver-based EcoTrend Ecologics Ltd. (EcoTrend) recently unveiled a new distribution agreement with popular U.S. natural foods retailer Whole Foods Market.

"We're very pleased to be working directly with Whole Foods," said John Harrison, EcoTrend founder and CEO. "This is truly an international success story."



Ocean Spray Introduces Cranenergy™

Consumers across the country are experiencing an energy shortage. To reenergize busy Americans, Ocean Spray has announced the launch of Cranenergy™, its first line of juice drinks that are naturally energizing. Cranenergy contains real fruit juice from Ocean Spray's finest cranberries blended with natural energizers including five B-vitamins, which support healthy energy production; vitamin C, which can help boost immunity; and green tea extract. Cranberries and green tea are also known to be high in antioxidants that help the body fight free radicals. The new non-carbonat-

ed juice drinks are clinically shown to improve alertness and make people feel less tired.

"The launch of Cranenergy not only marks our entrance into the energy drink category, it is the first ever energy beverage to hit the juice aisles," said Ken Romanzi, Ocean Spray's chief operating officer. "In developing Cranenergy, we sought to combine naturally energizing ingredients with our popular cranberry juice products to provide a solution for those looking for extra energy while maintaining a healthy, low-calorie diet."

Millions of people turn to traditional energy sources like coffee

and caffeinated soft drinks, which can provide a jittery jolt of energy often followed by a caffeine crash shortly after. With the launch of Cranenergy, Ocean Spray plans to help Americans get stuff done by providing a natural energy lift they can feel good about.

Providing the body with delicious nourishment, Cranenergy is available in two flavors - Cranberry Lift and Raspberry Cranberry Lift. Cranenergy can be found nationally in juice aisles in 46-ounce plastic bottles or 12-ounce four-packs for "on-the-go" consumption at the suggested retail price of \$3.99.



Surf City Coffee Company Unites California Surfers

Name Dispute Settlement Prompts Micro-Roaster to Create New Blends

Surf City Coffee Company, based in Santa Cruz County, CA, has created two new specialty blends of its hand-made, micro-roasted coffee, distributed throughout California. The creation of a "So-Cal Blend" and "Nor-Cal Blend" were prompted by the settlement of the long-standing dispute between a Santa Cruz shop owner and the Huntington Beach CVB over the rightful owner to the title "Surf City USA."

The So-Cal blend is smooth and medium bodied, with a tangy nutty flavor and a light citrus aftertaste. The Nor-Cal blend is a Fair Trade-certified, organic coffee, bold and smoky with a mild body and a sweet follow-through, roasted with high altitude beans.

"Our founder started surfing Huntington Beach in the 1960s, and later came up north for the longboard competitions of Santa Cruz. We are two great surfing capitals, and we surf the same seas," says Jeff Frady, vice president of Surf City Coffee Co.

"Surf City Coffee is for everyone, north and south. We honor the great sport of surfing and anyone who appreciates a superior wave and a superior cup."

Through 15 years of growth, Surf City Coffee Co. has remained committed to micro-roasting, believing strongly that the best coffee cannot be mass produced. Surf City Coffee Co. selects the finest Arabica coffee beans to create its unique blends, and roasts them in small batches of 20 to 55 lbs. Its 40+ blends are all hand roasted by master roasters at the Surf City Coffee Co. warehouse and roastery in Santa Cruz.



The Next Class Action Frontier: Retailers' Obligations to Ensure Products Are as Advertised

By: **DAVID ALMEIDA**
Drinker Biddle & Reath



The domestic natural and organic food industry grew 14 percent in 2006 to account for \$26.2 billion in sales, and the 2007 numbers are expected to top \$30 billion. Organic food is one of the fastest growing market segments within the food industry, with 2006 sales growing over 20 percent, and other claims regarding the growth conditions and preparation of food products, such as "Natural," "Antibiotic-free," and "Cage-free" are proliferating as well.

Within the last year, organic food retailing has experienced a major shift. Now, reportedly, 50 percent of organic food is being sold through traditional grocers, as opposed to the specialty, natural foods retailers. This shift has greatly enhanced accessibility to organic food by consumers and increased competitive pricing pressures. Consumers typically pay more for organic food because they believe them to be free of hormones and pesticides and produced with greater respect for the environment. In addition however, consumers may assume or expect the existence of less tangible factors, such as small or local farms, seeing these key facets of sustainable production, so large farms, even if they refuse the use of hormones, genetically modified feed and pesticides, may not meet some consumers' high standards.

Amidst this scramble for market share, the federal regulatory framework has fallen behind, leaving food retailers with little in the way of meaningful definitions or standards, not to mention confused about their legal and ethical responsibilities. Consumer watchdog groups and plaintiffs' attorneys have stepped in to fill the vacuum, with well-meaning food retailers often paying a hefty price. The increased attention paid to organic and "green" issues generally, coupled with retailers' increasing presence in the industry, has led to putative class actions challenging the retailers' obligations to ensure their products are truly as advertised.

Lack of Cognizable Standards and Oversight

The term "organic food" refers to the methods used to produce the foods, rather than

to the characteristics of the foods themselves. Despite the increasing recognition of the benefits of organic food, there are no definitive pronouncements from the U.S. Department of Agriculture (USDA) regarding what constitutes an organic product.

In 1990, Congress passed the Organic Food Production Act (OFPA), which vested the USDA with discretion to create regulations governing the production and handling of all agricultural products marketed as organic. In December 1997, the USDA proposed rules for a National Organic Program (NOP). The proposal applied to all types of agricultural products and included, among other things, national standards for production and handling, a certification program, labeling requirements and enforcement provisions. The NOP enforcement provisions apply to all retailers of organic products, and all such retailers must perform due diligence to ensure that the products they label and sell as organic are indeed organic.

Health food industry trade and consumer publications expressed widespread dissatisfaction with those proposed rules. Accordingly, the USDA issued revised rules which went into effect on October 21, 2002. Those rules provide that in order to be labeled organic, food must be produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. The revised rules further provide that organic meat, poultry, eggs and dairy products must come from animals that are given no antibiotics or growth hormones and that organic food must be produced without using most conventional pesticides; petroleum-based fertilizers or sewage sludge-based fertilizers; bio-engineering; or ionizing radiation. Additionally, before a product can be labeled "organic," a government-approved certifier must inspect the farm where the food is grown to make sure the farmer is following all the rules necessary to meet USDA organic standards.

However, even with these new rules, the USDA has been widely criticized for its lax oversight. Perhaps more importantly, the Federal Trade Commission has not, despite repeated requests by consumer advocacy groups, issued any guidance as to the marketing requirements for organic products. As a result of the lack of such standards, it is impossible to tell how much labeling fraud occurs in the food industry. "Free range" chicken is a classic example of a product with enormously inconsistent labeling because the federal regulations are so nebulous that a chicken that spends its entire day confined

indoors with a door at the end of a crowded coop opened for five minutes per day could still be accurately marketed as free range.

Suppliers Are Coming Under Increasing Scrutiny

The recent tide of class action lawsuits stem from a well-publicized investigation into Aurora Organic Dairy Corporation, the largest supplier of organic milk to retailers such as Wal-Mart, Wild Oats, Safeway, Whole Foods, Costco and Target. The lawsuits sprang from a two-year investigation by the USDA which determined that Aurora had violated 14 provisions of the OFPA. The majority of the identified violations stemmed from a lack of pasture space for the farm's 4000+ cows (by comparison, a typical organic dairy farm has less than 75 cows). The lawsuits allege that the illegal activities identified by the USDA at Aurora's facilities should not have allowed the company to label its milk as organic and that such labeling resulted in extensive consumer deception. The suits, which allege claims for consumer fraud, negligence and unjust enrichment, seek to recover damages for consumers who purchased the organic milk, as well as other sanctions including the placement of limits on Aurora's ability to market organic products. Numerous consumer advocacy groups, including the Cornucopia Institute, Center for Food Safety, and the Organic Consumers Association, have publicly supported the suits and urged consumers to boycott retailers who utilize Aurora for dairy products.

National Retailers Face Considerable Legal Exposure

As a result of the Aurora investigation, as well as the increasing focus paid to attempts to farm organically on a large-scale, numerous national retailers have been sued in a string of putative class actions alleging that milk advertised as organic was not, in fact, organic. In these cases, plaintiffs (on behalf of a putative class) are suing for restitution, punitive damages, as well as attorneys' fees and other costs based on their allegation the retailers owed a duty to the consuming public to ensure that the milk they advertised and sold as organic actually was organic.

These putative class actions are the latest front in a legal battle over the organic food movement, with large retailers insisting that they can do organic farming on a large scale, and sustainable family farms complaining that such operations are not really organic and contribute to surpluses that drive down prices, making it hard for them to compete. Unfortunately, these issues are not confined

to the dairy industry, nor the definition of organic. In recent months, consumer groups have called on the federal government to launch investigations into the seafood, cattle, and cosmetic industries, among others, with scrutiny focused not only on production and labeling, but on retailer issues such as product displays that create the appearance of organic certification, as well their obligations to ensure that their suppliers' products are what they are represented to be.

Given the perceived non-responsiveness by the government and the lack of objective standards, consumer class action lawsuits are sure to follow.

Retailers Must Act Proactively

While these cases are still in their infancy (and there may be meritorious legal defenses available), retailers who sell food labeled as organic or natural should consider taking certain steps to minimize their risk of liability, while responsibly responding to their customers' demand for organic and natural food choices. For instance, they should: (i) perform periodic audits of their organic suppliers and vendors; (ii) include compliance language in all supplier and vendor agreements in order to shift risk for claims related to violations of the OFPA; (iii) select suppliers and vendors with a proven history of complying with federal organic standards; (iv) exercise particular caution if purchasing from foreign suppliers which may not be subject to proper oversight; (v) review all potentially relevant insurance policies; and (vi) monitor OFPA rule changes. Further, retailers must pay careful attention to their in-store labels and displays, ensuring that non-organic products are not located ambiguously beneath organic signage or intermingled with organic products in a way that could mislead reasonable consumers. In short, retailers must act proactively to ensure that their products are as advertised. Failure to do so could expose the retailers to considerable legal exposure, not to mention the concomitant public relations fallout.

DAVID S. ALMEIDA is an associate in the Commercial Litigation Practice Group. David represents clients in federal and state courts throughout the United States. He has been involved with a wide range of cases and areas of law, including hospitality, products liability, franchise disputes, commercial fraud, business torts, governmental investigations, bankruptcy and health law. David received his J.D. from Cornell Law School, where he was an Editor of the Cornell Law Review.

Cheerios® and 8th Continent® Help Raise Funding for Cholesterol Screenings and Education For Women

Women rely on a range of numbers throughout each day. Phone numbers, bank accounts, credit cards, IDs and PIN numbers all play a role in their lives. However, for millions of women, there's one important number they don't know, and yet, it could provide a warning sign for heart disease. According to a recent survey, fewer than one-third of women know their cholesterol number[1].

Heart disease is the number one killer of women. In fact, heart disease kills eight times as many women as breast cancer[2]. Maintaining a low cholesterol level and leading a healthy lifestyle are the first steps in preventing heart disease. Women in need are at even greater risk of heart disease, because they often do not have access to resources for proper preventative care.

According to a new survey of 1,397 women nationwide, conducted by Harris Interactive® for Cheerios, while heart disease ranked highest (38%) in terms of chief health concerns among women, only 50 percent of women have had their cholesterol level checked in the past year. And those making less than \$35,000 a year were less likely than those with higher incomes (\$75k+) to have their levels checked (43% vs. 56% respectively). In addition, two in five women (38 percent) did not



know what is considered a healthy cholesterol level, and only 13 percent of women were able to identify the role cholesterol plays in the body. The survey also found that, in the past year, more women have checked their computer for viruses (78 percent), checked their tire pressure (56 percent) and checked the batteries in their smoke detector (53 percent) than have had their cholesterol level checked (50 percent).

To help provide free cholesterol screening for women in need



and to raise awareness for heart disease, Cheerios and 8th Continent soy milk will donate up to \$500,000 to WomenHeart, the nation's only patient advocacy organization serving women with heart disease. Starting in January 2008, Cheerios will donate \$1 to WomenHeart for every code entered at www.cheerioshelpinghearts.com by January 30, 2009. 8th Continent will donate \$1 for every code entered at www.8thcontinent.com by December 31st, 2008. By entering codes to these sites, Americans can direct up to \$300,000 towards cholesterol screenings. Codes will be featured inside specially marked boxes of Cheerios and on 8th Continent bottles.

Cheerios and 8th Continent will donate an additional \$200,000 to help raise awareness and provide education about the risk of heart disease in women. This donation, combined with the donations based on code entries, brings the total potential donation to WomenHeart to a half million dollars.

[1] Society for Women's Health, <http://www.womenshealthresearch.org/site/News2?page=NewsArticle&id=6935>

[2] National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health

Grocers Urged to Participate in Converter Box Coupon Program

National Association of Broadcasters President and CEO David K. Rehr is sending the following letter to the CEOs of the nation's top supermarkets and grocery chains encouraging them to participate in the converter box coupon program. The participation of grocery stores, especially those in rural areas, would ensure more viewers have easy access to upgrade their television sets to digital.

On behalf of the 8,300 members of the National Association of Broadcasters (NAB) and the 88 million Americans who watch over-the-air television, I am writing to encourage you to help your customers navigate the digital television (DTV) transition that is occurring on February 17, 2009.

This is a great opportunity for your store to once again demonstrate its commitment to the customers it serves and to the communities where its stores are located.

As mandated by Congress, all full-power television stations must cease analog broadcasts and begin broadcasting only in a digital format on February 17, 2009. What this means for your customers is that those with older "antenna" television sets that are not connected to a pay TV service will need to take the necessary steps to upgrade their televisions or risk losing reception of all full power television stations after the switch. Consumers can upgrade in three ways: by obtaining a digital-to-analog converter box, purchasing a new television that includes a digital tuner or subscribing to a pay television service.

America's broadcasters have committed more than \$1 billion dollars in educational initiatives to educate America about the transition. I have included a copy of our multifaceted plan to demonstrate how serious we are in raising consumer awareness and interest in ensuring a successful switch to digital. This includes driving the sale of converter boxes and ensuring viewers are aware of the \$40 coupons provided by the federal government toward the purchase of converter boxes.

This will drive tremendous traffic to stores that offer the converter boxes to their customers. By stocking and selling digital-to-analog converter boxes that many of your customers will need to keep their television reception intact, and by participating in the government coupon program for these converters, you can take advantage of a golden opportunity to serve your customers and the pub-



lic interest, as well as generate positive publicity for your company — a real win-win situation.

Millions of households rely solely on over-the-air television reception. And while many consumers subscribe to pay television services on their main television sets, many also have analog televisions that are not connected to cable or satellite service — such as those in their kitchen or second bedroom — that may be at risk of losing reception. The lowest cost option for these consumers will be converter boxes to keep their "unwired" analog televisions working.

Obtaining a converter box is the least expensive method to upgrade, and I also encourage you, in addition to selling converter boxes, to apply for certification as a qualified retailer in the government's converter box coupon program.

Converter boxes will become a lifeline for millions of consumers who rely only on over-the-air television service for news, entertainment, informational programming and vital emergency information. This is a major reason why the government has established a coupon program, administered by the National Telecommunications Administration (NTIA), an arm of the Commerce Department. Consumers can apply for and receive two \$40 coupons per household. These can be used towards the purchase of eligible digital converter boxes that will keep their analog televisions working after the DTV transition.

Consumers can redeem their coupons at many consumer electronics retail outlets, but NAB and the government want to make buying converter boxes and redeeming coupons as convenient and easy as possible. Everyone goes to the grocery store, no matter what part of the country, no matter how rural, no matter what the weather. If you have stores in rural areas, it is particularly important for you to consider applying for NTIA's program.

Already, one of America's food retailers, the H-E-B grocery company, a large independently-owned food retailer in Texas, announced its participation in the converter box coupon program. H-E-B is promoting its involvement in the converter box program and its companion efforts to educate its consumers about the DTV transition on its Web site — a real service to its customers, its communities and a successful digital television transition.

I encourage your company to contact NTIA as soon as possible about participating in the program. You can see the steps to take to have your company certified on the main page of NTIA's special retailer Web site, www.ntiadtv.gov, a hard copy of which I have enclosed here. Please note that the current retailer application deadline is March 31, 2008.

For successful application to the coupon program, NTIA's procedures require participating retailers to have the proper SIC code and certify that they have at least one year's experience in consumer electronics retailing. But outlets that cannot meet these qualifications can still apply and request an exception for good cause, which will be individually considered by NTIA. We encourage you to apply under either method. We know NTIA shares the common goal to make it as convenient as possible for all consumers to purchase converter boxes under the government program.

As I mentioned, NAB and your local television stations nationwide are mounting a major public education campaign, including on-air television spots, to inform consumers about the digital television transition and about the government's converter box coupon program. We would like nothing more than to point consumers to their local grocery stores for the converter boxes they will need as the nation transitions to the new digital television world.

Need Equipment? We Can Help.

Equipment Leasing Solutions

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

Benefits of Leasing

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Improved Cash Flow Management. Conserve capital for reinvesting in your business. Improve budgeting accuracy through fixed monthly payments and no floating rates.

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

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

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

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Super BI-LO Store Opens in North Myrtle Beach



BI-LO opened a new Super BI-LO store in North Myrtle Beach, SC on February 20. The beautiful new showplace is located at 3924 Highway 17 S, less than half a mile from the former BI-LO supermarket located at 3336 Highway 17 S. BI-LO Regional Vice President Rusty Streetman spoke at the 8:00 a.m. ribbon-cutting ceremony.

In addition to Streetman's remarks, customers were welcomed by Terry White, Mayor Pro-Tem of North Myrtle Beach. In a special presentation, the North Myrtle Beach Department of Public Safety, received a \$1,000 donation to help fund the department's summer programs for area children.

The 48,500 sq. ft. Super BI-LO anchors Barefoot Commons, Myrtle Beach's newest neighborhood shopping center. The new supermarket is part of a \$10 million capital investment for the Grand Strand area that BI-LO announced late in 2006.

Super BI-LO is designed to provide many of the conveniences of one-stop shopping that busy families need. "We listened to our customers, who said they wanted more store features. Super BI-LO offers and expanded organic selection in produce, fresh sushi daily, more seafood variety and Certified Angus Beef in the meat department," said Streetman.

The store has a full service floral department, with FTD services, as well as full service meat and seafood departments. The new store also features a wing and olive bar as well as a café seating area.

This Super BI-LO employs approximately 100 people, about one-third more than a conventional BI-LO. Heading up the team at Store #702 is store manager Jason Jackson. Assisting Jackson are members of his key management team, including: CO-MGR. MARKETING-Mike Newberry, CO-MGR. SERVICE-Kristy McGuire, CO-MGR. HUMAN RESOURCES-Cheri Wood, MARKET MGR.-John Cusick, PRODUCE MGR.-Penney Zita, SEAFOOD MGR.-David Knopff, DB MANAGER-Sherry Gebhart, FF/DAIRY MGR.-Wayne Jones, GM/HBC MGR.-Sheila Hemingway, FLORAL MGR.-Shannon Holliday, GROCERY MGR.-Harvey Port, and HEAD BOOKKEEPER-Lacey Herstein. The new store is open 24 hours a day.

According to BI-LO CEO and President Brian Hotarek, "Super BI-LO is about more than store size. Super BI-LO stores offer shoppers a wider selection throughout the store and feature a new interior store design. The Deli Bakery, Meat and Produce departments all have extended service hours to accommodate our customers' busy schedules.

"BI-LO has had a strong presence in the Grand Strand area for nearly a decade," said Streetman. "This community has always been a great place to live and work, and we are committed to investing in its future growth. Our goal is to satisfy our customers with a rewarding shopping experience by providing good prices, excellent values, and superior products."



■ Regional Vice President Rusty Streetman is joined by BI-LO District Manager Rick Glay, and local dignitaries to cut the ribbon celebrating the opening of new Super BI-LO #702 in North Myrtle Beach, SC.



■ Regional Vice President Rusty Streetman is joined by BI-LO District Manager Rick Glay, and local dignitaries to cut the ribbon celebrating the opening of new Super BI-LO #702 in North Myrtle Beach, SC.



■ Members of the North Myrtle Beach High School Chiefs band perform for the early morning opening ceremony.



■ Customers register to win a drawing for a \$100 BI-LO gift cards. Gift cards were given away to winning shoppers every hour for the first 5 days the store was open.

Super BI-LO Comes To Matthews



BI-LO opened its first North Carolina Super BI-LO in Matthews, NC on March 19 at 3110 Fincher Farm Road (the corner of Weddington Road and McKee). BI-LO President and CEO Brian Hotarek spoke at the ribbon cutting ceremony.

In addition to Hotarek's remarks, the customers were welcomed by Commissioner W. Kress Query, from the Town of Matthews. George Dewey of Aston Properties, developer of this project, was also at the opening.

The nearly 58,000 sq. ft. Matthews Super BI-LO represents an investment in excess of \$13 million. Super BI-LO is designed to provide many of the conveniences of one-stop shopping that busy families need. "As a result of listening to our customers, this store features an expanded organic selection in produce, fresh sushi daily, more seafood variety and Certified Angus Beef in the meat department," said Hotarek. Super BI-LO has a full service floral department, with FTD services, as well as full service meat and seafood departments. This location also features a J.J. Poloi's coffee shop and WiFi Café. The Pharmacy at Super BI-LO has a drive-through window and new customers who transfer and fill their prescriptions at this pharmacy will receive a \$25 BI-LO gift card.

This Super BI-LO employs approximately 150 people, about 60% more than a conventional BI-LO. Named to head the staff at Store #700 is Michael Helms. Joining Helms are members of the key management team which include: CO-MANAGER OF MARKETING-Travis Grubb, CO-MANAGER OF HUMAN RESOURCES-Pati Hanno, CO-MANAGER OF SERVICE-Christopher Wilson, PHARMACY MANAGER-Mary Katherine Lykowsky, RPh., MARKET MANAGER-Travis Killian, SEAFOOD MANAGER-Andre Dobie, DELI/BAKERY MANAGER-Cindy Herrholz, PRODUCE MANAGER-Karen Denny, FLORAL MANAGER-Vivian Fisher, COFFEE SHOP MANAGER-Valerie Resor, GROCERY MANAGER-Michael Ashman, DAIRY/FROZEN FOOD MANAGER-John Ryan, HEAD BOOKKEEPER-Lucinda Ashby, HBC/GM MANAGER-Jeanette Leach, SCAN COORDINATOR-Stephanie Kirkpatrick.

According to Hotarek, "Super BI-LO is about more than store size. Super BI-LO stores offer shoppers a wider selection throughout the store and feature a new interior store design. The Deli Bakery, Meat and Produce departments all have extended service hours to accommodate our customers' busy schedules."

BI-LO has been a part of the Greater Charlotte area for nearly two decades. "This community has always been a great place to live and work, and we are committed to investing in its future growth," said Hotarek. "Our goal is to satisfy our customers with a rewarding shopping experience by providing good prices, excellent values, and superior products."

The most recent opening, combined with capital announcements made last year, represents a \$45 million investment in the Greater Charlotte market. The store is open 24 hours a day.



■ BI-LO opened its first North Carolina Super BI-LO in Matthews, March 19, at the corner of Weddington Road and McKee. The new store represents an investment by the company in excess of \$13 million. The team at the 58,000 sq. ft. store is headed by Michael Helms.



■ BI-LO Store Manager Michael Helms presents a \$500 check to Special Olympics, NC.



■ **RIBBON CUTTING**—Michael Helms [right] cuts the ribbon to store #700, signifying its official opening with assistance from store and corporate personnel and civic dignitaries.



■ BI-LO President and CEO Brian Hotarek addresses those gathered for the ribbon-cutting ceremony.



■ **MY BI-LO**—the new store features the company's new interactive kiosk system at several locations within the store. The kiosk system offers many customer-friendly functions including access to

Merlot Sales No Longer "Sideways"

Blackstone Winery Leads Resurgence of California's Remarkable Red

Three years after a fictional wine snob in a popular Hollywood movie knocked one of America's best-selling red wine varietals "Sideways," wine drinkers once again are enthusiastically embracing Merlot.

During the 12-month period ending December 7, 2007[1], dollar sales of domestically produced Merlots rose 6%, led by category leader Blackstone Winery, whose benchmark Merlot jumped 11.6% in sales in the last four week period alone. Blackstone Merlot is the best-selling Merlot and the single best-selling domestic red wine in the United States. Blackstone enjoys a 16% share of the fast-growing, super-premium (\$8.00-\$10.99 per 750ml bottle) Merlot market, and it is the top-selling domestic red wine brand in the overall super-premium category, which for years has enjoyed double-digit sales growth.

Blackstone winemaker Gary Sifton attributes the resurgence of Merlot to the enduring appeal of the wine's style, which emphasizes forward fruit and soft tannins.

"American wine drinkers may be fickle in the short term," Sifton says, "but eventually they come home to what tastes good to them, and what has tasted good to them for a long time is Merlot."

Sifton's observations are confirmed by the fact that the U.S. wine market continues to

be dominated by Merlot, Chardonnay and Cabernet Sauvignon, which together account for 45% of total wine sales. Sales of Merlot are more than double those of Pinot Noir, the next best-selling red wine. Domestic super-premium-priced Merlot like Blackstone's are displaying particular strength, and now constitute 17% of the total domestic super premium red wine market.

Sifton predicts these figures will become even more impressive with the release of Blackstone's 2006 Merlot, which begins shipping to stores this month. As in past vintages, the wine is a blend of carefully selected grapes from Monterey County and other premium, cool-climate regions, including Sonoma and Napa counties.

"2006 was a winemaker's vintage," says Sifton. "It was cool and drawn out, so we had the luxury of allowing the fruit to hang on the vine developing the ripe fruit flavors and tannins we wanted. I believe 2006 is a strong vintage for Merlot; certainly, it is for us here at Blackstone. Our 2006 Merlot delivers the signature Blackstone style in spades: fragrant black cherry and berry aromas, plenty of plush fruit flavors, wonderfully silky tannins and a smooth, lingering finish."

Those are precisely the traits that attracted American wine lovers to Merlot in the first place and — despite a little "Sideways" detour — are winning them back all over again.

1 IRI, 52 weeks ending 12/07/07



New Boho Vineyards Wine



An Evolution Of The "Green" Evolution

As wine consumers think beyond red, white and pink to "green," Boho Vineyards is thinking inside the box. New Boho Vineyards wines in 3-liter Wine Casks deliver an eco-friendly upgrade to traditional varietals. Boho Vineyards has converted all heavyweight glass bottles to lighter Wine Casks resulting in a 55% smaller carbon footprint and 85% less landfill waste.

Boho Vineyards winemaker, Adam Richardson, created the most environmentally responsible 3-liter packages possible. The three-liter cask keeps harmful air out so that the premium Central Coast wines stay fresh for at least six weeks after opening, reducing spoilage and waste.

The new Boho package brings three vintage-dated Central Coast varietals to the table: Chardonnay, Cabernet Sauvignon and Merlot. Wines are available nationally for approximately \$24. This works out to a modest \$6 per 750ml equivalent price versus the previous \$12 per bottle price as they pass along the packaging and transportation savings (no corks, labels, capsules and heavy glass) to consumers.

Boho Vineyards is distributed by Underdog Wine Merchants, a division of The Wine Group, Inc.

Extreme Value Wine Stuns Competition

Brings Home the GOLD at 2008 Florida State Wine Competition

At the prestigious Florida State International Wine Competition last month, a new brand, Oak Leaf Vineyards from California, won gold.

With 84 wineries competing in Chardonnay category, only four received gold medals and Oak Leaf was the biggest bargain by far, at \$1.97 suggested retail price in California and \$2.97 in most other states.

"With the economy slowing and as we move into tax season where dollars are tighter, finding value in the wine aisle is ever more important," said Mario Pulido, winemaker for Oak Leaf Vineyards. Oak Leaf Vineyards provides very high quality wine at extremely good prices. Available in five varietals — Chardonnay, Pinot Grigio/Chardonnay, Merlot, Cabernet Sauvignon and White Zinfandel — Oak Leaf Vineyards wine looks like wines twice the modest price. The traditional label highlights four seasonal oak trees.

"Our first awards — Gold and Bronze at the 2008 Florida State Fair International Wine Competition and Silver and Bronze at the 2008 San Francisco Wine Competition show our approach — 'easy to drink with plenty of flavor' — is a winning one. With the money you save on wine, your family can enjoy those little extra things in life," continued Pulido.

Oak Leaf Vineyard wines are available nationally at Wal-Mart stores that are licensed to sell wine.



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The Do's and Don'ts of Seller Financing



By **MIKE HANDELSMAN**
GENERAL MANAGER
BIZBUYSELL

In today's tight business-for-sale marketplace, an owner's willingness to finance the sale gives him an edge over the competition. But owner financing isn't for the faint of heart. To stay on track, sellers need to follow some obvious - and some not so obvious - dos and don'ts.

There's nothing more frustrating than a listed business that attracts a lot of attention, but no buyers who are willing to seal the deal. Unfortunately, that's exactly the situation many business owners are facing in today's marketplace.

Most of the time, the business isn't the problem. In fact, a business that generates significant attention in the marketplace is usually a good candidate for a sale. Instead, the issue is most often the buyers' inability to secure financing at the owner's asking price. That leaves owners with two options: Either lower the asking price or work with the buyer to overcome sale barriers.

Rather than leaving money on the table, many owners are deciding to finance the sale themselves. Is it a gamble? Absolutely, but under the right circumstances it can also be a financial boon. If financing the sale of your business sounds like a good idea, don't make another move until you've carefully considered the lessons being learned by other seller-financers.

DO Assess the Risk

A cash sale is an essentially risk-free transaction for the seller. Once the deal is done, the seller can comfortably walk away from the business with money in the bank. In an owner-financed transaction, the seller continues to be tied to the business long after the sale is complete. If the business succeeds, the new owner pays back the principal with interest and everyone is happy. But if the new owner is unable to make the business profitable, the seller could suffer the loss of interest income and incur additional costs to collect the debt.

The bottom line is that an owner-financed sale needs to be evaluated as a business investment. Like any other investment, there is a certain amount of risk inherent in the decision. If you are comfortable enough to invest in the new owner, then it could be beneficial to finance the sale yourself. But if you aren't confident the buyer can

make the business a success, offering financing as an enticement to close the deal is the worst decision you can make.

DO Leverage the Benefits

If the buyer is, in fact, a good investment risk, the seller stands to reap substantial benefits from self-financing. Too many sellers view financing as a desperate measure to unload the business when they should be viewing it as a resource for enhancing the benefits of the sale.

Right out of the gate, your willingness to hold paper increases the final selling price of the business. Partially-financed sales typically result in a price that is more than 15 percent higher than their cash sale counterparts. That means you can leverage your willingness to finance as a bargaining tool during negotiations.

The other big benefit of financing the sale is the potential to multiply the principal value of your business through future interest payments. As you might expect, a financed sale garners a much higher rate of return than many other investment vehicles with a five to seven year note at 8 to 10 percent interest as the norm. Don't succumb to your buyer's pleas of poverty. Remain firm on charging the amount of interest you feel is appropriate for the market and the level of risk you are assuming.

DO Advertise Your Willingness to Finance

Sometimes sellers are hesitant to advertise a financing option because they aren't totally sold on the idea and are only willing to offer financing if they get backed into a corner during the negotiation process.

If you aren't comfortable with the idea of financing, then you shouldn't consider it as an option at all, not even during negotiation. But if you are comfortable with financing part of the sale, you should include that information as a selling point in your marketing efforts.

One of the most productive avenues for advertising a seller-financed company is online. On BizBuySell.com, the largest online business-for-sale marketplace, we see that listings containing information about owner financing yield a noticeably higher volume of hits than those that don't.

DON'T Waive the Down Payment

An owner-financed sale can be a risky venture. However, a healthy down payment can minimize your exposure by distributing an equal or greater amount of the risk to the buyer.

If you are new to the business financing game, forget everything you think you know about down payments. A business and a home

are two entirely different things. While your home mortgage lender typically requires a minimum down payment of 15 percent or less, business loans usually require a much higher upfront investment.

Generally speaking, it's in your best interest to finance no more than 1/3 to 2/3 of the sale price. If you decide to finance more than that, you need to have a legitimate reason for doing so. For example, if you are selling the business to a family member, you may have a vested interest in financing an amount beyond the normal range. Just be aware that as your financing commitment increases, so does your risk.

DON'T Do It Yourself

By definition, an owner-financed sale contains shades of a do-it-yourself transaction. Instead of relying on professional lenders for financing, the seller assumes the responsibility for a percentage of the buyer's investment.

However, don't get too caught up in the do-it-yourself mentality. A loan between a seller and a buyer is subject to limitless structures and variations, many of which require the input of professionals in order to secure airtight collateral, coherent loan terms and adequate insurance coverage. Before you agree to financing, obtain legal and financial advice from a professional you trust.

DON'T Be Pressured

There's a good chance that potential buyers will try to push for a seller-financed deal. This is particularly true for buyers that are unable to secure financing from traditional lending sources due to an inadequate down payment or other borrowing obstacles.

No matter how anxious you are to sell the business, caving into buyer pressure for the sole purpose of closing the deal is a big mistake. When a buyer pushes too hard for financing, take a step back and conduct a simple reality check. If you aren't completely comfortable with financing the buyer's purchase, walk away and wait for a better buyer candidate to emerge.

ABOUT THE AUTHOR

MIKE HANDELSMAN is General Manager for BizBuySell, the Internet's largest business for sale marketplace. Since 1995, BizBuySell has offered tools that make it easy for business owners and brokers to sell a business, and potential buyers to find the business of their dreams. BizBuySell lists over 50,000 businesses - spanning 80 countries - for sale at any time, with over 4,500 added or updated each month. BizBuySell also has one of the largest databases of sale comparables for recently sold businesses and one of the industry's leading franchise directories. Please visit www.bizbuysell.com.

The Eagle Soars



■ **EL AGUILA SUPERMARKET** - a new independent food market operated by Jose Rodriguez is now open at 2090 E. Osceola Parkway in Kissimmee, Florida.

El Aguila Opens in Kissimmee

New Independent Market Gets Going in a Big Way

The Eagle is flying high in Central Florida following the successful opening of El Aguila Supermarket in Kissimmee, Florida. The new store, operated by Jose Rodriguez, is located at 2990 East Osceola Parkway.

Rodriguez, his family and staff, hosted a pre-opening cocktail reception on the evening of March 7 so that members of the community could become familiar with their new food store.

The 8,000 sq. ft. store opened the next day to an overwhelming response from the community. The store tallied approximately \$68,000 in sales on its first day. In spite of large crowds and long lines, things went smoothly throughout the day for the El Aguila staff thanks in large part to a state-of-the-art front-end system installed and maintained by ISE Corp. of Miami.

El Aguila may be small in size, but it's big in stature because it benefits from modern technology that would be the envy of even the biggest supermarket.

Congratulations to Jose Rodriguez and his staff on a great opening!

This independent eagle is flying high in the Central Florida Market.



30 Video

Three Sheets: Season Two

Raising the Bar... One Strange Brew at a Time!



Belly up to the bar boys (and girls) for another season of MOJO HD channel's top-rated cult drinking hit *Three Sheets: Season Two*, coming to DVD from Infinity Entertainment Group.

It's time to pack your bags, grab your passport and get your liver ready. Comedian Zane Lamprey is returning for season two of *Three Sheets*, the acclaimed MOJO HD travel & drinking series. Join him as he spans the globe seeking out the world's best watering holes, most unique international cocktails and craziest locals.

In this two-disc set, Zane hits Munich for Oktoberfest, downs snake blood in Taipei, drinks sake bombs with businessmen in Japan and much more. No drink is safe from Zane in season two, during which he also samples wine, beer, rum, absinthe, moonshine, Lambanog (a coconut-based Philippine wine or vodka), grappa, Prosecco and fermented duck eggs.

Includes 10 episodes (25 minutes each) filmed in Croatia, Japan, Czech Republic, Philippines, Venice, Taipei, Munich, Puerto Rico, South Korea and Kentucky.

Presented in widescreen (16:9 anamorphic), special features (90 minutes/4:3 letterbox) include never-seen-on-TV web clips and a one-hour New Year's Eve pub crawl through New York City.

"INcontrol"

Pilates Pelvic Health Improved With New DVD

According to Pilates Expert Karen Armstrong, the pelvic floor muscle group supporting three very key body organs, that have a great deal to do with a woman's quality of life, is one of the most neglected areas when it comes to fitness programs. Incontinence, sexual response, and recovery from childbirth can be successfully dealt with, and improved with a simple set of Pilates based exercises, developed by Armstrong in her new DVD "INcontrol" (28 minutes, \$19.95) which can be done anywhere and at anytime.

"INcontrol" is divided into two routines. First, an easy to follow twelve minute set of exercises that can be followed by an advanced section of nine minutes done with minimum equipment. The advanced routine requires an exercise ball and resistance band. Armstrong does a great job of explaining how the routines benefit the viewer by using charts and diagrams that show where the muscle being exercised is located and just how it affects the key organs it supports. She also makes sure the viewer understands the terminology being used as she guides the exercises in an atmosphere that is comfortable and pleasant. The exercises and information presented in the DVD are designed to significantly improve pelvic and sexual health.



'Colors & Counting'

The Latest Title from the Hit DVD Series 'Phonics 4 Babies'

Young children will delight in the colors of the rainbow and discover the magic of numbers as they talk and sing along with Anchor Bay Entertainment's "Phonics 4 Babies: Colors & Counting." The new DVD stars Emmy-Award winner Mallory Lewis, daughter of legendary "Lamb Chop" creator Shari Lewis.

"Colors & Counting" uses playful puppets and original music to engage babies and toddlers as they build a foundation for early speech development by learning about numbers and recognizing vibrant and vivid colors. "Colors & Counting" (30 minutes) follows the award-winning debut title in the "Phonics 4 Babies" series, "Baby's First Words." The new release arrives in stores February 26 with a suggested retail price of \$14.98.

"Phonics 4 Babies" is the only DVD series designed specifically to engage babies and toddlers in early speech skills. Its unique blend of music and entertainment introduces children to the first 300 key words and phrases as well as vowel and consonant formation, letter and shape identification, counting games, basic manners and more. Each episode combines live action and animation in a colorful, fast paced format.



Between

Fear Is What Lies ... Between

A mind-bending adventure that will leave you guessing until the very end, *Between* premieres on DVD April 8 from PorchLight Home Entertainment.

Chicago-based lawyer Nadine (Poppy Montgomery, *Without a Trace*) learns her sister has gone missing in Tijuana, Mexico. Against the advice of her loving but unsupportive husband (Adam Kaufman), Nadine heads south of the border to search for her. Finding the local police to be of no help, she even begins to suspect that they may have something to hide.

Eventually, she convinces Detective Gustavo Campos (Jose Yenque) to become her ally. Following a series of odd occurrences, including the suspicious arrival of her husband, Nadine finds herself going down a twisting path of mystery and intrigue where she must question exactly what is real, what is fantasy and what lies ... *Between*.

Between is presented in widescreen with an aspect ratio of 16x9. Special features include director's commentary and original trailer.

Running Time: Approx. 86 minutes [plus special features]
Suggested Retail Price: \$19.98



FARMkids: Not Your Average Dude Ranch!

Mooving in from the land Down Under to tickle your kid's funny bone is *FARMkids*, the delightful, animated children's series coming to DVD from PorchLight Home Entertainment.

In the tradition of *Over the Hedge* and *Barnyard*, the *FARMkids* concept is based around the irony of farm animals who know nothing about living in the country. They are a bunch of fast-lane pampered city animals who live a star-studded life in a popular nursery petting zoo, but their lives take a funny, unexpected turn when they suddenly get relocated to a rustic country dude ranch.



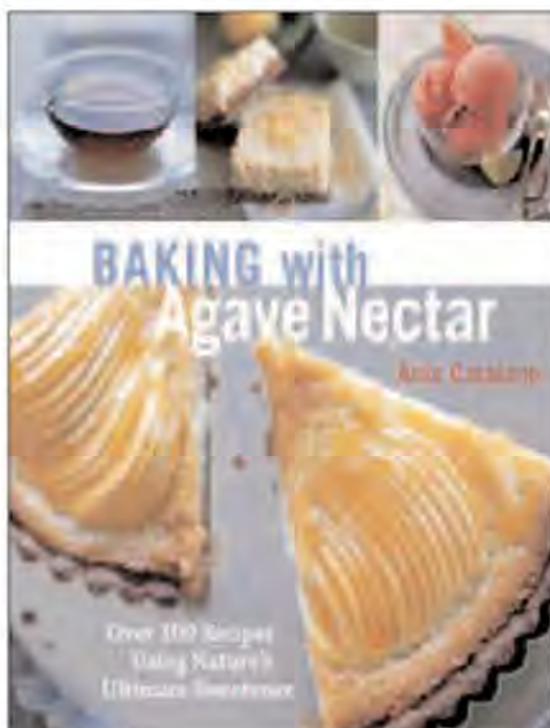
FARMkids: Chaos in the Country — In seven fun-filled episodes from the first season of *FARMkids*, Dumpster needs a bath; Doogie wants to be a hero; Buster and Drumstick try to modernize the farm; MooLoo is the victim of a thief and Doogie and Buster play detective; giant alien tomatoes attack earth (or so they think); Dumpster eats radioactive trash, which gives him super-strength gas; and the gang forgets MooLoo's birthday.

FARMkids: Hair, Wool, Feathers and Fur — In the second half of the first season of *FARMkids* (six episodes), Poppit finds an old TV, turning the *FARMkids* into couch potatoes; Bean runs away; Poppit grows a super pumpkin for a contest; miserable, grumpy Splat listens to a self-help tape and wakes up a new person; Doogie and Dumpster go fishing; and the *FARMkids* go camping.

Suggest Retail Price: \$14.98 Each



Book Review



Baking with Agave Nectar

Over 100 Recipes Using Nature's Ultimate Sweetener

By ANIA CATALANO

Even before Oprah touted the health benefits of agave nectar, this new unrefined natural sweetener had plenty of devoted fans. And no wonder: agave nectar is not only sweeter than sugar, but it has a lower glycemic index making it ideal for diabetics and those with hypoglycemia, children and adults with diet restrictions and food allergies, and anyone seeking to break the sugar habit. This syrupy organic sweetener can be used in a wide variety

of delectable baked goodies using only a fraction of the amount of sugar needed to gain the same level of sweetness, and it is readily available in many varieties and brands.

In *Baking With Agave Nectar*, Ania Catalano shows how to integrate this up-and-coming sugar substitute into tempting recipes that are easy to prepare, including yummy Pumpkin Muffins, Stuffed French Toast, Chewy Double Chocolate Peanut Butter Mousse-Filled Cupcakes with Ganache Frosting, and All-American Apple Pie.

Other substitutes (such as Aspartame) may limit the brain's ability to use certain vitamins, minerals, and antioxidants, while even the natural alternative made from Stevia has been shown to lower sperm counts. But agave nectar comes

straight from the Mexican Blue Agave plant, and it's completely natural and safe for children and adults. In comparison to other sugar alternatives like Stevia and date sugar, nothing can beat agave's taste or texture in baked goods, and unlike honey, agave is 100% vegan. Because of its health benefits, its taste, and its texture, agave nectar beats all of its predecessors and has emerged as the ultimate natural sweetener.

Ania Catalano discovered agave nectar after she was diagnosed with hypoglycemia. A natural foods chef, teacher, and consultant for over 18 years, she graduated from New York's Natural Gourmet School of Cooking, and now owns the Gourmet Whole Foods Catering and Cooking School in Milford, CT.

Market Coverage

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32 Guest Editorial

Forces Shaping The Future of Food Retailing



BY: **JOHN SACCOMANNO**
DIRECTOR, INDUSTRY MARKETING
RETAIL, HOSPITALITY & SELF-SERVICE SOLUTIONS DIV.
NCR CORPORATION

Last month I talked about new retail formats competing with supermarkets for a share of the consumer's stomach. This month I'd like to explore one format that's showing success and staying power in these changing times – the small food store.

The small food format has been around for decades. By definition, convenience stores fit into this category. There are about 146,000 U.S. c-stores, and for the last five to 10 years they've consistently accounted for 15-18 percent of food purchased. Another small format food retailer is the traditional corner grocer. Though diminishing in numbers, there are still 10,000 of these stores in the U.S. Corner stores are often our best example of the pure "neighborhood market." However, both these formats tend not to be destination formats, and will likely not grow market share in the foreseeable future.

There is a new breed of small format retailers putting a dent in today's grocery landscape.

Aldi, Trader Joe's, The Fresh Market, and Fresh & Easy are among the most successful examples of this breed of food retailers. These operations have their sights on today's consumer lifestyles and food purchasing trends.

Aldi, the 11th largest retailer in the world, is arguably the most successful of these small format retailers. This German hard-discounter is opening stores and expanding product lines at a

time when many other food retailers are tempering growth. Aldi is among the best at low prices, an admirable trait in these challenging economic times.

Trader Joe's, which happens to have the same owner as Aldi, is another example of a successful small format food retailer. With sales per sq. foot greater than twice the typical supermarket, and armed with a private label that makes up about 80 percent of all items sold, Trader Joe's is a hot retailer. The shopping experience at Trader Joe's can be fun, adventurous and surprisingly affordable. I only wish one was located near my home.

One small format retailer that is convenient to my home is Fresh Market. This 70-store operation is celebrating their 25th anniversary. Those 25 years were spent fine tuning an offer that is among the industry's most comfortable food shopping experience. Though not my primary food store, I'm usually at my local Fresh Market once a week purchasing a "meal to go."

Then there is Tesco's Fresh & Easy. In the last few months, I've had the opportunity to visit three of these stores.

The first thing I noticed when visiting Fresh & Easy was the lack of decorative frills that have become so trendy in the food industry. This isn't meant to be a negative observation. In fact, I found the stark décor appealing and refreshing. Though small, the store interiors are spacious. A majority of the items were private label, and attractively priced. No doubt, Fresh & Easy is raising the bar on how to cater to the time-starved, value-conscious food consumer.

For me, the key takeaway from my Fresh & Easy visits was the checkout experience. Fresh & Easy has opted for a 100 percent self-checkout front end – or what they describe as "assisted checkout." Instead of cashiers, they have front end associates to assist customers in whatever manner is required. During my brief visits, I witnessed front end associates help customers unload merchandise from carts, carry items to a car, retrieve a forgotten item from the center store, assist in the checkout process, and explain what shepherd's pie is. The job flexibility demonstrated by these front end employees, and the joyful way they went about their tasks, was novel. I'm sure good procedures and training have a lot to do with this, but I think their checkout design contributes.

In fact, this could be the redefinition of food store checkouts. Instead of being barricaded behind a check-out counter scanning item after item, front end associates at Fresh & Easy are side-by-side with customers making sure their shopping experience is efficient. In fact, the front end associates at Fresh & Easy were the happiest and most helpful front end employees I've seen in any food store. And in my 30 years of retail experience, I've been to a lot of food stores.

JOHN SACCOMANNO is director of Food, Drug and Petroleum Industry Marketing for the NCR Corporation. 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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Technology



MARITZA RODRIGUEZ from La Mia Supermarket, Miami, FL views the new DIGI AW-4600 meat wrapping system in action at an Open House held March 5 in Miami. Putting the AW-4600 through its paces are pictured: ISE Corp. Sales Representative Guillermo Arinez (left) and New Brunswick International Wrapper Specialist Rob Wills.

DIGI Wrapper 4600 Series Featured at Open House

The DIGI AW-4600 integrated weigh/wrap/label which offers tremendous benefits and advantages to retail food store owners and operators was featured recently by ISE Corp. at an Open House held at its Miami headquarters.

The AW-4600 system improves the efficiency of pre-packaging operations of supermarkets, food stores and food processing centers.

A number of leading chains have already purchased the AW-4600 automatic wrapper and the unit is rapidly gaining a reputation for its flawless, jam free, simple, fully automatic operation. The AW-4600 wraps the full range of packs from the largest to the smallest. It utilizes film economically. This simplifies film supply and the super stretch technology, reduces film costs.

To learn more about this exciting tool and its many cost-savings benefits, contact ISE Corp. at 1-800-423-4046/305-477-5617 www.ISE-Corp.com.

NCR Small-Footprint Bi-Optic Bar Code Scanner Enhanced With ADT Deactivation Technology



To help fight shrinkage and boost point-of-sale (POS) productivity in a variety of retail environments, NCR Corporation announced that its low-profile bi-optic bar code scanning technology is now enhanced with industry-leading anti-theft tag deactivation capabilities from ADT, a leading global provider of electronic fire and security solutions. The solution integrates ADT's extended line of Sensormatic® UltraMax® deactivators with NCR's latest generation, small-footprint bi-optic scanner/scale, the NCR RealScan 74 OFX.

According to the 2007 Global Retail Theft Barometer, an annual study conducted by the Centre for Retail Research, dollar losses from theft and fraud are increasingly impacting retailers worldwide. In fact, in the 32 countries surveyed, shrinkage costs retailers over \$98 billion in 2007, equivalent to 1.36 percent of their sales.

In a typical store environment, retailers often equip merchandise with anti-theft tags that alert them to shoppers attempting to remove items without payment. These anti-theft tags need to be deactivated or removed from purchased goods prior to a shopper leaving the store. Now, retailers can scan an item's bar code while simultaneously deactivating the anti-theft tag all in one step. This is possible because ADT's technology integrates the tag deactivation coil directly into the scanner.

"Integrating the ability to turn off anti-theft labels with NCR's high-performance, small-footprint scanning will help make checkout a more accurate and fluid transaction, improving both employee productivity and customer satisfaction," said Richard Arnold, NCR vice president of Industry Marketing, Retail and Hospitality. "In addition to improving the shopping experience, increased deactivation reliability will enhance operational efficiency by reducing re-checks and shrink."

The NCR RealScan 74 OFX features high-performance scanning in a low-profile footprint that makes it ideal for compact checkout stations or seated cashier environments, like those commonly found in European stores.

"Now enhanced with industry-leading deactivation technology from ADT, this scanning solution from NCR fulfills the demand throughout the European market for ways to improve checkout efficiencies and loss prevention in the high-volume retail formats common throughout the region," said John Smith, vice president of Retail Sales for ADT Europe, Middle East and Africa.

Self-Checkout Comes to the Baltic States

Leading Lithuanian Grocery Chain, IKI, Installs NCR Fastlane™

Self-checkout has arrived in the Baltic States, courtesy of NCR Corporation and its reseller New Vision. IKI, Lithuania's second largest retail grocery chain, has deployed NCR FastLane self-checkout as a pilot at its store in Vilnius, providing IKI customers with the option to scan, bag and pay for goods themselves. NCR RealPartner New Vision is responsible for the sale and installation of the solution.

"IKI values customer loyalty and wants to do everything in its power to reduce queues at the checkout," said IKI Director General Aldas Mackevicius. "Self-checkout will change the way people shop in Lithuania while giving IKI a key service differentiator."

The self-checkout units are marketed as "IKI Bee," with the company's honeybee logo highlighted on the consumer interface touch-screen. The solution is designed to accept the retailer's "IKI Premium" loyalty card, cash and card payments, and to highlight pricing promotions.

"IKI is an innovative retailer at the forefront of the Lithuanian market, and self-checkout is part of their continuous investment in improving customer service,"



SELF-CHECKOUT has arrived in the Baltic States. IKI, Lithuania's second largest retail grocery chain, has deployed NCR FastLane self-checkout at its store in Vilnius, providing IKI customers with the option to scan, bag and pay for goods themselves.

said Alessandro Santalucia, indirect sales director, NCR Retail Solutions, for Europe. "NCR FastLane is already installed at 20 leading European retailers, and this first self-checkout deployment in Lithuania reflects NCR's aggressive expansion into Eastern Europe."

IKI is the second largest retail

chain in Lithuania by turnover, and one of the ten largest companies in the Baltic States. It has been engaged in commercial business for 15 years. Today, the IKI retail chain operates 216 stores in Lithuania and Latvia. IKI is one of the largest employers in the Baltics, presently employing over 8,000 people.

Thorntons Streamlines Supply Chain Operations and Replenishment Logistics

UK Chocolatier Improves Ability to Meet Growing Demand

Aldata Solution, Inc., Atlanta, GA, a leading provider of software solutions for the retail industry, announced Thorntons, a UK chain of chocolatiers, successfully implemented the Aldata G.O.L.D. Retail Supply Chain Suite to more effectively and efficiently manage increased demand and seasonal fluctuations for goods, improve ordering and replenishment processes and gain a better view of merchandise and demand by replacing outdated legacy systems.

"We wanted to work with a system that could best address some of Thorntons' diverse operations including retail, franchise and commercial," said Jim McLaughlin, Thorntons program manager. "Aldata provides a good view of our stocks and sales and enables us to more effectively manage fluctuations in demand. Our business is highly seasonal, so it's critical to have a system in place that can react to sharp peaks in demand."

Thorntons sells a variety of chocolates and sweets in more than 378



shops, 200 plus franchises, online and through retailers such as Tesco. Nearly 100 years old, the company's IT infrastructure had been built up over many years resulting in a variety of systems that offered limited integration and functionality. Replenishment, for example, was previously manual and not automated as it is today.

After extensive research, Thorntons chose to implement Aldata G.O.L.D. Shop and Central to manage operations centrally for the store and franchise operations, and for commercial ordering. G.O.L.D. was

integrated with Thorntons new warehousing system.

"Retailers require a supply chain infrastructure that is as agile as they need to be in a highly competitive industry," said Brendan Lowe, vice president, North America, Aldata Solution. "With Aldata in place, Thorntons can quickly and effectively respond to changing marketplace demands, minimize out-of-stocks and better manage seasonal demands. Thorntons has a long and successful history, and we're pleased our technology was selected to support their future growth."



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36 People Places & Things



Winn-Dixie & Kellogg's Help Habitat for Humanity Replace Stolen Tools

Winn-Dixie Stores, Inc. and Kellogg's will donate \$20,000 in Lowe's gift cards to Beaches Habitat for Humanity to replace tools stolen from the nonprofit organization during a recent burglary. The donation is an extension of an ongoing partnership between Winn-Dixie, Kellogg's and Habitat for Humanity that has led to the completion of nine homes over the past three years.

"Winn-Dixie and Kellogg's are committed to helping neighborhoods and families grow," said Peter Lynch, president, CEO and chairman of the board of Winn-Dixie Stores, Inc. "Our partnership with Habitat has given us a great opportunity to fulfill that goal, and replacing these tools is just the right thing to do."

Winn-Dixie, Kellogg's and Habitat first partnered in 2005 on the construction of a duplex home in Jacksonville Beach, FL. Since then, homes have been completed in Montgomery, AL, Columbus, GA, Port Charlotte, FL, Palm Bay, FL, Covington, LA, Hancock County, MS, and Miami. Work on a tenth home is scheduled to begin in Jacksonville Beach this month.

JWU Culinary Instructor Named 'Educator of the Year'



Colin Roche, department chair at Johnson & Wales University's North Miami Campus's College of Culinary Arts has been named as the 2008 Foodservice Educators Network International (FENI) 2008 Educator of the Year.

With more than two decades of experience in the hospitality field, Roche got his start in the industry as a dishwasher and worked his way up through the ranks to executive chef. His experiences range from gourmet dining in Boston to corporate chef of a cruise line. He currently holds the rank of assistant professor and teaches a variety of culinary and hospitality courses.

An active member of the American Culinary Federation, Roche has attained the level of Certified Executive Chef and Certified Culinary Educator. He is also a member of the International Association of Culinary Professionals; International Council on Hotel, Restaurant, and Institutional Education (CHRIE); and The Greater Miami Chef's Association. The National Restaurant Association has recognized him as a certified ServSafe trainer as well as a Foodservice Management Professional (FMP). Most recently Roche received his Certified Hospitality Educator (CHE) certification from the Educational Institute of American Hotel & Lodging Association (AH&LA).

Roche is currently pursuing his doctorate degree at Florida Atlantic University. His master's and his bachelor's degrees are both from Lynn University where he graduated with high honors. He also received associate degrees in culinary arts and hotel restaurant management from Newbury College in Boston and Southern Maine Technical College in Maine.

Obituary

Specialty Food Retailer

FERNANDO D'AMICO

The Florida food industry is mourning the recent passing of long-time grocer and specialty foods retailer, Fernando D'Amico who died March 3 at the age of 73.

D'Amico established Fernando's International Food Market & Vintage Winery, a fixture at the southwest corner of the intersection of Oakland Park Blvd. and US Hwy. 1 since D'Amico opened the store in 1968. The popular market has long been known for its old world atmosphere and wide assortment of authentic Italian foods & wines.

Originally from Italy, D'Amico had lived in the south Florida area since 1968. He is survived by a brother Robert D'Amico and sister Mary Pastura, both of Lauderdale-by-the-Sea, FL.

Funeral services were held Saturday, March 1, at Assumption Catholic Church. Entombment followed at Queen of Heaven Mausoleum.

Publix Honored For Its Support of Special Olympics

Publix Super Markets received the 2008 "Spirit of Special Olympics" award on March 1, during Special Olympics Florida's annual Gold, Silver and Bronze black-tie Gala in Orlando. The award is given annually to an individual or organization that works to support the mission of Special Olympics and to enrich the lives of people with intellectual disabilities.

Gala host, and Special Olympics Florida Board member, Jim Payne recognized Publix "for being the single longest-standing sponsor in the history of Special Olympics Florida, for its commitment to the dreams, dignity and rights of people with intellectual disabilities, for its steadfast financial support, and for being a model of philanthropic responsibility and community action."

Accepting on behalf of Publix was Maria Brous, Director of Media and Community Relations, and Publix Associate and Special Olympics athlete Chris Friedman of Altamonte Springs, FL. Brous commented that Publix was honored to receive the award, but for Publix, their support of Special Olympics is just part of their corporate philosophy of "do-



PUBLIX SUPER MARKETS received the 2008 "Spirit of Special Olympics" award during Special Olympics Florida's annual Gold, Silver and Bronze black-tie Gala in Orlando in March. Pictured [left to right] are: Jim Payne, Special Olympics Florida Board member; Maria Brous, Publix Super Markets; Chris Friedman, Publix associate and Special Olympics athlete; Mark Swiconek, Special Olympics athlete.

ing the right thing."

A supporter of Special Olympics for thirty-six years, Publix serves as a major sponsor of Special Olympics in Florida, Alabama, Georgia, Tennessee and South Carolina and has an industry-leading history of hiring people with intellectu-

al disabilities, many of whom participate in Special Olympics. Perhaps most importantly, thanks to the efforts of Publix Associates and the generosity of Publix customers, over the past 14 years, Publix Super Markets has raised nearly \$12 million for the charity.

A&P Raises \$17,542 For Operation Shoebox New Jersey

The Great Atlantic & Pacific Tea Company, Inc. (A&P) recently held a three-week in-store fundraising campaign to benefit Operation Shoebox New Jersey, an all-volunteer non-profit organization dedicated to collecting and shipping personal items via care packages to U.S. Troops based in the Middle East. A total of 1,960 postcards were sold, raising a grand total of \$17,542 to be used for shipping costs.

Throughout the month, shoppers at 268 of the Company's A&P, Waldbaum's and SuperFresh stores had the opportunity to purchase an Operation Shoebox New Jersey postcard from cashiers for \$8.95, which is the cost to ship one care package overseas. The stores who sold the most postcards include the A&P in Mt. Kisco, N.Y., the Waldbaum's in Baldwin Harbor, N.Y. and the A&P in South Plainfield, N.J.

The postcards included a section called "a special message from home," allowing the sender to include a

personalized message. Senders were also able to specify the name of a U.S. Troop Member to receive the care package. Stores collected the personalized postcards and sent them to Operation Shoebox New Jersey where they were inserted into a care package.

Rod Hirsch, Executive Director of Operation Shoebox New Jersey, explained, "We are extremely grateful to A&P and its customers for enabling us to provide packages to thousands of our men and women serving a tour of duty overseas. This is truly a significant partnership for us."

"Our Operation Shoebox Fundraiser was a huge success, selling close to 2,000 postcards," said Liz Lucadamo, Corporate Social Responsibility at A&P. "With the support from our wonderful customers, our initial goal of selling 1,500 postcards was greatly exceeded, and we would like to extend our gratitude to everyone involved."

Mama Mia!



Quick Chek Celebrates St. Patrick's Day "Italian Style"

Quick Chek, a family-owned and operated chain of over 100 retail food store locations throughout N.J. and southern New York, celebrated St. Patrick's Day "Italian style" as they welcomed a team of gondoliers to Newark Penn Station.

Asking passersby for their help to find the Quick Chek Hot Italian, gondoliers informed folks about Quick Chek's new contest the *Search for the Quick Chek Hot Italian*. Participants are asked to submit their photo with the *Quick Chek Hot Italian* hiding at every Quick Chek location. One lucky contest winner will receive a dream vacation to Italy courtesy of the retail food company and Perillo Tours.

Stop & Shop Names Three Executives



JIM DWYER



ROBIN MICHEL



JEFF SLATER

The Stop & Shop Supermarket Company/Giant Food has appointed three executive vice presidents to complement its existing executive leadership structure. Jim Dwyer was named executive vice president of strategy and business development; Robin Michel joined the company as executive vice president and general manager, Giant-Landover; and Jeff Slater was named executive vice president, people.

Dwyer was named executive vice president of strategy and business development. He also carries the title of the chief business development officer for Ahold USA. In this position, Dwyer will lead the company's marketing, corporate brands, store format development, pharmacy, strategic planning and the grocery home delivery service Peapod.

Dwyer was most recently president of Global Bath and Kitchen Products for American Standard Companies. He also served in marketing and sales management at Procter & Gamble, Kraft General Foods and Tropicana, where he served as president of Tropicana Products North America.

Dwyer holds an MBA from the University of Virginia Darden Graduate School of Business and a BA from the University of Virginia.

Michel will have general management responsibility for Giant-Landover, overseeing Giant's sales, operating profits, organization and employees. Michel was

group vice president procurement and merchandising at Roundy's. Prior to that, she held the position of vice president merchandising, U.S. and Canada, for 7-Eleven, Inc. In addition, Michel worked for IEB and Kroger, where she held positions of increasing importance including store director, buyer, merchandiser, district manager, vice president sales, vice president operations, vice president produce, and group vice president drug store procurement and merchandising.

Slater will lead the company's human resource efforts, in particular focusing on the key role employees will play in building Stop & Shop and Giant brands. Most recently, Slater served as the human resource executive for Dunkin' Brands, which includes Dunkin' Donuts and Baskin Robbins.

Slater is a magna cum laude graduate from the State University of New York at Oswego with a BA/BS in Economics. He attended graduate school at Cornell University's School of Industrial and Labor Relations and completed Columbia University's Executive MBA program.

Speaking about the appointments, Chief Executive Officer José Alvarez said, "These additions are extremely positive for our company. Not only are these individuals uniquely qualified to serve in their respective roles but they add bench strength and will permit better focus on areas key to our future."

The Pantry Ups Brad Williams

The Pantry, Inc. recently announced that David M. Zaborski, Senior Vice President, Operations, has resigned from the company effective March 31, to pursue other interests. The Pantry's Chief Executive Officer Pete Sodini stated, "I want to thank David for his contributions to The Pantry and wish him well in his future endeavors."

Brad Williams has been promoted to Vice President of

Field Operations. Williams was most recently a Division Vice President at The Pantry with operating responsibility for approximately 550 convenience stores, and since joining the company in 1998, has held numerous positions in operations management. Mr. Sodini added, "Brad is an outstanding performer, and I am confident that he will provide solid leadership to help drive continued growth in our business."

N.G.A. Announces Executive Committee Officers

The National Grocers Association (N.G.A.) is pleased to present the new N.G.A. Executive Committee Officers of the N.G.A. Board of Directors that was announced at the association's 2008 Annual Convention and Supermarket Synergy Showcase, held February 5-8 at the Paris Las Vegas Hotel in Las Vegas, Nevada. The new Executive Committee Officers were voted on February 5, 2008 at the N.G.A. Board of Directors Meeting.

Each elected officer received unanimous votes from the board. The new Executive Committee Officers are:

CHAIRMAN OF THE BOARD

Michael Jackson, President and COO SUPERVALU, Inc., Minneapolis, MN

IMMEDIATE PAST CHAIRWOMAN

Carole Bitter, President and CEO

Friedman's FreshMarkets, Butler, PA

VICE CHAIRMAN

Christopher Coborn, President and CEO Coborn's Inc., St. Cloud, MN

SECRETARY/TREASURER

Joseph Sheridan, Executive Vice President Wakefern Food Corporation, Elizabeth, NJ

Sabra Taps Rodrigo Troni as Chief Marketing Officer



RODRIGO TRONI

Sabra Go Mediterranean, a leading manufacturer of Mediterranean dips and spreads, has announced the appointment of Rodrigo Troni to the newly created position of Chief Marketing Officer.

"This is an exciting time for Sabra and we welcome Rodrigo with great enthusiasm," said Meiky Tollman, General Manager and Executive Vice President for Sabra. "He has hit the ground running and fits right in to the Sabra culture of excellence, sharing our passion for offering the absolute best products on the market. We anticipate Rodrigo's ability to drive Sabra's growth through innovative branding, product development and strategic marketing initiatives."

Troni brings more than fifteen years of food industry experience to Sabra. Recognized for his proven track record in domestic and international marketing, innovation and consumer goods promotion, Troni was tapped for his diverse and deep background in the industry. Troni held several senior marketing positions with Cadbury Schweppes, serving most recently as Marketing & Strategy Director for the Cough/Cold Category. In that role, he led one of the largest confectionery/OTC profit centers in the Americas. Responsible for the Halls franchise, Troni managed key brands including Halls, Defense, and Fruit Breezers. He has been recognized for his management style and focus on talent development. Troni has BA degree in business from the University of London and has taken management courses at ISM in France and Ivey University in Canada.

COMING EVENTS

APRIL

16-19

25TH CRAFT BREWERS CONFERENCE & BREWEX-PO AMERICA® in San Diego, CA. Web: www.CraftBrewersConference.com

17-20

WORLD OF FOOD & FUEL EXPO AND ANNUAL CONVENTION, Knoxville Convention Center, Knoxville, TN. For more information, call: 615-889-0136

23-25

SIAL MONTREAL, "THE NORTH AMERICAN FOOD MARKET PLACE." For additional information, contact: IMEX Management, tel: 704-365-0041, fax: 704-365-8426.

26-29

ORGANIC TRADE ASSN. All Things Organic Conference & Trade Show - "Expect the Unexpected" - McCormick Place, Chicago, IL. For more information, Tel: 413-774-7511.

MAY

4-7

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

7

GORDON FOOD SERVICE FOOD SHOW [HENRY LEE CO.] Broward County Convention center. For information: GFS.com

JUNE

1-3

DAIRY-DELI-BAKE 2008 at Ernest N. Morial Convention Center, New Orleans, LA. For additional details, contact IDDBA at Tel: 608-310-5000; or Fax: 608-238-6330.

18-19

HEALTH FOODS INTERNATIONAL Exposition and Conference at Dallas Convention Center. For information, call 866-458-4935.

JULY

24-27

CAROLINAS FOOD INDUSTRY COUNCIL 2008 ANNUAL CONVENTION at Hilton Resort, Myrtle, SC. For additional information, call: 1-800-662-7211.

25-27

PRODUCE MARKETING ASSOCIATION Foodservice Conference & Exposition in Monterey, CA. For more information, visit <http://www.pma.com/foodservice/>.

28-30

ALABAMA GROCERS ASSOCIATION. 2008 CONVENTION - Sandestin Golf & Beach Resort, Destin, FL. For further information: Tel: 205-823-5498 or 1-800-844-2391, Fax: 205-823-5146, or website www.Alabama-grocers.org.

AUGUST

14-15

ASSOCIATED GROCERS OF FLORIDA Holiday Food Show. Sheraton Miami Expo Center, Miami, FL. For additional information, call 954/876-3005.

SEPTEMBER

24-26

IFE AMERICAS 11TH FOOD & BEVERAGE SHOW - Miami Beach Convention Center, 1901 Convention Center Drive, Miami Beach, FL 33139 - Contact Show Management Office at 305-871-7910 or email afb@world-trade.org.

OCTOBER

16

CAROLINAS FOOD INDUSTRY COUNCIL 2008 OCTOBER GOLF TOURNAMENT & SILENT AUCTION, at Rock Barn Golf and Spa resort, Hickory, NC. For additional information, call: 1-800-662-7211.

24-27

PRODUCE MARKETING ASSOCIATION Fresh Summit International Convention & Exposition in Orlando, FL. For more information, visit <http://www.pma.com/FreshSummit/>.

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



EL AGUILA SUPERMARKET - Una nueva tienda de víveres independiente, operada por José Rodríguez, está ahora abierta en el 2090 E. Osceola Parkway, en Kissimmee, Florida.



**Despliega sus alas
y alza el vuelo**



**EL AGUILA
SUPERMARKET**
Precios bajos Siempre!

El Aguila Abre en Kissimmee

*Nuevo supermercado independiente
continúa su crecimiento en grande*

El Águila Supermarket ahora vuela alto en el centro de la Florida tras la exitosa apertura de una nueva unidad en Kissimmee, Florida. La flamante tienda, operada por José Rodríguez, está localizada en el 2990 de East Osceola Parkway.

**Un águila
vuela alto en
el mercado
del centro de
la Florida.**

Rodríguez, su familia y su staff, fueron los anfitriones de un cóctel-recepción de pre-apertura en la noche del pasado 7 de marzo para que los miembros de la comunidad pudieran familiarizarse con su nuevo establecimiento de víveres.

La tienda, de 8 mil pies cuadrados, abrió al día siguiente para encontrarse con una asombrosa respuesta de la comunidad. La tienda registró aproximadamente \$68 mil dólares en venta en su primer día.

A pesar de la multitud y de las largas filas, las cosas corrieron sin embargo fluidamente gracias a la inefable empleomnía de la tienda y al eficaz y modernísimo sistema de registradoras instalados y mantenidos por ISE Corp. de Miami. El Aguila puede ser pequeño en tamaño, pero de una gran estatura en lo que respecta a los beneficios de una moderna tecnología que es la envidia incluso de los supermercados más grandes. ¡Felicitaciones a José Rodríguez y su staff en la gran apertura!

UTZ Sunflower introduce hojuelas multigrano bajas en grasa

Contienen menos grasa que las hojuelas regulares de papa

Una manera más saludable de merendar. Y es la buena noticia que nos llega de UTZ Quality Foods con sus nuevas hojuelas, la más reciente adición baja en grasa de la línea Snacking Smart de la compañía.

Las hojuelas (o chips) son elaboradas a partir de granos enteros de maíz, arroz, avena y trigo, cocidas en aceite de girasol puro 100%. Estas nuevas Sunflower Chips tienen cero gramos de ácidos transgrasos y 40% menos de grasa que las hojuelas regulares de papa. Cada ración también califica como una excelente fuente de granos enteros. Las Utz Sunflower Chips son crujientes y llenas de sabor. Están disponibles en 3 sabores: Original, Cheddar Cheese, y French Onion.

Según Dylan Lissette, Utz Vicepresidente Ejecutivo de ventas y mercadeo, la decisión de crear una nueva merienda multigrano nació del compromiso de la compañía de proveer una variedad de opciones para llenar las necesidades y la diversidad dietética de nuestros clientes.

"Sabemos que los consumidores hoy tienen más conocimientos acerca de los que comen y están interesados más que nunca antes en comer saludablemente", expresó Lissette. "Es por eso que Sunflower Chips complace con todo ese sabor y calidad que la gente espera de Utz", puntualizó.



Minute Maid® expande su línea de jugos mejorados

Coca-Cola North America ha anunciado la adición del té y limonada Minute Maid® con sabor a granada a su línea of Minute Maid Enhanced Juices o Jugos Mejorados.

Diseñados para apelar a los consumidores conscientes de la salud, esta línea de productos de Minute Maid ofrece jugos 100% naturales, mejorados para ayudar a los consumidores a hallar sus necesidades nutricionales y de salud.

Elaborados con una mezcla de jugos, tanto la limonada como el té con sabor a granada han sido fortalecidos en un 12% con vitamina C y E para ayudar al sistema inmunológico. Cada una de estos nuevos jugos representan una excelente fuente de antioxidantes que ayuda a las células del cuerpo a defendese de los perjudiciales radicales libres.

Los jugos de esta revolucionaria línea de Minute Maid ya están disponibles nacionalmente en una distintiva botella de 59 onzas, que exhiben un diseño contemporáneo y atractivo, además de una forma que hace mas fácil asirlas. El paquete transparente que las muestra las destaca en el anaquele y subraya su calidad, frescura y funcionalidad.

Carnicería Hormel: línea de comida mexicana

Más y más consumidores de este lado de la frontera demandan el auténtico sabor que caracteriza a la comida y a la cultura y tradiciones mexicanas. En respuesta a esta tendencia, Hormel está buscando crear un destino dentro de la sección de carnes frescas que emocionalmente atraiga a los amantes de la comida mexicana. ¿El resultado? Carnicería Hormel™: una nueva línea de carnes frescas inspiradas en el sabor mexicano que ofrecen lo las alternativas cocción lenta y rápida.

Comprometida a respetar los métodos tradicionales de la cocina mexicana, Carnicería Hormel™ hace fácil la tarea de preparar platos de gran sabor con los ingredientes auténticos, mientras que posibilita rapidez y personalización al gusto de cada quien. Los productos "Carnicería" incluyen carnes pre-adobadas para cocción más lenta, así como otras opciones listas en cuestión de minutos. Carnicería Hormel™ ofrece las siguientes variedades variéticas:

COCCIÓN RÁPIDA

■ **Carne al Pastor** mezcla el tradicional adobo con masas de cerdo pre-cortadas.

■ **Carnes Adobadas.** Un cocción rápido de steaks de cerdo con adobo especial de chiles secos, especias y hierbas, y un toque de vinagre.



■ **Carne Asada**, definida como "carne a la parrilla", es una de las más populares recetas de México, consistente en finas tiras de carne de res ligeramente adobadas con sal, pimienta y cítricos.

COCCIÓN LENTA

■ **Barbacoa** o "barbecue" estilo mejicano, que combina la carne con cítrico, chiles ligeros y sazón tradicional para un balance perfecto de sabores.

■ **Chicken Tinga** incluye pollo, tomates, cebollas, especias selectas y pimienta para un delicioso sabor ahumado.

■ **Carmitas.** Contiene cerdo, sal, pimienta, ajo y jugo de naranja lentamente cocinado junto hasta que la carne se vuelve succulenta y deliciosa.

Carnicería Hormel™ ya está disponible nacionalmente al precio minorista sugerido de \$4.99 por libra.

■ Grillin' Beans™

Nueva línea de frijoles acompañantes ponen fin a la rutina en la mesa

Cuatro nuevas variedades hacen el complemento perfecto al pollo y las carnes

Aproximadamente 12.4 millones de platos a la parrilla son consumidos cada año, la mayoría de ellos basadas en recetas familiares y servidos con los mismos acompañantes una y otra vez. Ahora Bush Brothers & Company están ayudando a ponerle fin a esa monotonía con los nuevos Grillin' Beans™, una línea de frijoles de calidad suprema preparados, específicamente formulados para complementar comidas basadas en pollos y carnes de calidad.

Los Grillin' Beans poseen un gran sabor, salsa oscura y espesa e ingredientes extra como pimienta y cebolla para poner gracia a cualquier comida. Estos frijoles pueden ser calentados a la parrilla, en el horno o en el microondas y están disponibles en cuatro variedades:

■ **STEAKHOUSE** – Una auténtica mezcla de frijoles y azúcar parda, inmersa en una fuerte salsa para carnes.

■ **SOUTHERN PIT BARBECUE** – Frijoles lentamente cocidos en una rica salsa de sauce para un auténtico sabor a la parrilla.

■ **BOURBON AND BROWN SUGAR** – Frijoles grandes con un toque de sabor natural de borbón.



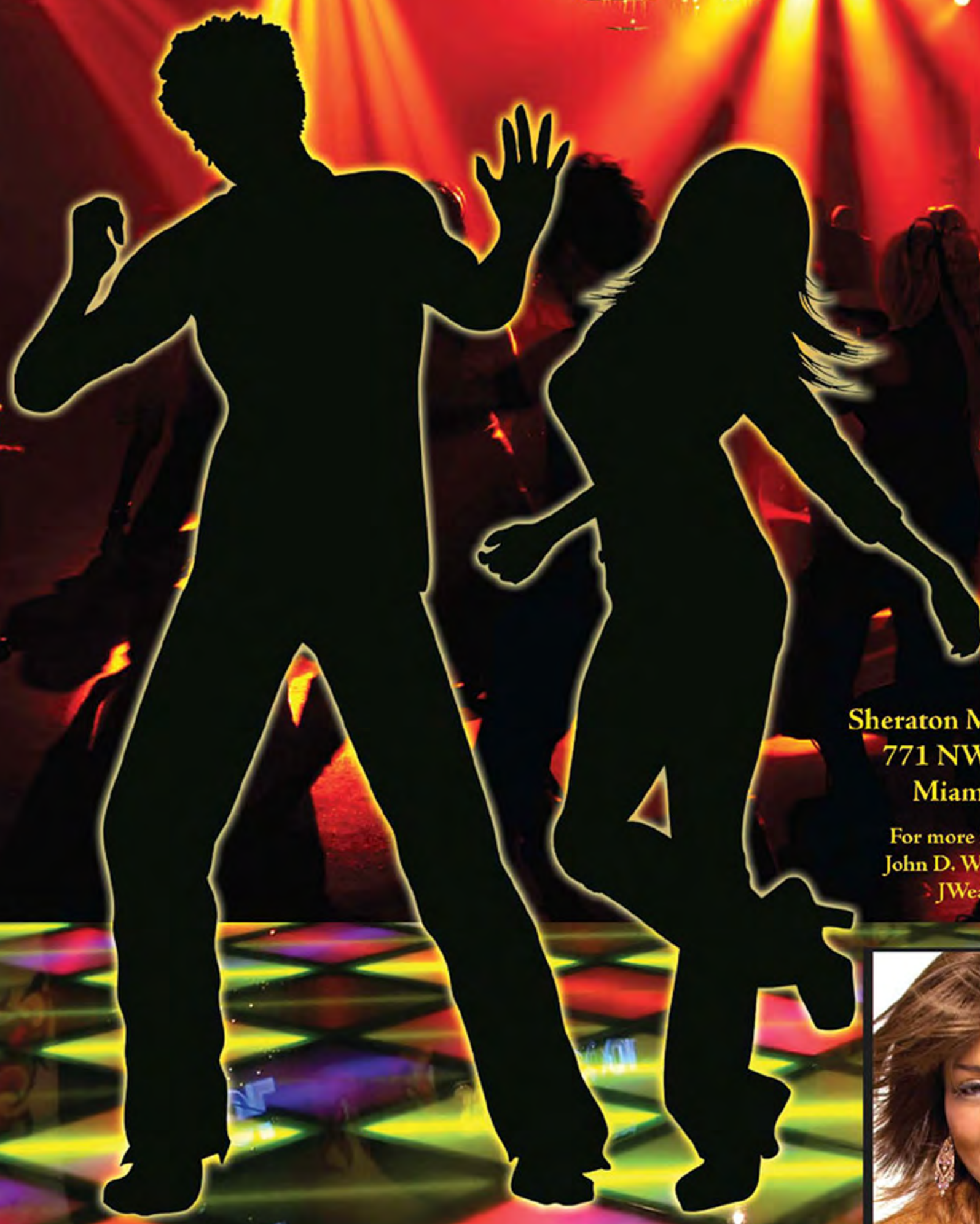
■ **SMOKEHOUSE TRADITION** – Tiernos frijoles en una salsa dulce y ahumada.

Mientras que los famosos frijoles horneados (baked beans) siempre han sido usados como lateral o acompañantes de hamburguesas o perros calientes, esta nueva línea de frijoles mejora la calidad de platos favoritos a la parrilla basados en pollo y carnes.

Los Grillin' Beans están disponibles nacionalmente al precio minorista sugerido de \$1.89. Cada lata de 22 onzas sirve de 3 a 5 personas.

Dancing with the Deals Food Show

August 21st and 22nd, 2008



Sheraton Miami Mart Hotel
771 NW 72nd Avenue
Miami, FL 33126

For more info please contact
John D. Weal: 954-876-3005
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