

TODAY'S GROCER

© TGLLP / Volume 51 No. 9

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FMI's Hammonds to Retire



TIM HAMMONDS

Food Marketing Institute (FMI) President and CEO, Tim Hammonds, has elected to retire. Hammonds, the Institute's second chief executive, will have served in that capacity for fifteen years. A search committee is in place chaired by Ronald D. Pearson, Chairman Emeritus, Hy-Vee, Inc.

Speaking for the FMI board of directors, board chair and president and CEO of K-VA-T Food Stores, Inc. (d/b/a Food City, Abingdom, VA), Steven C. Smith, described Hammonds as having "ably led the organization during a time of extraordinary change in the industry."

"Tim Hammonds has made a major contribution to the expansion and enhancement of a number of programs that will continue to be of significant benefit to the food industry, es-

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MC McLane Int'l Names Stinebaugh President

MC-McLane International has named 35-year industry veteran Louis Stinebaugh as its President & COO. He will report to Mike Julian, Chairman & CEO.

Stinebaugh most recently was President at San Jose-based Mi Pueblo Food Center.

Stinebaugh also served as President, COO at Fresh Brands Distributing Sheboygan, WI where he was responsible for wholesale & retail operations of 100 Corporate and Franchised Piggly Wiggly and Dicks Supermarkets. He began his career in 1972 at The Kroger



LOUIS STINEBAUGH

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STILL INNOVATING After All These Years

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President and CEO
Piggly Wiggly Carolina Company, Inc.

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Bring Home a Winner



SWEEPSTAKES WINNER Kevin Bragg and friend April Collins are all smiles as Kevin is announced winner of the Food City third annual Bring Home a Winner Sweepstake. Also celebrating Kevin's victory are pictured left to right: John Short, Pepsi-Cola Director of Sales from Tennessee; Steve Smith, Food City Pres. & CEO; Sean Bishop, Pepsi-Cola Retail Key Account Mgr; and David Huckleberry Pepsi Senior Customer Marketing Mgr.

Shopper Wins Corvette in Food City Sweepstakes

The recent Food City 500 provided a memorable weekend for thousands of race fans. But one lucky Food City shopper left the track with more than your average camera-worthy moments. Kevin Bragg of Morristown, TN is now the proud owner of a new 2008 Chevy Corvette, complements of the third annual Food City Bring Home a Winner Sweepstakes.

"I can't believe it," said Bragg. "Shopping Food City really does pay - thank you Food City!"

The contest began January 27 and ran through March 3. Shoppers automatically gained an entry each time they purchased three or more participating Food City Fresh, Food Club, Food City Premium, Supreme Clean, Academix, Paws, Valu Time, Full Circle or Top Care products, along with participating Pepsi, Kellogg's and Keebler brand products using their ValuCard. Mail-in entries were also accepted.

"Our Food City 500 sponsorship is a great tie-in for our consumer sweepstakes program. It provides our customers with an opportunity to experience the fast-paced action of NASCAR racing first hand and win some great prizes," says Tom Hembree, senior vice president of marketing for Food City.

Convenience Store Sales Set New Highs

But Rising Credit Card Fees Pummel Profits

Convenience store industry sales reached a new high of \$577.4 billion in 2007, but profits dropped by \$1.4 billion, largely because of higher credit card fees, according to data released recently by NACS.

Overall, industry revenues climbed only 1.4 percent, leveling off an extraordinary decade of growth that saw industry revenue grow more than three-fold from \$174.2 billion in 1997.

In a decidedly mixed year of industry performance, the biggest concern for convenience and petroleum retailers remains escalating credit card fees, which surged \$1.0 billion, or 15.2 percent, to reach \$7.6 billion. Meanwhile, industry pretax profits dropped by roughly the same amount, \$1.4 billion, falling to \$3.4 billion. The net effect is that the industry's credit card fees are now more than double the industry's pretax profits, an extraordinary development considering that credit card fees surpassed industry profits for the first time ever last year.

Motor fuels prices increased 8.8 percent in 2007 but industry motor fuels sales increased only 0.7 percent to reach \$408.9 billion. The convenience store industry sells an estimated 80 percent of the fuels purchased in the United States, and motor fuels sales continue to dominate industry revenues, comprising 70.8 percent of the industry's

sales. However, because of low gross margins, motor fuels are only 33.8 percent of the industry's gross profit dollars.

On a percentage basis, motor fuels gross margins shrank to 5.2 percent, their lowest level since 1983, and are closing in on the record low of 4.2 percent in 1981. On a cents-per-gallon basis, motor fuels gross margins were 14.3 cents, but only 10.1 cents per gallon before store expenses after factoring in credit card costs across all fuels transactions.

By nearly all performance measures, the gap is continuing to widen between the industry's top performers and the bottom performers as the number of new one-store operators continues to grow. Since 2000, the number of one-store operators has grown 51 percent, from 59,876 stores to 90,683 stores, as major oil companies continue to divest their retail assets and operators sell off underperforming stores, frequently to new entrants who often initially lack experience and resources. Today, major oil companies own and operate less than three percent of convenience stores selling motor fuels.

The bifurcation of industry performance is particularly evident with respect to gross profits: The top quartile of stores showed store operating profits of \$17,715 per month, while the bottom quartile only captured \$559 in profits per month.

Once again, cigarettes dominated in-store sales, accounting for more than one in every three dol-

lars spent in stores, but were second to packaged beverages (non-alcohol) with respect to overall contribution to gross margin. The continuing growth of coffee sales in the channel led to its being pulled out of the traditional catch-all category of foodservice, which included food prepared on site as well as hot, cold and frozen dispensed beverages. By itself, hot dispensed beverages (which includes coffee) now ranks in the top five in both sales dollars and gross margins dollars.

Nearly 80 percent of in-store sales were from the top five categories:

1. Cigarettes (36.9 percent of in-store sales)
2. Packaged beverages (16.0 percent)
3. Beer (13.2 percent)
4. Food prepared on site (7.9 percent)
5. Hot dispensed beverages (5.5 percent)

More than 70 percent of gross margin dollars were from the top five categories:

1. Packaged beverages (20.1 percent of gross margin dollars)
2. Cigarettes (18.9 percent)
3. Food prepared on site (12.3 percent)
4. Hot dispensed beverages (11.0 percent)
5. Beer (8.4 percent)

11th Americas Food & Beverage Show Coming to Miami

New Pavilions for Wine, Kosher Foods & Equipment Plus "Fresh Ideas Market"

The 11th Americas Food & Beverage Show will open September 24 - 26 at the Miami Beach Convention Center, offering international buyers and sellers three action-packed days of business and networking opportunities.

Expected to attract more than 5,000 retailers, distributors, importers, food service professionals and exhibitors from across the U.S. and around the globe, the 2008 Americas Food & Beverage Show is a proven gateway to new products and global F&B trends of the future. Over the past decade, the show, presented by the World Trade Center Miami with support from the FAS and US-

DA, has generated more than \$200 million in sales for exhibitors and attendees.

According to show director Jelena Meisel, the 2008 show will debut three new pavilions in response to buyer demand, Wine, Equipment and Kosher. Adding even more excitement is the expanded Organics & Natural Foods Pavilion, the annual Americas Chef Competition organized by Le Cordon Blue College of Culinary Arts, the New Products Showcase and return of the Hot Toques Parade, an exclusive signature event saluting South Florida's top chefs.

"This year's show promises to be our biggest ever with thousands of innovative new products from the U.S., Canada, Latin America, the Caribbean, Europe and Asia, top-tier buyers and a full schedule of events, educational seminars and extras."

Extras begin with the annual Americas Food & Beverage Awards and Cocktail Reception Tuesday, September 23, the eve of the show's open-

ing date. An International Buyers' Reception, Cigars & Rum evening and other activities are planned for relaxed networking and a chance to savor a taste of the host city, Miami.

"This is a show formatted to give international buyers what they want," says Meisel. "In structuring this year's event, we actually polled global buyers to determine the kinds of products they wanted to see, and then we set out to find exhibitors in those categories. As a one-stop show that gives retailers and food service professionals a chance to see, feel, touch and taste what's new or different from around the globe, we are constantly streamlining the matchmaking process for both buyers and sellers."

Meisel adds that as a trade event sponsored by the World Trade Center Miami, the goal is to facilitate deals between buyers and sellers, importers and exporters worldwide. "Our criteria for success is simple—how many deals were made."

New Study Finds Economic Forces Push Consumers to Eat-In More Often

High energy costs, the credit crunch, weak housing market and recessionary climate are changing how and where consumers shop and dine, including more home meals and an increased concern over the cost of meat, according to the third annual report titled *The Power of Meat — An In-Depth Look at Meat Through the Shoppers' Eyes*.

The report, which details the findings of a national online poll of 1,147 of consumers conducted in November 2007, was released the

2008 Annual Meat Conference, March 9-11, 2008, at the Gaylord Opryland Resort and Convention Center, Nashville, TN.

The American Meat Institute (AMI) and the Food Marketing Institute (FMI) published this consumer research, which was sponsored by Sealed Air's Cryovac Food Packaging Division.

Supermarkets remain the top outlet for meat, with 90.5 percent of supermarket shoppers buying their meat there as well. The number of shoppers buying meat at super-

centers dropped from 24.9 percent to 20 percent, while the number buying meat at club stores rose from 2.7 percent to 5.7 percent.

The study revealed that nearly 79 percent of shoppers have access to a full-service meat counter at their store, with 70 percent reporting that all of their meat purchases were selected from the self-service area.

The study found that 30 percent of shoppers would increase meat case purchases even more if the packaging were leak-proof. Jerry Kelly, National Retail Account Man-

ager for Sealed Air's Cryovac Food Packaging Division, noted that the 2007 National Meat Case study shed light on case ready packaging trends. "The case-ready product share increased in 2007 to 64% of fresh meat packages. The formats that lead the increase were vacuum and MAP packaging, increasing 3 and 4 percentage points respectively," according to Jerry Kelly, National Retail Account Manager for Sealed Air's Cryovac Food

TODAY'S GROCER

The Readers' Choice in the Food Industry

TODAY'S GROCER LLC. PUBLICATIONS

ISSN 1529-4420

Serving the Food Industry Since 1956

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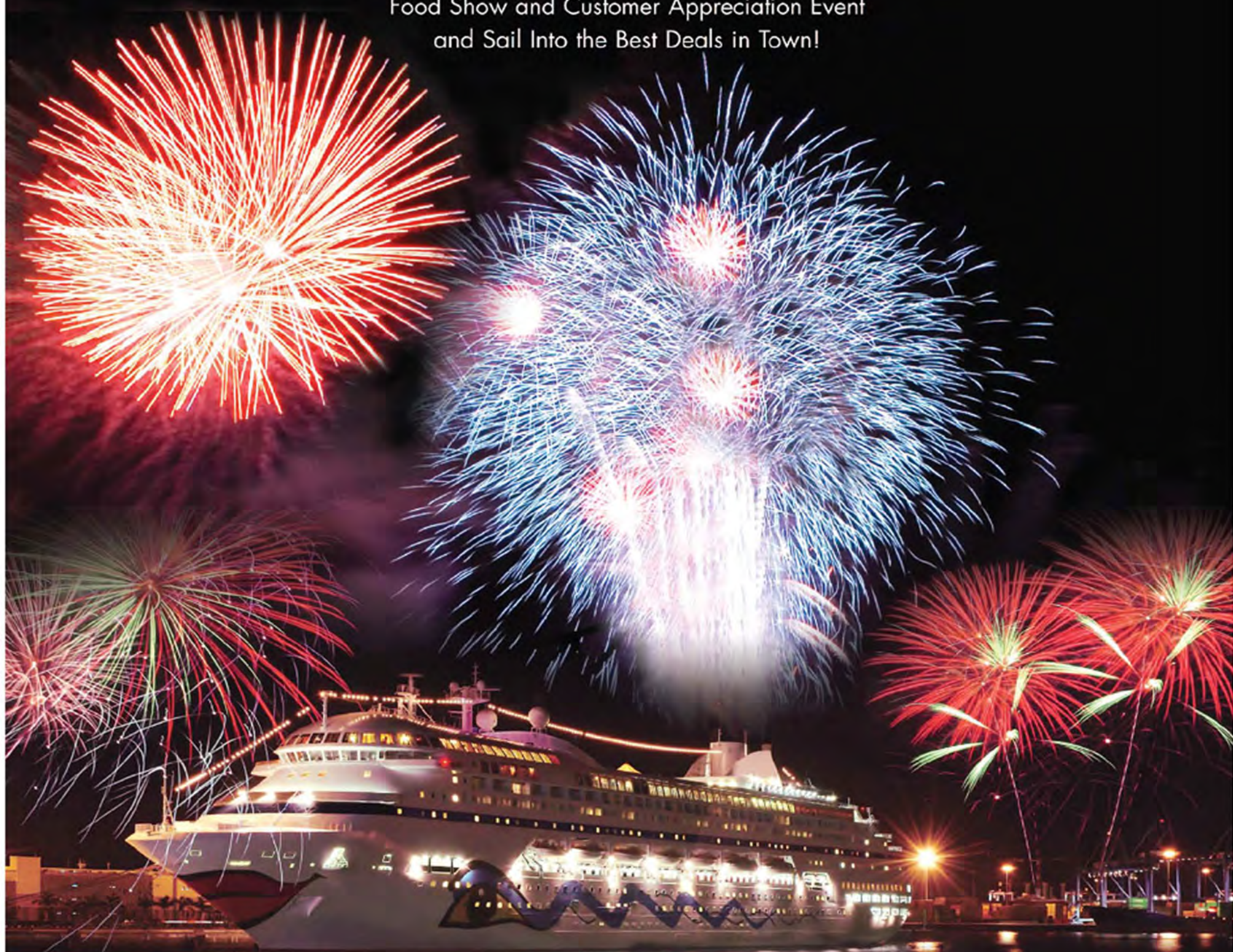
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4 On the Promotional front

"Eat Local America" Encourages Local Eating Throughout Summer Months

Natural food co-ops throughout the nation are conducting a national "Eat Local Challenge" challenge throughout the summer months, inviting individuals to try to consume 80 percent of their diets (or 4 out of every 5 meals) from food grown or produced locally.

National Cooperative Grocers Association (NCGA), a business services cooperative representing 109 retail food co-ops nationwide, is presenting Eat Local America, which begins June 15 and continues through September 15.

Although "local" is a buzzword used by many retailers, NCGA member natural food co-ops cultivate truly reciprocal, long-term relationships with local growers and producers, offering co-op shoppers a convenient connection to fresh and delicious food of the highest quality.

Participating NCGA member stores will host Eat Local America challenges within their communities; encouraging individuals to visit their store, learn when their local challenge is taking place, commit to participate, and collect information on eating local foods. Because peak harvest time varies throughout the nation, the challenge duration may vary from a one-week to one-month period.

Beginning June 1, food lovers can find their nearest participating co-op, and learn more about NCGA's Eat Local America by visiting www.ncga.coop/eatlocalamerica.

"Co-ops have a long history supporting local producers and there are many benefits to eating local food," said Robynn Shrader, chief executive officer for NCGA. "It's good for economy, because money from each transaction stays in the region. It connects community members to the people who grow or produce our food, while helping to support endangered family farms. It also helps protect the environment because food doesn't travel as far, reducing carbon dioxide emissions. And, eating local food simply tastes better, because it's often harvested or processed the same day it arrives at the co-op."

"Eat Local America is not your typical challenge. Length and timing varies by co-op based on region, as does the definition of 'local,'" Shrader added. "Our challenge celebrates the uniqueness of our regional food supplies, as well as a collective and emerging passion for eating more local, organic foods."

Hormel Partners With Hy-Vee Stores For 2008 Hy-Vee Triathlon

As part of its ongoing commitment to health and wellness, Hormel Foods is once again partnering with Hy-Vee Stores as a key sponsor of the 2008 Hy-Vee Triathlon. Hormel Foods supports the triathlon as a way to educate consumers on the significance of living a healthier and more active lifestyle while continuing its long-standing partnership with the grocery retailer.

The 2008 Hy-Vee Triathlon, held the weekend of June 20-22 in Des Moines, IA, is an Olympic Team Selection Event for U.S. athletes who are competing for the chance to race on the global stage. While world audiences anxiously await the opening of the Beijing 2008 Summer Games, this Olympic qualifying event will offer a glimpse of the athleticism to be showcased in August.

"Hormel Foods and Hy-Vee are dedicated to helping consumers get active and make smart, healthy food choices," said Eric Steinbach, Senior Product Manager, Hormel Foods. "The sponsorship provides Hormel Foods with the opportunity to showcase our wide line of nutritious, lean protein offerings - a key part of a well-balanced diet - in an environment that cultivates the importance of an active lifestyle."

Through Hormel Foods' sponsorship of the triathlon, the company aims to build awareness for the sport, as well as inspire people of all ages by revealing inspi-

What Do Chimpanzees, Elephants, Consumers and Sun World International Have in Common?

A Unique New Promotion

Sun World International is synonymous with unique and flavorful products, now for the first time, the company has linked with the Association of Zoos and Aquariums for an innovative nationwide consumer promotion, with its Superior Seedless® brand grapes. Retailers will be able to offer their consumers a healthy delicious snack with these delicious grapes and/or a trip to their local zoo/aquarium or both by redeeming the Superior Seedless bag from their favorite store, at the park entrance for a special offer.

Over the years, produce has cross merchandised with complimentary products or movie events, but this promotion is unique in the industry where a national association has linked with a fresh produce company. Working closely with AZA, this fresh idea was developed by Sun World to make Superior Seedless brand grapes a ticket to summer fun. The program is a natural tie-in enabling both organizations to promote good health and a wholesome lifestyle targeting the con-



sumer demographic profile for grapes, as well as that other overlooked demographic target, zoo animals enjoying fresh grapes as well.

AZA members span from the Smithsonian National Zoo to Clyde Peeling's Reptileland in Allentown, PA. With ninety-five participating AZA members from 30 states, the key to driving the promotion was allowing each participating AZA member to design their own offer with the Superior Seedless bag as a conduit for the promotion. Consumers will click on the "AZA/Sun World Consumer Promotion" tab on the www.sun-world.com website to find information on offers from each participating aquarium and/or zoo.

Retailers will be supported with POS cards which will have the name of the participating zoo or aquarium in their area. It is a turn key promotion. The retailer's only role is to carry the product and promote it through ad activity and in-store displays. A purchase of Superior Seedless brand grapes promises to offer a healthy easy snack, as well as a wholesome summer outing to a local zoo or aquarium.

New Era Brands Flying High With United Airlines Partnership

Following a successful introduction in 2007, Aura™ Clip'n'Go™ Mints has taken to the skies this year as part of United Airlines' Smart Pack meal program. The sugar-free mints, from New Era Brands, will be available to over 2 million fliers each month as part of a "better-for-you foods" option on United flights.

"We are excited to partner with United Airlines for this program," says New Era Brands president Jeff Grossman. "This is a great way to increase our brand recognition and showcase the innovative design of Aura Clip'n'Go."

The mints (and sugar-free gum) feature patent-pending "Clip'n'Go" packaging that keeps breath fresheners close



at hand and Grossman thinks travelers will appreciate the convenience.

"The product was created for people with an on-the-go lifestyle, so we saw the United partnership as a natural fit."

Hormel Foods Supports Athletes of All Ages Through Sponsorship Of Olympic-Qualifying Triathlon, Multi-City Kids Triathlon Events

rational stories of triathletes. Hormel Foods is sponsoring one such athlete, Jarrod Shoemaker, a professional triathlete and member of the 2008 Olympic team. Shoemaker will not only compete in the Des Moines triathlon, but he also will attend pre-triathlon events in Kansas City, Sioux City and Rochester, where he will share his triathlon experiences, encourage kids to follow their dreams and emphasize the role of nutrition in making those dreams come true.

In addition to the run venue sponsorship at the Hy-Vee Triathlon in Des Moines, Hormel Foods is supporting several elements of the weekend event, including:

- **Hy-Vee Triathlon Kids Fest:** An interactive play area for children with arts and crafts promoting the importance of an active lifestyle, as well as fun games and giveaways.
- **Hormel Village:** A series of prod-



uct brand booths that will allow attendees to sample Hormel Foods items and become more aware of product benefits relating to health and wellness.

Prior to the Des Moines triathlon, Hormel Foods also is sponsoring several programs across the Midwest which uphold their commitment to health and wellness. These include:

- **Kids Triathlon Events:** To support the next generation of Olympic hopefuls, Hy-Vee/Hormel Foods Triathlon Events will be held in five key Hy-Vee cities. These competitions will be comprised of approximately 200 children per market, ages 7-14, and include a swim, run and bike element or obstacle course. Three of the five events will be USA Triathlon certified.
- **CHARACTER COUNTS!™ College Scholarship Contest:** To promote the development of positive character qualities through

active, healthy lifestyles, Hormel Foods and Hy-Vee are encouraging high school seniors in the six event cities to submit an essay on "how good character qualities are being developed through a focus on health and wellness in your life." Scholarship finalists will volunteer at their local Kids Triathlon event and one male and female student from each event market will be awarded a \$1,000 college scholarship.

- **In-Store Consumer Education Events:** Prior to the events, Hy-Vee and Hormel Foods will be teaming up to provide demonstrations in 150 Hy-Vee stores throughout April and May. The demonstrations will include free samples of great-tasting, 100 percent natural HORMEL® NATURAL CHOICE® deli sandwich meats, free informational handouts and coupons as well as sign up information for the upcoming triathlons.

"Because of its dedication to health and nutrition, we are proud to partner with Hormel Foods for the 2008 Hy-Vee Triathlon," said Beth Damm, Hy-Vee Director of Sales and Promotions. "Through this sponsorship, as well as consumer education events and awards, we will increase awareness for triathletes, the sport and the benefits of well-balanced lifestyles."



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Bakery



According to New "Consumers in the Bakery" Report Sales, Coupons, and Kids are Biggest Bakery Purchase Drivers

Consumers in the Bakery: Who's in Store is The International Dairy-Deli-Bakery Association's™ (IDDBA) new research on bakery consumers' attitudes, preferences, and buying behaviors. When looking at purchase drivers for in-store bakery products, the study found that sales on products, coupons, and kids have the biggest influence. More than half (58%) of survey respondents say they are much more likely to buy products they like that are on sale. Forty-four percent (44%) are much more likely to buy a product if they have a coupon for it. Thirty-nine percent (39%) of those with children say they are much more likely to buy it if their children want it.

Those significantly more likely to say they are much more likely to buy a product on sale from their in-store bakery are:

- Those ages 18-29 (64%)
- Those who are single (63%)
- Those with children in the household (63%)
- Those with 3 in the household (62%)
- Those with 4 or more in the household (65%)
- Those with incomes between \$35K and \$50K (64%)
- Those who are African American (75%)
- Those who are not Caucasian or African American (65%)
- Those who live in the West (65%)

As you examine these demographic breaks, a pattern of the most frequent buyers emerges — buyers with children living in their households and younger consumers (18-29). Single consumers also tend to use the in-store bakery as their primary source for baked sweet goods. Seventy-three percent (73%) say they are more likely to buy a product if they have a coupon for the product (this includes 44% who say they are much more likely to buy the product). One percent (1%) say their supermarket already does offer coupons, 16% say it makes no difference, 3% say the question is not applicable to them, and 6% say they are less likely to buy a product if they have a coupon for it.

Percent of consumers who say they are much more likely to

buy a product if they have a coupon for it are:

- Those ages 18-29 (45%)
- Those ages 30-49 (45%)
- Those who are single (47%)
- Those with children in the household (46%)
- Those with 3 in the household (47%)
- Those with 4 or more in the household (48%)
- Those with incomes between \$35K and \$50K (48%)
- Those who are unemployed (45%)
- Those who are African American (58%)
- Those who are not Caucasian or African American (47%)
- Those who live in the Northeast (50%)
- Those who live in the South (46%)
- Those who live in the suburbs (45%)

Of those with children, 74% say they are more likely to buy a product if their children want it (this includes 35% who say they are much more likely to buy the product). Ten percent (10%) say it makes no difference, 1% say the question is not applicable to them, and 14% say they are less likely to buy it. Appealing to children's tastes and desires has a profound effect on parent purchase decisions. Percent of consumers who say they are much more likely to buy a product if their children want it are:

- Those ages 50 or older (49%)
- Those who are African American (68%)
- Those who are not Caucasian or African American (48%)
- Those who live in the Northeast (46%)
- Those who live in large cities (57%)
- Those who are divorced/widowed/separated (50%)
- Those with 2 in the household (53%)

Target these demographics by using marketing techniques that appeal to small household sizes, such as smaller cakes, and half-portioned for singles. But also emphasize techniques that appeal to children and their parents, as this is the loyal demographic for baked sweet goods.



Stone-Ground Whole Grain Breads Now Available at The A&P Family of Supermarkets

A new line of stone-ground whole grain breads is now available in select A&P, Waldbaum's, The Food Emporium and Super Fresh stores through a partnership with ACE bakery, an artisan bakery supplier famous for creating hand-made, European-style rustic breads.

A&P and its banner stores will now be the first grocery chain to offer a dedicated whole grain bread product line with a selection including Multigrain Demi-Baguette, Seven Grain Oval, Harvest Wheat Oval, Spelt and Cracked Wheat Batard, Cranberry Raisin Flax Oval, and Pumpkin Seed Oval. These breads will now be fresh baked daily in the stores. ACE Bakery artisan breads are created using a special technique which combines a gentle shaping of each loaf, long fermentation periods, and a stone deck oven, all which create exceptionally flavorful breads with a light, airy texture and crisp, golden crust.

The breads contain no preservatives and are made with the finest ingredients. "Studies show that eating more whole grains rather than refined grains reduces your risk of diabetes, helps you maintain your weight, and cuts your risk of stroke and heart disease. ACE whole grain breads have been recognized by the Whole Grains Council as one of the wholesome, delicious ways for consumers to ensure they are getting the recommended servings of whole grains," said Linda Haynes, co-founder of ACE Bakery.

Eric Claus, President & CEO, said "We are excited to offer this new whole grain selection which provides customers with healthy and delicious alternatives right in their local store."

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Dairy&Deli

New Sorrento® and Precious® +Plus Snack Cheese with Omega-3

Sorrento Lactalis, has announced today the launch of the first omega-3 cheese on the market. The Omega-3 +Plus snack string cheese is the newest addition to the +Plus line of snack cheeses known to offer consumers great taste with more than basic nutrition. Sold under the Precious and Sorrento Brand names in West and East coast markets, respectively, the +Plus Omega-3 string cheese is made with milk containing docosahexaenoic acid (DHA) plus eicosapentaenoic acid (EPA) omega-3 fatty acids. It is also protein-fortified to seven grams of protein, and offers a conveniently portable nutritious choice that fits well with the pace of today's health conscious, "grab and go" consumer. The new +Plus Omega-3 cheese comes individually wrapped in one ounce servings, with eight servings per package. The suggested retail price is \$3.99 for Sorrento and \$4.29 for Precious brand names, per eight pack.

"The new +Plus Omega-3 snack cheese responds to consumer demand for foods that offer good nutrition, health, convenience and taste all rolled into one," says Susan Thomas, Marketing Manager, Snack Cheese at Sorrento Lactalis. "We're responding to one of the top food fortifications requested by consumers. With this new addition to the +Plus line, consumers can enjoy the delicious, fresh cheese taste that Sorrento is known for and feel good about eating healthy at the same time."

New Goat Cheese Crumble in Resealable Pouch

Wins Gold Medal for Retail Packaging

The unique packaging of Soignon's new Crumbled Goat Cheese just won the gold medal at the 2008 World Championship Cheese Contest. The resealable pouch sits upright on shelves, and the bright, attractive label stands out from the crowd in the dairy aisle. Weighing only five grams, the pouch uses just a tiny fraction of the petroleum consumed in manufacturing and shipping most other cheese tubs, which weigh an average of 28 grams.

Soignon Crumbled Goat Cheese brings unparalleled convenience to eating goat cheese, with no mess and no need to re-wrap. The fresh crumbles of unripened goat cheese have a light, refreshing goat milk flavor and a soft texture that melts in the mouth. It's simple to open the bag, sprinkle some fresh, tangy goat cheese on a salad, a bowl of pasta, or a pizza, and reseal the bag.

The new goat cheese crumble is all-natural, free of preservatives, and suitable for vegetarians. Soignon Crumbled Goat Cheese comes in a 4 oz pouch, suggested retail price \$4.50



Say Cheese!

American Cheese Society Conference to Bring 1,000 Cheese Aficionados to Chicago

Cheese aficionados in Chicago will have an opportunity to savor, sample and purchase some of the best cheeses in the world when the American Cheese Society (ACS) hosts its 25th Annual Conference and Cheese Competition at the Hilton Chicago July 23-26, 2008. More than 1,000 cheese makers, retailers and restaurateurs will convene to celebrate the widespread enthusiasm for American specialty cheese. In addition, approximately 1,200 cheeses will be judged during a national competition.

While much of the conference is designed for members only, the public can participate in two stellar cheese events: the Festival of Cheese, which will be held at the Hilton Chicago on the evening of Saturday, July 26, and a Cheese Sale, which will be held at Kendall College the morning of Sunday, July 27.

"Because it is the 25th anniversary of our conference, we are planning these spectacular events for our members and the public to come and experience the finest array of hand-crafted cheeses ever assembled," said Marci Wilson, executive director of the American Cheese Society. "It's a rare opportunity for cheese lovers to peruse, sample, and purchase the top cheeses in North America all in one weekend."

The 25th Annual Conference is expected to be the largest in ACS history with more than 1,000 attendees.

"Chicago was chosen as the host city this year because it is a top-tier city that provides a big stage for our anniversary, and chefs and consumers in the area have a huge interest in cheese," she said. "We also chose Chicago because of its proximity to the Dairy State and Milwaukee in particular, which is the gateway to many cheese making operations."

The ultimate event for any cheese lover is the Festival of Cheese, which will be held Saturday, July 26 from 5:30 to 9 p.m. at the Hilton Chicago. Festival-goers will have the opportunity to taste more than 1,200 cheeses, including the award winners that will be announced earlier in the day. The cost to the public is \$85 per person.

"The Festival offers a rare opportunity for people to taste a wide variety of cow, goat, and sheep cheeses, many of which are nev-



Emeril Lagasse
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The Man and the Magic"



Lou Holtz
"Game Plan for Success"



Phil Lempert
"Behind the Mask:
The Future of Retailing"



Dr. Elizabeth Sloan
"The Health &
Wellness Consumer"



Malcolm Gladwell
"The Tipping Point"



Paula Deen
"From Bag Lady
to Food Queen"



Tony Snow
"Election 2008:
Fads, Chads, & Choices"



Harold Lloyd
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IDDBA's Show & Sell Center 2008. Once again, an all-new 10,000 square foot merchandising theater brings together the talents of many creative retail merchandising teams. Every year it's a new showcase for promotional themes, case sets, category merchandising, signage, and special displays. And you can put these original ideas into action using your very own idea resource book.

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8 Produce

Plan Underway to Promote Peruvian Asparagus



The Peruvian Asparagus Importer's Association (PAIA), has developed and is distributing their 2008/2009 Category Management Plan Outline for Fresh Peruvian Asparagus. Their focus in the development and distribution of the Category Management Plan Outline is to share information with retailers, consumers and the industry at large regarding the health benefits of fresh Peruvian asparagus, as well as data pertaining to the trade. Encompassed within the Plan are statistics identifying market growth and trends, industry facts, as well as informational data that will aid retailers in the marketing and promotion for Peruvian Asparagus, ultimately, assisting in their efforts to increasing sales. The Plan also provides retailers and consumers with details pertaining to the nutritional value of fresh Peruvian asparagus.

Peruvian asparagus is a continued growing trade within the United States and PAIA Coordinator, Priscilla Lleras states "that fresh Peruvian asparagus imports are escalating with year over year growth and amazing momentum ~ since 1998 imports into the US have increased

by over 80%. Furthermore, we are anticipating a 12%-15% increase for imports of fresh Peruvian asparagus for the 2008/2009 season." The Association points out in the Plan that according to the Department of Commerce, US Census Bureau and Foreign Trade Statistics data recorded in 2007, the United States imported more than 273,470,208 pounds of fresh-market asparagus of which Peruvian asparagus represented over 56% of the Total World Supply. "The Peruvian asparagus season compliments the current supply of asparagus which enables US retailers to maintain fresh asparagus on their shelves as a healthy selection for their customers," states Matt DeCarlo, President of Altar Produce, Calexico, California and West Coast Co-Chairman of PAIA.

The Plan includes market summaries, asparagus industry and nutritional facts, consumer positioning, fresh asparagus consumption demographics, category goals, and other vital statistical market share information identifying trends. "All of which are essential tools and will equip our industry to sell more fresh Peruvian aspara-

gus ~ this is our goal to inform and to promote the trade, as well as assist retailers with marketing. Furthermore, as an industry, we are developing value added programs that provide the consumer with options that promote convenience, savings and easy to prepare alternatives", states John-Campbell Barmmer, Director of Marketing - Chestnut Hill Farms, Miami, Florida and East Coast Co-Chairman of PAIA.

"It our objective to promote the Category Management Plan Outline for Fresh Peruvian Asparagus in an attempt to supply retailers and industry with information that communicates the health benefits and convenience of fresh Peruvian asparagus", states PAIA Coordinator, Priscilla Lleras.

The association will focus even greater efforts in 2008 on spreading the positive word to supermarkets and consumers concerning the benefits of fresh asparagus. Through articles, advertisements, direct-communication, and trade show participation. The association anticipates increasing consumption and demand for fresh asparagus in 2008.

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Bravo Supermarket Opens in Dover, NJ

Congratulations to owner/operator Nick Gonzalez, Jr. on the opening of his new Bravo Supermarket in Dover, New Jersey. Gonzalez operates a number of Bravos in the metro New York/East Coast area. He and his family currently run two stores in the South Florida area under the Bravo banner, located in Hollywood and Pembroke Pines



■ A NEW BRAVO SUPERMARKET, owned by Nick Gonzalez, Jr., opened recently in this historic building in downtown Dover, New Jersey.



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■ Death Valley Chipotle™ Kettle™ brand

New Potato Chip to Heat Up Summer Snacking

Kettle Foods is spicing up the summer with the arrival of its newest Kettle™ brand Potato Chip, Death Valley Chipotle™, just in time for barbeque season.

"The Death Valley Chipotle™ flavor is inspired by the fiery, dry heat of its desert namesake. A spicy blend of savory spices yields to subtle smoky accents bite after bite," said Michelle Peterman, vp of marketing at Kettle Foods. "With a name like Death Valley Chipotle™, some people might think it's too hot for them, but it's not an overpowering burn. This is the quintessential flavor of summer — it's fiery yet smoky, and leaves you wanting more."

In launching the new flavor, Kettle Foods has partnered with Death Valley Natural History Association (DYNHA) to support its "Death Valley ROCKS" program and its mission of bringing city kids to the park to experience the natural world. The company will donate \$1 to DYNHA for every Facebook user who downloads a special Death Valley temperature gauge that monitors the desert heat. The first 5 fans to notify Kettle Foods when the gauge reaches the fiery temperature of 120 degrees win free chips for a year. Fans can visit www.kettlefoods.com to find out more about the Facebook application and how to help Kettle Foods in its support of the DYNHA.

"This is a first-of-its-kind partnership for us. What we love about Kettle Foods' support is that it helps us raise awareness and support for our national park, and do so in a fun, tasty way," said David Blacker, executive director of DYNHA.

The heat wave will be felt across the country soon as Death Valley Chipotle™ will be available in both 9 oz. and 5 oz. (\$2.09 - \$2.29) sizes at stores nationwide.



■ New Lords of Salts Collection



Barhyte Specialty Foods Enters Gourmet Salt Category

There's no place like home, especially when crafting a new line of organic artisan salt. This is why Suzie "Saucy Mama" Barhyte turned to her own back yard in creating the company's new "Lords of Salt" artisan sea salt collection.

Bound with flavors of the Pacific Northwest, these new gourmet sea salts embody the region's ideal, being hand-harvested using ecologically sound practices. The coveted crystals that serve as Barhyte's foundation have been certified as organic by Nature et Progres (France) and also have received Slow Food Award for the Defense of Biodiversity.

Lords of Salt line includes:

- **Hazelnut Sea Salt:** According to the U.S. Hazelnut Council, Oregon is the single largest grower of hazelnuts in the United States. Deep and rich, these Oregon hazelnuts are smoked in regional alder and married to the sea salt, leaving chipped bits of hazelnut meat in the mix. This woody combination proves extraordinary sprinkled over pork tenderloin.
- **Pinot Noir Sea Salt:** Oregon's own Adelsheim Vineyards - one of Oregon's more than 300 fine local wineries - lends complex flavors and a beautiful purple hue, to accentuate meat and wild game dishes with a splash of color and full-bodied flavor.

- **Chardonnay Sea Salt:** Like its richly flavored sibling, salt features crisp flavor from locally grown Chardonnay grapes, delivering a hint of fruit to the taste profile. Sprinkle on breads, salads, and fruit, as well as fresh or grilled vegetables or chicken.

- **Chocolate Sea Salt:** Intensely smoky, savory, and creamy flavors make this salt stand out. Add to salads, rim drinks, enhance contemporary desserts, and use with gusto top of grilled meats.

- **Serrano Lime Sea Salt:** Bright lime and warm Serrano pepper come together, mellowed with light alder smoke and complex minerality. This blend adds a new dimension to tropical drinks and Bloody Mary's, as well as any number of fabulous seafood dishes including grilled shrimp and sea scallops.

- **Olive Sea Salt:** As the official licensee to the Tanqueray brand of cocktail olives and onions, Barhyte's knowledge of fine olives runs deep. This expertise translates beautifully to its Olive Sea Salt, offering a fruity richness and complexity that makes a lively combination. It makes an irresistible accompaniment to crusty bread and olive oil, as well as with bright greens and vinaigrette, or garlic roasted lamb.

Barhyte Specialty Foods' new Lords of Salt line carries a MSRP of \$19.99/5.5 oz.



Pringles® Stix March To A New Kind Of Snacking Beat

The Procter & Gamble Company introduced consumers to a totally different kind of Pringle in January, with the nationwide rollout of PRINGLES STIX, an all-crispy, all-crunchy, baked cracker stick.

PRINGLES STIX are baked-wheat, crispy-cracker sticks with a unique taste. PRINGLES STIX are available in four flavors, including Crunchy Wheat, Vanilla, Honey Butter and Pizza. An alternative form of snacking, PRINGLES STIX offer a high-quality, great-tasting NEW kind of Pringle.

Each flavor comes in a 6.8 oz. box and contains ten .68 oz individually-wrapped packs.

"P&G is excited to deliver a great-tasting baked-wheat Pringles product to consumers nationwide," said Bryan Hamilton, Pringles North America Brand Manager. "PRINGLES STIX has been released in select regions and the feedback has been tremendous. People really do enjoy a convenient, portion-controlled snack that comes in a variety of great tasting flavors." The suggested retail price is \$3.49 for the new PRINGLES STIX.

Marshmallow Farms™ by New Era Brands

New Era Brands is entering the children's confection arena with Marshmallow Farms™. These animal-shaped treats are expertly decorated by hand and will come in various themes (ants, barnyard animals) and also seasonal packs for Easter, Halloween and Christmas. The back of the 6-ct boxes will feature fun facts about the animals, word searches and mazes as an added bonus for children. Marshmallow Farms™ will have a SRP of \$0.99 to \$1.29.



Wholemato Is Spicing Up The Ketchup Category

Wholemato has introduced the first Spicy Organic Agave Ketchup, and if initial response to its preview is an indication, the timing is ripe for yet another fresh and healthy Wholemato version of an old classic.

Packing a zing that is described as a medium on the 'heat' index, Spicy Organic Agave Ketchup is a unique flavor combination of robust spices, jalapeno peppers, premium ripe organic tomatoes and healthy agave nectar. Agave is gaining in popularity as a natural sweetener because it is comprised primarily of fructose, which means it is slightly sweeter to the taste buds, yet it does not adversely impact

blood glucose and insulin. Agave is a delightful sweetener for everyone, but it is especially ideal for the millions of diabetics and parents of hyperactive children that have concerns regarding glycemic levels in food. Wholemato Spicy Organic Agave Ketchup has been certified as Low-Glycemic for Diabetics by the Glycemic Research Institute due to its extremely low score on the glycemic index of only 9 per tablespoon.

Wholemato Spicy Organic Agave Ketchup is offered in a premium 13-oz. glass bottle. Wholemato Spicy Organic Agave Ketchup is gluten-free, and carries a suggested retail price of \$5.49.





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14 Strictly Natural



SUPERVALU Launches Wild Harvest™ Brand of Organic, Natural Foods

Addressing consumers' growing preference for organic and natural products, as well as their demands for value, selection and convenience, SUPERVALU launched its Wild Harvest™ organic and natural brand. The new brand encompassing a wide assortment of products across numerous food categories, is making its debut this month nationwide.

The Wild Harvest brand will initially feature approximately 150 items ranging from mealtime staples like milk, eggs, meat and fresh produce to pastas and sauces, cookies, crackers, cereal and juice. Long term, the brand will include approximately 250 to 300 products across various categories. In addition to a broad selection of products from which to choose, Wild Harvest is priced approximately 15 percent lower than branded organic and natural products and is positioned to meet or beat competitors' private-label organic prices.

"With the Wild Harvest brand, we're focused on helping consumers 'organify their world' by delivering a wide assortment of affordable, fresh, healthy and wholesome foods at their primary grocery shopping destination," said Adam Graham,

Wild Harvest brand manager.

The Wild Harvest brand adheres to the strictest definitions of organic and natural. All claims made around Wild Harvest products are substantiated by U.S. Department of Agriculture (USDA) audits and/or by USDA-certified organic certification agencies such as QAI, Oregon Tilth, CCOF and others. All Wild Harvest products contain no artificial colors, preservatives or flavors, and a priority has been placed on partnering with suppliers and farmers who emphasize sustainable farming/manufacturing practices and conservation, enhancing environmental quality for generations. The brand's organic offerings are certified to be organically grown without the use of chemical fertilizers, herbicides and pesticides.

The Wild Harvest brand will be supported with a fully integrated marketing campaign including print, TV, radio and online advertisements, as well as direct marketing. The advertising campaign, titled "Organify Your World," visually depicts Wild Harvest and organic foods as conduits for a healthier, more colorful life. By having organic foods symbolize common, everyday objects,

such as an alarm clock, a car or a newsstand, the campaign communicates that organic foods, like traditional products, are appropriate for everyone at any eating occasion, whether it is breakfast, an afternoon snack or a family dinner.

Earth Friendly Products'

All-Natural Silver Polish Makes Silver Look Good

Earth Friendly Products, a leader in 100% eco-friendly cleaning products, has announced their latest product — Silver Polish. Earth Friendly Products' plant derived Silver Polish is an all-natural deep cleaning agent that produces an illustrious shine and will leave fine silver without scratches, stains or etches.

The Silver Polish is formaldehyde-free, phosphate-free, chlorine-free, biodegradable, septic safe, greywater safe and made with only the finest natural ingredients. Earth Friendly Products' Silver Polish has the lowest PH of all silver polishes on the market.

Earth Friendly Silver Polish is simple to use and only requires a damp cloth, a rinse and a bit of drying to create an impressive shine on your best silver.



Get Better Zzz's

All-Natural Sleep Solutions Debut

Now expanding its line of all-natural sleep solutions to three, Dreamerz has announced its newest additions: Chocolate Pillows and Herbal Fruit Flavored Drink Mix.

Dreamerz Foods was one of the first companies to introduce a new generation of sleep solutions that are all-natural and backed with science to provide a better night's sleep without the nightmare of the adverse after-effects associated with prescription sleep aids.

Dreamerz Chocolate Pillows contain 50 calories, are made with premium Guittard chocolate and come in two varieties: milk or dark. The Herbal Fruit Flavored Drink Mix contains only 30 calories and comes in a powder mix in three varieties: Pomegranate Pillows, Peaches and Dreams and Rock-a-Bye Berry.

Both products use a patented low amount of melatonin (0.3 mg) and PharmaGABA, a protein amino acid that reduces stress and promotes relaxation. There have been 10 clinical studies conducted on low-dose melatonin, eight clinical studies on Lactium (a milk protein hydrolysate) and five studies on PharmaGABA proving their effectiveness in safely regulating sleep cycles and encouraging relaxation. Dreamerz sleep products have been proven to help 75 percent of people to fall asleep quicker without feeling groggy in the morning.

Cost: 10-ct Chocolate Pillows: \$7.99 (MSRP)
12-ct Herbal Fruit Drink Mix: \$7.99 (MSRP)



IZZE Beverage Company Introduces All-Natural IZZE® Sparkling Peach



IZZE Beverage Company is adding all-natural IZZE® Sparkling Peach to its line of sparkling juice flavors. The simple, true-to-the-fruit flavor will be a refreshing beverage option for consumers.

"We're introducing IZZE Sparkling Peach, because we wanted a flavor that would be a unique addition to our current line. It will be our first stone-fruit flavor, which basically means the flavor comes from a fruit that has a large seed or pit in the middle—the peach," said John Galloway, VP, General Manager, IZZE Beverage Company. "Just think of biting into a juicy

peach and enjoying the succulent taste—we've bottled that and added some sparkle, so it's fun to drink and tastes great."

IZZE Sparkling Peach is an all-natural blend of pure fruit juice and sparkling water with nothing artificial. It is best served chilled. Serve it as is or use it as a mixer for unique sparkling cocktails.

IZZE Sparkling Peach is available in a four-pack of 12-ounce glass bottles. Pricing is in line with IZZE Sparkling Juices.

This spring, with the introduction of IZZE Sparkling Peach, IZZE will debut new graphics on its 12-ounce four-pack carrier. The packaging will be brighter for greater impact on shelf and will continue to be inline with IZZE's approach to communicating true-to-the-fruit in a simple, stylish way.



New Organic Wild Puffs With Added Health Benefits of NaturFlora®

Barbara's Bakery has re-launched its popular line of kid-friendly Organic Wild Puffs, now with the added health benefits of NutraFlora®, a natural prebiotic fiber that aids in digestion, promotes calcium absorption, and reduces the amount of harmful digestive track bacteria to support a strong immune system.

Two new flavors — Honey Puffs and Cocoa Graham — join existing Fruit Medley and Crunchy Cocoa flavors. Barbara's Organic Wild Puffs are free of wheat, artificial flavors, colors, preservatives, cholesterol, hydrogenated oils and trans fats.

"Tito" Bacardi to Receive Coveted Unity Award



JOSE ARGAMASILLA
BACARDI

The World Association of the Alcohol Beverage Industries, Inc. (WAABI) will present its prestigious Unity Award for 2008 to Jose Argamasilla Bacardi, better known throughout the industry as "Tito" Argamasilla Bacardi. A great-great-grandson of Bacardi's founder, Tito has been an active member of WAABI for many years. He has also been a favorite guest speaker at several past national WAABI conferences. The award will be presented on June 9, during the Unity Award Dinner at the Coconut Grove DoubleTree Hotel in Miami, Florida. The event is part of WAABI's 2008 National Leadership Conference.

Bacardi is now retired from the post he held for many years as Vice President of Public Relations for Bacardi USA, but he continues as an ambassador and spokesman for one of the leading brands in the alcohol beverage industry.

The Cuban native fled his homeland in 1960 following the Castro revolution. Like the Bacardi brand itself, he was reborn and thrived in the United States. Among his noteworthy achievements have been the continuation of the prestigious Bacardi Cup yacht race which began in 1927, and the development of the Bacardi museum in their Miami headquarters.

"WAABI is especially proud to present our most important award to someone who has done so much to promote unity in the industry and the interests of those associated with it," said WAABI President, Barry Becton.

Cracking the Sweet Codes

NutraSweet: Reinventing the Sweetener Category

NutraSweet, the company that made "sugar-like sweet taste without the calories" possible, is redefining the sweetener category once again. It's launching a rainbow of newly improved and distinctly unique products that share the familiar "blue", "pink" and "yellow" packaging of today's sweeteners — but are better. This perfected portfolio is designed to give consumers the sweet taste they crave without any compromise.

"This is an exciting time to be in the sweetener business — particularly at NutraSweet," said Chief Executive Officer Craig Petray. "We're doing something that's never been done before: reformulating each of the sweetener varieties available today and making them different and better. We understand that consumers' sweet preferences vary, so we're developing innovative formulas and blends to meet all of those tastes."

In fact, scientists and food technologists at NutraSweet's in-house research and development lab, the SweetSpot, have a deceptively simple

charter: To increase people's enjoyment of the sweet tastes they love most. What makes that goal challenging is the sheer variety of sweet; people's preferences range from a light sweet sugar taste to a more intense sweeter taste to a clean pure sugar taste. To have something for everyone, the SweetSpot is developing proprietary blends that will reshape the world's grocery shelves and restaurants.

This spring, NutraSweet will introduce a new and improved "pink" sweetener to the market. Zero-calorie NutraSweet® New Pink has the richer, sweeter taste to which many people have grown accustomed from the old "pink" but without the saccharin. With NutraSweet New Pink, fans of the pink packet will get that extra-sweet flavor they prefer — without compromising taste.

NutraSweet New Pink joins New NutraSweet® "blue", which is appearing in many retail outlets now. New NutraSweet "blue" has no aftertaste, so hot beverages, as well as iced coffee, smoothies and mixed liquor drinks can be fully enjoyed. In fact, in blind taste tests NutraSweet "blue" was preferred to the leading "blue" sweetener.

These unique and better sweetener choices are being driven by a powerful collaboration. Domino Foods and NutraSweet — two leaders in the sweetening industry — first joined forces in 2007 with the mission to introduce completely new and dramatically improved NutraSweet formulas that offer the full range of sweet tastes consumers demand.

"The partnership between Domino Foods and NutraSweet is making possible a complete rethinking of this category, and will give the NutraSweet brand powerful momentum," said Brian O'Malley, chief executive officer and president of Domino Foods. "That will become even clearer as we continue to roll out other new products this year."



In Economic Downturn, 67% Plan More Coupon Use

Tough times and technology advancements portend a coupon usage renaissance among U.S. shoppers, based on recent survey results released by North American target marketing leader ICOM Information & Communications (ICOM).

Of the 1,529 U.S. consumers who responded to a recent ICOM survey, 67% said they are much more likely, or somewhat more likely, to use coupons during a recession. The breakdown was 45% percent much more likely and 22% percent somewhat more likely.

ICOM's nationwide survey of U.S. households was conducted in mid-February. The online research was sent to 40,000 households in the ICOM Shopper's Voice database. Over the past ten years, the average coupon redemption rate has declined to less than 1.0 percent from a level of 1.6 percent across all U.S. coupons distributed.

Broken down by age, 71% of consumers in the 18-34 year-old age bracket said they are much more likely or somewhat more likely to use coupons in a recession. That compares to 68% in the 35-54 year-old bracket and 63% among those 55 years and above.

Geographically, 70% of Midwesterners said they are much more likely or somewhat more likely to use coupons in a recession, versus 69% of Westerners, 64% of Northeasterners and 62% of Southerners.

Income didn't make a significant

difference to respondents, with 68% of those earning less than \$50,000 a year saying they are much more likely or somewhat more likely to use coupons in a recession, compared to 67% for those earning more than \$50,000.

Historically, coupons represent a key area in which manufacturers operating in economic hard times have not cut back. In the weakened economy of 2001, ICOM tracking showed a significant increase in the number of coupons consumers redeemed each week.

"The consumer incentive certainly is there," said Peter Meyers, ICOM marketing vice president. "Look at it this way: households of two adults and two children who use coupons wisely can save 25% on their grocery bill annually, without cutting purchases. That saves \$2,400 a year based on a typical \$800 a month grocery spend, which outstrips the \$1,800 economic stimulus check this family has coming in May from Washington."

"Marketers have the opportunity to discard the old-school thinking about coupons and be smarter this time around. There's no need to send out more mass coupons, such as dog food coupons to households that don't have pets. Brands should do their homework and send offers relevant to the needs of individual consumers," Meyers said. "And consumers should be given more time to redeem coupons — three months is not enough."

In the area of coupon technology, 58% of consumers responding to the ICOM survey see their coupon use increasing if they could download a coupon from the Internet and have it automatically connected to an electronically swiped frequent shopper card.

Of that 58%, 35% said they are much more likely to use such a card and 23% said are somewhat more likely. Consumers using these paperless coupons receive the discount at the register without having to clip and carry. AOL, Kroger, General Mills and Procter & Gamble are involved in programs testing these high-tech coupons.

No less than 77% of consumers in the 18-34 age group said they are much more likely or somewhat more likely to use coupons if given access to this paperless technology. In the 35-54 age group, 63% said they are much more likely or somewhat more likely. In the 55 and over bracket, 47% said they are much more likely or somewhat more likely.

"These advanced coupons have attracted some consumer interest and drawn media attention. Put in perspective, online coupons of all kinds represent less than 1% of the overall coupon market and consumers to date have expressed a strong preference for receiving coupons in the mail," Meyers said. "Brands should pay close attention to determine if this technology is right for their consumers."

Bi-Lo Celebrates Diversity Among Vendor Community

BI-LO Teammates and supplier partners converged at the Marriott in Greenville, SC, on the afternoon of March 7, to celebrate BI-LO's fourth annual Supplier Diversity Awards Luncheon. BI-LO presents these awards every year to recognize the efforts of BI-LO Teammates who actively participate in leveraging Supplier Diversity in their purchasing patterns.

BI-LO is committed to seek out and recognize businesses that are owned by women and/or minorities. During the presentations, a number of these businesses were recognized for providing products and services that are consistently high in quality, demonstrating timely delivery procedures, and exemplifying strong customer relations. "The partnerships we have forged with these companies are mutually beneficial," said Tye Anthony, Executive Vice President of Merchandising and Marketing for BI-LO. "These companies bring value to our customers in many ways."

The luncheon not only celebrated partnerships and diversity, several companies and individuals were singled out for their excellence. Among BI-LO's Supplier Partners; Prodew, Lindy's Italian Ice, Hope's Cookies, and TWT were recognized as Best in Class. These companies, many of whom have been partners with BI-LO for several years, were recognized for their outstanding contributions to the supermarket industry. Best Newcomer Supplier was awarded to Beauty Bureau, a Dallas-based company that makes Scent Sticks air fresheners.

BI-LO departments were also honored for their contributions to supplier diversity. The Most Engaging Department was awarded to Mark Jerosko and the Deli/Bakery Department for their active solicitation of qualified Minority and/or Women Owned Businesses, their engagement in the quest for supplier diversity, and their significant purchases from these diverse suppliers. Terry Cerwick and the Non-Food Marketing Department were recognized as the department with the most new Minority and/or Women Owned Businesses for 2007. This year's key note speaker was Ann Pringle Washington, President and CEO of KolorPro Promotions, Inc. Mrs.



BEST IN CLASS winner in the Not for Resale Category, Itamar Kleinborger from Prodew, supplier of produce misting systems. To his left is Tye Anthony, Executive Vice President of Marketing and Merchandising for BI-LO, and to his right is Anthea Jones, Group Vice President of Center Store.



BEST IN CLASS winner in the Non-Food Category, Tom Tyree from TWT, supplier of ethnic hair and skin care products. To his left is Tye Anthony, Executive Vice President of Marketing and Merchandising for BI-LO, and to his right is Anthea Jones, Group Vice President of Center Store.

Washington has received many awards and commendations for her accomplishments as a minority leader and business owner, including being honored by the Greater Columbia Chamber of Commerce as the Outstanding Business Woman and as the Small Business Person of the Year.

16 Beverage



5-Hour Energy® Breaks the Caffeine Barrier

New Decaf Targets People Who Avoid Caffeine



Living Essentials is pleased to announce the release of a new concept in energy drinks, Decaf 5-Hour Energy. Containing only as much caffeine as a half cup of decaffeinated coffee, Decaf 5-Hour Energy is designed for people who avoid caffeine, but still need an extra boost to help them function during the day.

While original 5-Hour Energy contains caffeine comparable to a cup of the leading premium coffee, Decaf 5-Hour Energy contains only 6mg of caffeine, about half the amount contained in a cup of decaffeinated coffee. Another difference in Decaf 5-Hour Energy is the absence of Niacin, which can cause flushing in rare cases.

"Decaf 5-Hour Energy provides a sustained energy boost for people who are sensitive to caffeine, or avoid it for medical or personal reasons," said Carl Sperber, Living Essentials Director of Corporate Communication. "With its gentle effectiveness and light citrus taste, it will attract a new segment of energy consumer."

Decaf 5-Hour Energy contains B-vitamins and amino acids plus Choline. This essential nutrient plays an important role in many cognitive functions. It is vital to the production of neurotransmitters in the brain that affect memory, intelligence and mood*. Choline is present in eggs, soy and meats.

Minute Maid® Expands Enhanced Juice Line



Coca-Cola North America has announced the addition of Minute Maid® Pomegranate Flavored Tea and Minute Maid Pomegranate Lemonade to its line of Minute Maid Enhanced Juices.

Designed to appeal to the health-conscious shopper, the Minute Maid Enhanced Juice and Juice Drink line offers 100% juices and juice drinks that are nutritionally enhanced to help meet consumers' health needs.

Made with a blend of juices, Minute Maid Pomegranate Flavored Tea and Minute Maid Pomegranate Lemonade are 12% juice and fortified with Vitamins C and E to help support a healthy immune system. Each new beverage offers an excellent source of antioxidant Vitamins C and E, which help defend the body's cells and work to protect the body by fighting free radicals.

All Minute Maid Enhanced Juices and Juice Drinks are offered nationwide in distinctive premium 59-fl.oz. PET bottles, featuring an attractive contemporary design and "easy pour" side grip. The handsome clear packaging was developed to stand out on the shelf, while showcasing the fresh taste and high quality of the juice and delivering functionality.

Snapple Squeezes Tropical Flavors and 'Good For You' Benefits

Debuts New Line of Super Premium Juice Drinks

Snapple is debuting a new line of "Good For You" juice drinks that boast unique fruit flavor combinations from super fruits including all-natural ingredients with added vitamins, and low-calorie varieties. The invigorating taste of the Snapple Super Premium Juice Drinks will transport your taste buds to a tropical paradise.

"Our new Super Premium Juice Drinks will contribute to a healthy immune system and provide the metabolism boosting benefits consumers look for, complete with plenty of the great taste that they expect from Snapple," said Bryan Mazur, vice president and general manager of Snapple for Cadbury Schweppes Americas Beverages.

Snapple Super Premium Juice Drinks offer consumers the benefits they want in a unique variety with real fruit juice and all natural flavors. The new line has varieties that boost metabolism and con-



tain vitamins to benefit the immune system. The Snapple Super Premium Juice Drinks are available in four distinctive flavors - the Goji Punch and Peach Mangosteen, and the low-calorie Noni Berry and Kiwi Pear.

Available in tall, slim 17.5 oz bottles, Snapple Super Premium Juice Drinks will sell at a suggested retail price of \$1.39.

New Sun Shower™ Stamina Superfood Smoothie

All Natural 100% Juice has Three Servings of Fruit per 12 oz. Bottle

Sun Shower™ has introduced Stamina Superfood Smoothie, a new, all natural, 100% juice smoothie which contains over 20 essential vitamins, nutrients, amino acids, electrolytes, herbs and antioxidants. Stamina helps enhance energy and endurance while providing enhanced nutrition and the same great taste of Sun Shower's other 100% nectarine juices.

"To help keep you performing at your best, your body and mind need powerful vitamins and nutrients. That's why we created Stamina Superfood Smoothie," said Chris New, founder, chairman and CEO of NBI Juiceworks, producers and distributors of Sun Shower 100% Nectarine Juices. "Stamina contains 'Lifeguard™ Protection,' providing essential vitamins, nutrients, amino acids, electrolytes and herbs. Stamina is not only nutritious, but very delicious. In fact, Stamina taste-tested off the charts - over 96 percent of consumers said they liked Stamina 'extremely well' or 'very much.'"

Among the Lifeguard™ health ben-

efits contained in Sun Shower Stamina Superfood Smoothie are:

- All Natural, 100% Juice - an 8 oz glass has 120 calories and equals two servings of fruit.
- G1: Green Tea Extract - contains EGCG, a powerful antioxidant helping to protect cells from free radicals.
- G2: Glucosamine - promotes and protects healthy joints.
- G3: Guarana - enhances energy levels and endurance.
- G4: Golden Root - increases blood flow, mental alertness, and physical endurance.
- G5: Ginseng - enhances heart health, energy levels, and helps reduce stress.
- G6: Grape Seed Extract - a powerful antioxidant reducing chances of premature aging and heart disease.
- G7: Goji Berry - promotes longevity and boosts immune function.
- Key Amino Acids: Taurine, which promotes heart health, immune system defense and stress relief and Proline which strengthens the heart.
- Essential B vitamins (B3, B5, B6 & B12), powerful antioxidants (A, C & E) for increased protection, energy, strength and focus.
- A good source of potassium, calcium, vitamin D, zinc, folate, iron, and magnesium.



Pacific Natural Foods Introduces Barista Series®

Pacific Natural Foods has debuted its new Barista Series targeting baristas and managers of coffee cafés and specialty coffee shops with its popular Soy Blenders and new Organic Dairy Milks.

"Soy Blenders are great for restaurants and coffee houses because they don't curdle and can withstand the high heat and acidity of coffee," says Patrick Gabrish, Pacific Natural Foods' director of foodservice sales, who notes that Soy Blenders were formulated to meet the high quality demands of baristas. "Our Organic Dairy Milks come from cows that graze naturally in pastures during the growing season, ensuring unmatched wholesomeness and quality to café and coffee-shop customers."

Soy Blenders come in plain and vanilla flavors, are made from organic soybeans, and are gluten-free, casein-free, cholesterol-free and low fat. Organic Dairy Milks are available in 2% reduced fat and fat-free varieties. All products are Certified to the Source®, which means that Pacific Natural Foods tracks every natural and organic ingredient in the product to ensure that each is of the highest quality and from a guaranteed source.



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18 Cover Story



■ PIGGLY WIGGLY CAROLINA CO., INC. opened the nation's first completely restructured grocery store format designed to fit the way people intuitively shop, April 3, in Myrtle Beach, South Carolina.

Piggly Wiggly Introduces Nation's First Store Designed to Fit How Customers Intuitively Shop



Piggly Wiggly Carolina Company, Inc. opened the nation's first completely restructured grocery store model designed to fit the way people intuitively shop, April 3, in Myrtle Beach, SC. The store opened at The Market Common, the city's new mixed-use development featuring upscale retail stores, condominiums and restaurants.

This new store continues a longstanding history of innovation for the iconic Piggly Wiggly name which first introduced the concept of self-service grocery shopping to the world in 1916. Piggly Wiggly Carolina Co., founded in 1947 and with a much heralded history of its own is the largest employee-owned, privately operated retail company in South Carolina. The company itself has more than 150 stores and over 5,000 employee owners throughout South Carolina and the southeastern regions of Georgia and North Carolina.

The pioneering effort by the Charleston, S C-based grocery chain comes at a highly competitive time for the industry,

when many traditional grocery stores — faced with rising food costs, increasing gas prices and a slowing economy — are being forced to shut their doors.

While many stores have introduced cosmetic changes and special features — such as improved signage and coffee counters — the Piggly Wiggly at The Market Common is the first in the country to build a completely new prototype from the ground up.

"In today's competitive market, we felt it was time to take a creative approach that will give people the opportunity to shop the way they think, and have fun while doing it," said David Schools, Piggly Wiggly President & CEO. "When you enter the Piggly Wiggly at The Market Common, you don't see check out lines. You don't go down five aisles to get ingredients for one meal. We've even added interior design elements including wood flooring, soft lighting and an open floor plan to make it feel more like home."

Whereas today's stores are all about getting consumers to stay longer and spend more money, the new Piggly Wiggly at Market Common will do the opposite. Rather than placing food staples [produce, meat, etc.] around the store's perimeter — a tactic most grocery stores use to get consumers to stay longer and spend more money, this one will focus on making it easy, efficient, and intuitive for customers to find what they need quickly. New refrigeration systems for instance, will allow people to find fresh, frozen, canned and boxed versions of the same food item in one place, eliminating the need to walk from one end of the store to the other. Advancements in modern technology have enabled architects to create this store design, which will make for a much more convenient, hassle free grocery shopping experience than has been possible until now.

This pilot store is the first of its kind

Innovative New Store Opens in Myrtle Beach



■ PIGGLY WIGGLY management, store personnel, and local civic dignitaries cut the ribbon marking the grand opening to the innovative new store.



■ ROBERT SLATE
Assistant Manager - "The Smile Manager"



in the nation, and is expected to affect the way grocery chains are designed in the future. It's also in line with a theory by Paco Underhill, environmental psychologist and author of "Why We Buy: The Science of Shopping," who has studied the importance of structuring retail stores to fit the way people intuitively want to shop.

Several recent developments in modern technology have made it possible to restructure the traditional grocery store model, and Piggly Wiggly is the first to use advanced refrigeration systems and other technologies to arrange food items based on how customers naturally look for them. Fresh, frozen and canned vegetables and fruit, for instance, will be in the same location, as will cereal and milk. One stop stations will offer complete meal solutions with items such as ground beef, hamburger buns, chips and beer grouped together for backyard grilling.

Carmen Clemente is Store Operator at The Market Common location. Clemente, who started out in the grocery industry years ago as a bag boy, worked with supermarkets in Florida and Georgia and was a store manager for Publix before joining Piggly Wiggly. Clemente handled the hiring of some 150 employees at the store, including front-end managers, baggers, scan coordinators and produce workers. He's excited about the store and said guests are really enjoying the new concept. Clemente, who started out in the grocery industry years ago as a bag boy, worked with supermarkets in Florida and Georgia and was a store manager for Publix before joining Piggly Wiggly. Clemente handled the hiring of some 150 employees at the store, including front-end managers, baggers, scan coordinators and produce workers. He's excited about the store and said guests are really enjoying the new concept.

Assisting Clemente at the 44,000 sq. ft. Piggly Wiggly Store #134 are members of his key management team,

which include: CO-OPERATOR — Michael Byrd, PRODUCE MGR. — Mike Wilson, MARKET MGR. — Keith Bachelor, FOOD & BEVERAGE DIR. — Billy Mitchell, ASSISTANT MGR. — Robert Slate, GROCERY MGR. — Keith Lillis, FROZEN FOOD & DAIRY MGR. — Brian Scott, and WINE STEWARD, Bill Baird.

"Shoppers deserve stores designed for the way consumers shop," said Nick Giammarco, owner and president of Marco Retail Group, a leading retail design studio. Marco Retail Group worked with Piggly Wiggly Carolina Co. to develop the store concept, and McCreary/Snow Architects oversaw construction and engineering.

"Piggly Wiggly's new store gives them a food-shopping experience driven by their needs and expectations, not store operations and distribution systems. It moves away from the conventional store layout and marks a strategic shift for this unusually progressive retailer."

Additional store features include signature prepared meals available for curb-side pickup, an on-site sommelier, more than 1,500 wine varieties and a Dream Dinner franchise where as many as two months' worth of over-ready meals can be prepared. Nearly 1,600 natural or organic products will also be available, thanks to a vigorous certification process that only a few retailers nationwide have completed.

Energy efficient measures used throughout the store — from special lighting to insulation in the walls and ceilings — will save more than one million kilowatt hours of electricity and prevent three million pounds of carbon dioxide from being produced each year.

WHY THE NEW DESIGN?

There are a several key insights that led to Piggly Wiggly's decision that it was time to try out a new platform for the grocery shopping experience. After decades of working with the retail industry, Marco Retail — which also helped design the company's Newton Farms store — found that customers don't enjoy grocery shopping; we do it because we have to, not because we like to. Further, customers are increasingly busy: they no longer have time to shop for groceries two to three times a week. And an additional observation is that customers hate the check-out experience.

The supermarket industry at large is struggling, in large part because customers are unhappy with their shopping experience. As a result, many in the business are beginning to recognize the need to move away from a distribution-based system to a more customer-friendly approach. With this in mind, Piggly Wiggly built the new store at The Market Common, which goes beyond just incremental cosmetic changes for something drastically different from typical grocery stores today.

The store has been designed with a homelike atmosphere. Family and friends tend to gather around the kitchens of most homes, and everyone involved in this project felt it was important to mimic that trend in the store. So when guests enter Piggly Wiggly at The Market Common, they will be immediately greeted by a gourmet kitchen where chefs can be seen preparing signature meals; a café area to enjoy those meals or a Starbucks coffee, which is also located in the foyer of the store; and even watch through a picture window in the store as their friends and neighbors prepare meals in the in-house Dream Dinners franchise. Branching out



■ ALL SMILES — Market [meat] manager Keith Bachelor.

from this focal point are, of course, grocery items...only instead of the traditional layout of the aisles, there will be areas of items displayed in a flowing, intuitive manner.

WHAT DOES IT LOOK LIKE?

Piggly Wiggly felt it was important to make customers feel at home. The store design includes wood flooring and accent tiling, modern wall décor, track lighting and actual lamp shades on lighting found in the café and floral area, and high windows to let in plenty of natural sunlight. While preparation areas in the typical grocery store are hidden behind walls, this store's open floor plan – styled after the latest trend in home design – allows customers to watch the chefs prepare signature dishes. High ceilings and windows help create a comfortable, open feel and allow guests to see more of the interior.

HOW DOES IT WORK?

In short, the store was designed specifically to make shopping enjoyable and, just as importantly, to make sense. In today's standard grocery store model – one that's actually been used for more than 50 years – shoppers often have to search from one end of the store to the other looking for different types of items on their lists.

At the Piggly Wiggly at The Market Common, canned, frozen and fresh spinach are all together. All beverages – from juice to soda to beer – will be in the same section. Items that are normally purchased at the time have been regrouped from standard categories. [For example, because most people shop for cereal and milk together they'll be able to find both items in The Market Common store's dairy department].

One-stop shopping stations will offer full meal solutions. When it's time to roll out the grill, for instance, customers will be able to find items such as ground beef, hamburger rolls, lettuce and tomatoes, chips and dip and beer all in one place. What's more, customers with little time will be able to order prepared meals by phone and then pick them up curbside. Those who don't like to cook – or don't know how – can spend a little time at the on-site Dream Dinners franchise for help preparing as much as two week's worth of oven-ready meals to freeze and save.

UNIQUE TO ITS OWN:

The design at The Market Common is the first of its kind in the industry. While some supermarket chains have attempted to make cursory changes – mostly by altering displays and setups to create a more pleasing look – no substantial store layouts of this kind have been attempted.

WHAT ELSE IS NEW?

In addition to all the fine products found at all Piggly Wiggly stores, this one will also offer:

- Nearly 1,600 natural or organic products, the result of a vigorous 12 to 18 month organic handlers certification process that only a few select retailers have completed
- An on-site sommelier
- More than 200 cheeses from around the world
- 1,500 varieties of wine from all the major growing regions around the world, as well as selections from smaller boutique wineries
- A gourmet chef's case featuring restaurant culinary entrees, salads, signature dishes and traditional favorites
- Signature catering with everything needed to host a great party

- Sushi made on-site daily by an in-house sushi chef

ENVIRONMENTALLY FRIENDLY:

Every care has been taken to make sure the store is as friendly to the environment as it is to customers. Energy efficient measures used throughout the store – from special lighting to insulation in the walls and ceilings – will save more than one million kilowatt hours of electricity and prevent three million pounds of carbon dioxide from being produced each year.

In addition to energy efficient lighting, the store is one of the first in the nation to feature state-of-the-art Hussman refrigeration cases, the most environmentally-friendly refrigeration systems available today. These use significantly less energy than the refrigeration and freezer units in traditional stores that often require miles of copper wires and pipes. (The Hussman systems use 60 percent less refrigerant than typical cases and 70 percent less copper). The Hussman systems will also be fitted with LED lighting and integrated night screens that are brought down to keep cold air from escaping when the store is closed at night.

According to David Schools, "We're very excited to be the first company to try this. It's considerably different from anything that's been done before but, we believe, will have our guests to The Market Common store asking 'This makes so much sense, why haven't we always shopped this way?'"

"In years past, everything from the store layout to the ability to refill shelves on a timely basis was based on operational needs—not about the customers' needs and wants. In fact, we in the industry have heard for years that people just don't like to grocery shop...and this store is aimed at changing that."

"We're excited to have an opportunity to offer this 'fresh' experience—and we hope our guests are too!"



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Habitat for Humanity

Wall-Raising Ceremony Celebrates New Beginning for Pastrana Family

As the wood-frame walls were raised by volunteers April 11 at a construction site on Shangri La Drive in Mayport, FL, Sandra Pastrana's dream of home ownership was one step closer to coming true. Her desire for a safe, comfortable place for her family to call home started becoming a reality as volunteers from Winn-Dixie, Kellogg's and Habitat for Humanity joined her to begin work on the house.

The cost of materials to build the house — \$40,000 — was raised through a Kellogg's promotion with Winn-Dixie. Each time customers purchased two of any type of Kellogg's, Keebler, Eggo, Kashi, Cheez-It or Murray products, Kellogg's donated 25 cents to the building of the Habitat home.

Pastrana's home marks the 10th Habitat house constructed by Kellogg's and Winn-Dixie. The companies' first project together was in Jacksonville in 2005, and since then they have completed eight other projects throughout Winn-Dixie's operating area. The ninth project is currently underway Montgomery, AL, and the Jacksonville-based grocer returned to its hometown for this 10th project. To celebrate the milestone, the first homeowner, Nubby Ramirez, attended the event and spoke to the crowd.

"Working with Habitat has changed the lives of my entire family," said Ramirez. "We know this is an exciting time for the Pastras, and we wish them, Habitat, Winn-Dixie and Kellogg's much success as they work to make our community a better place to live."

This summer, Pastrana will complete her 300 hours of service with Habitat. Pastrana is employed at Joseph Finegan School as the cafeteria manager.

"Events like this make me especially proud to be a part of the Winn-Dixie family," said Dan Portnoy, senior vice president and chief merchandising and marketing officer for Winn-Dixie. "Winn-Dixie's commitment to giving back to the communities we serve spans more than 80

Winn-Dixie and Kellogg's Celebrate Construction of 10th Home Through Partnership



■ WINN-DIXIE Senior Vice President, Chief Merchandising and Marketing Officer Dan Portnoy explains how a six-week promotion with Kellogg's is funding construction of a new home for Sandra Pastrana and her three children through Habitat for Humanity. Portnoy spoke during a ceremony marking the start of the home's construction in Atlantic Beach, FL.

years, and we are grateful to our customers and Associates whose contributions are helping Sandra become a homeowner."

After the wall-raising ceremony, work began to build the Pas-

tranas' future home. Representatives from Beaches Habitat for Humanity, Winn-Dixie and Kellogg's, along with community leaders, volunteers and the Pastrana family, picked up hammers and began the day's work of framing and building the home.

"Thanks to the support of Winn-Dixie shoppers, our goal of \$40,000 to build this family's new home has been met," said Lorrie Brocato, account manager for Kellogg's Snacks. "Now we can roll up our sleeves, get our hands a little dirty, and take part in building this house. Anything we can do to bring the family one step closer to moving in and make their dreams come true means the world to us."

"Together we can build a better world, one home at a time. The partnership between Habitat for Humanity, Kellogg's, Winn-Dixie and the community is concrete proof of that," said Ralph Marcello, executive director of Beaches Habitat for Humanity. "The collective support from all our partners means so much to the Pastrana family."



■ Kellogg's Director of Region Accounts Greg Tobias, Kellogg's Vice President of Eastern Region Dena Clem, Sandra Pastrana, Winn-Dixie Senior Vice President, Chief Merchandising and Marketing Officer Dan Portnoy, and Kellogg's Director of Team Sales Jan Delle pose in front of the Pastras' future Habitat for Humanity home. This is the 10th home Winn-Dixie and Kellogg's have partnered together to build with Habitat.



■ FUTURE HOMEOWNER Sandra Pastrana (center, white shirt) along with Winn-Dixie and Kellogg's representatives, raises the first wall of a Habitat for Humanity home with the help of Beaches Habitat volunteers on Friday, April 11.



■ Sandra Pastrana (second from left) and her children (left to right) Kasha, Carlos and Juan, raised the first wall of their future Habitat for Humanity home with the guidance of Habitat.



■ Sandra Pastrana (fourth from left) and her children, (left to right) Kasha, Carlos and Juan, pose in front of their future home with (left to right) Greg Tobias, Kellogg's director of region accounts, Ernie the Keebler Elf, Tony the Tiger and Dan Portnoy, Winn-Dixie senior vice president, chief merchandising and marketing officer.

New Generation of Safe, 'Green' Insecticides Debuts

A former lawyer turned environmentalist will help consumers of all income brackets green their homes in 2008. In launching one of the first patented botanical pesticides in the consumer market into numerous Wal-Mart stores and other major retailers, EcoSMART Technologies' founder Steven Bessette will help families fight household insects with organic products that are non toxic and safe to use around children and pets. EcoSMART's revolutionary aerosol products deliver quick knockdown, kill and repellency against a wide variety of household pests such as cockroaches, ants, dust mites, flies, wasps, spiders, crickets and fleas, and are uni-

versity tested to work as effectively as conventional pesticides.

EcoSMART's new 14-ounce aerosols include:

- **ANT & ROACH KILLER** - Kills and controls ants, carpet beetles, centipedes, cockroaches, crickets, earwigs, millipedes, pill bugs, scorpions, spiders, fleas and other insect pests.
- **FLYING INSECT KILLER** - Kills and controls flies, gnats, mosquitoes, moths, wasps and other flying insect pests.
- **WASP & HORNET KILLER** - Kills and controls wasps, hornets, yellow jackets, tent caterpillars, spiders and other household pests.

EcoSMART's botanical pesticides kill bugs as effectively as synthetic pesticides, but their formulation is based on the centuries-old natural defenses that plants and trees use for their self-protection against insects and pathogens — essential oils. EcoSMART's unique blends of essential oils block specific neural pathways in insects that regulate insect movement, behavior and metabolism. This results in instant immobilization and/or knockdown followed by the insect's death. Because these neural pathways do not exist in mammals, the formulations are completely safe to use around children, animals, birds and fish.



Mike Schmidt Launches His Own Wine Label

Hopes New Vino Will be Big Hit for Charity

Philadelphia baseball legend, long ball hitter and member of the Hall of Fame – Mike Schmidt, now a Jupiter, FL resident, is launching his own wine label. Proceeds from the sale of Mike Schmidt's 548 Zinfandel will benefit charity with 100% of his own proceeds earmarked for the Cystic Fibrosis Foundation of Palm Beach, FL.

This is the latest in a number of 500 Home Run Club wines produced by Eos Estate Winery in Paso Robles, CA. The wine is being introduced to the general public in Pennsylvania and others may purchase it on line at www.charitywines.com for about \$18 a bottle.



RackeUSA

150 Years of Winemaking History Returns to the U.S.

Racke GmbH + Co. KG, a family owned producer and marketer of super premium wines has announced a renewed focus and commitment to the U.S. marketplace through its subsidiary Racke USA. Racke USA markets and sells the wines of Golden Kaan from South Africa, Espiritu de Chile and Vitae from Italy. These brands are currently sold in over 30 countries and have achieved over 2million cases sold globally since launch.

"We have made significant changes within our company and management team to demonstrate our commitment to the U.S. market and we're excited about what the future holds here," said Marian Kopp, President of Racke USA. "I've recently relocated my office from Racke's headquarters in Germany to Sonoma, California and have been assembling a stellar team of senior level executives to manage our U.S. initiatives."

Erik Ran, formerly with Allied Domecq and Gallo was hired in 2004 as Senior Vice President of Sales and Marketing. And Kathy Whaley was brought on last year as Marketing and Public Relations Manager with previous positions at Domaine Chandon, Schieffelin & Somerset and Constellation Wines US.

"Our rich history and unique portfolio of joint venture wine brands, as well as new brands soon to be introduced from Argentina and Australia, makes Racke USA the go-to organization for international super premium wine brands," said Erik



Ran. "The Racke family's mission and approach to creating wine brands is unlike any other and I'm proud to help share the family's passion for quality wines here in the U.S."



Florida Beer Company Taps New Beer

Introduces Key West Southernmost Wheat

Fresh from a morning bottling, Key West Southernmost Wheat, a Belgian-Style Wheat Ale is ready to hit the market. After months of preparation, the Florida craft brewer is ready to get this initial batch in the hands of awaiting beer lovers.

Southernmost Wheat is a brand extension of the popular Key West brand and the brewer's most popular beer, Key West Sunset Ale. Key West Southernmost Wheat is Belgian-Style Wheat Ale brewed with the finest wheat, malt, hops, spices and a Florida Beer twist- Key Lime. Using the iconic and very recognizable Key West Southernmost buoy, the beer's imagery taps into the brewery's roots and history in Key West.

"We are extremely proud of this beer," replied Jim Massoni, CEO of Florida Beer Company. "Our goal was to produce a beer that provides a satisfying experience for consumers and reflects the care given to the craftsmanship of all of our Florida beers. I believe we have achieved this."

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■ La Pasión del Tango

Associated Grocers of Florida Retailers Experience a South American Adventure



■ **IGUAZÚ FALLS** - which spans both Argentina and Brazil, one of the many highlights experienced by those enrolled on Associated Grocers of Florida 2008 Retailers' Incentive Trip "La Pasión del Tango." The water falls of the Iguazú River are located on the border of the Brazilian state of Paraná and the Argentine province of Misiones. The falls divide the river into the upper and lower Iguazú. Vastly larger than North America's Niagara Falls, Iguazú is rivaled only by Southern Africa's Victoria Falls. Iguazú Falls may be viewed from many points and walkways, and its shape allows for spectacular vistas.

Annual Retailers' Incentive Trip to Argentina and Brazil



■ **TANGO ARGENTINO** theatrical production at Iguazú Grand Hotel Resort & Casino.

It was a real South American adventure for 125 Associated Grocers of Florida retailers, suppliers, friends and family members, as the Miami-based co-op took its 2008 Retailers' Incentive Trip to Buenos Aires and Iguazú Falls, April 19-26.

Some group members flew out ahead of the others to capture an extra day or two in this beautiful Argentinian city. The main tour group arrived early Sunday morning and was joined by the others for Sunday morning breakfast at the beautiful Las Violetas Restaurant, a Buenos Aires tradition since 1884.

Following breakfast, there was a full day of sightseeing and antiquing as the group visited El Zanjón—the site of the city's first settlement, the San Telmo Antiques Market, and Recoleta Arts & Crafts Market. During the tour, the group made a stop at the La Boca District. La Boca is the neighborhood that summarizes the history of Italian immigrants who arrived in the country to "conquer America." It is also the area that Tango and the passion for football [soccer] developed.

Following a mid-afternoon check-in at the luxurious Sheraton Park Central Hotel, there was a Welcome to Argentina buffet dinner on the top floor of the hotel. Following dinner there was a tango show and tango instructions for everyone.

On Monday morning, following a session of vendor-store roundtable meetings, which gave trip participants a first person opportunity to meet with the manufacturers who made the trip possible, it was off for a morning city tour. Evening was on your own, with many taking the opportunity to enjoy dinner and



■ **AG of Florida Chairman, Jim Rines** [center] pictured at the Friday evening grand banquet reception with entertainers from the innovative circus troupe, Grupo InnoVaCirco.



■ **BREAKFAST AT** Restaurante Las Violetas in Buenos Aires - Carlos and Gladys Delgado, Humberto and Caridad Delgado, Sedano's; tour guide, Paula; Jose Acovedo, Nestlé Waters, and Gary and Joan Bausch, AG of Florida.

■ **Entertainment** at the Iguazú Grand Hotel Tuesday banquet featured songs by international singing sensation Camila Barutta.





■ Trip Program Chairman, John Weal with Maria and Javier Valentin, Rico Rice, and Ken and Karen Reich, Advantage Sales & Marketing.



■ Maylen and Robert Vilaseca pictured with John Weal.

a tango show at Esquina Carlos Gardel.

Tuesday morning, was off to the far northern regions of Argentina for a visit to Iguazu Falls. Brazilian border officials were non too accommodating to the group, which made for a lengthy and difficult border crossing – not to mention a strike by truckers on the Argentine side of the border. The group prevailed, however, and was soon enjoying a buffet luncheon inside the Brazilian National Park. The remainder of the afternoon was spent touring the Brazilian side of the Iguazu National Park, prior to check in at the luxurious Iguazu Grand Hotel Resort & Casino.

That evening the group was treated to a delicious meal and fully staged theatrical production: Tango Argentino.

On Wednesday, the great adventure began as the group departed for a full day of touring the Argentinian side of Iguazu Falls. The day included a tour of both the upper and lower falls via a combination of train and on foot. Again, there was a delicious lunch in the Argentine park prior to THE GREAT ADVENTURE. Yes, everyone got wet...drenched, actually. But, there were no complaints as most concurred that it truly was the experience of a lifetime. That evening, the group was treated to a farewell to the falls dinner at La Aripuca indian preserve. The group learned of the construction of the giant house of redwoods, which serves as an educational learning experience for conservation and protection of the native rain forest.

Up early the next morning, and back to the city to continue exploring Buenos Aires. Following lunch at a landmark restaurant overlooking the chic Puerto Madero waterfront, it was time to learn of the life and times of Eva Peron. The group toured the Evita Museum and visited her final resting spot.

Friday was unscheduled and left open for individual touring and last minute shopping. In the evening everyone boarded buses for their transportation to the Grand Alvear Palace Hotel and an unbelievable farewell evening to the city. The palace ballroom came alive with entertainment from the circus troop, Grupo InnovaCirco. There were magicians, stilt walkers, contortionists, and mimes performing throughout the cocktail reception. The performances continued, following dinner, with the evening's highlight concluding with the song "Don't Cry For Me Argentina," sing by an actual descendent of the former Argentine First Lady.

On Saturday, the group's final day in Argentina, the tour buses departed the city for a full day on an estancia. The three busloads were greeted at the ranch by John Weal looking every bit the part of a real gaucho. John and his carriage led a group of mounted flag-bearing gauchos to greet the group. There was plenty of good food and drink for all and an opportunity to pick up those last minute souvenirs before the group was treated to a demonstration of gaucho skills by the ranch hands.

Following a late afternoon departure from the estancia, the group motored to the airport for their late evening trip home. For some, however, the trip was not yet over as they elected to participate in a post-trip extension to the historic city of Salta in the country's northern region.

It all made for a full week that could only be topped by the expectations in store for Associated Grocers of Florida's 2009 Retailer Incentive Trip to Switzerland. This Alpine Adventure is scheduled to visit one of the most beautiful regions in the world, April 17-24, 2009. An optional four day post-trip extension is being offered to scenic Amsterdam, April 24-28, 2009. Brochures and full trip program are available now by contacting John Weal at Tel: 954-876-3005 or Rosa Capeles at Tel: 954-876-3006 or your AG of Florida retail counselor.



■ ANNIVERSARY COUPLE – Trip Program Chairman, John Weal [right] is all smiles as he recognizes the 42nd wedding anniversary of Palm Ave. Sedano's Store Manager, Armando De los Rios and his wife, Nilsa, during lunch at Cabaña Las Lilas restaurant in Puerto Madero, Buenos Aires.



John Weal with Mary and Bob Hengstler.



■ BIRTHDAY BOY- Ken Saylor, Arneg USA.



■ TOASTING a wonderful trip are Javier Valentin and John Weal.



■ GLADYS PORTELA and others go through the buffet line at the Sheraton Park Central Hotel.



■ ASSOCIATED GROCERS Vice Pres. & Trip Program Chairman, John Weal accompanied by a troop of gauchos, greets the three bus loads of trip participants as they arrive at Estancia Rosario de Areco.



■ IGA RETAILERS. Ariel Melchor [far left], Amaury Portela and Chris Lavoy [right] with IGA store operators Luis Arango, Domingo Then, Jim Rines and Francis Bailey.



■ Jim McCarthy and Debra James tour El Zanjón in San Telmo along with Rocky and Madonna Craig. Some historians point to the Zanjón de Granados Ravines as the site of the first settlement of Buenos Aires in 1536. Today, you can walk through the labyrinth of tunnels as if on a multi-level balcony and visualize scenes of the city's early settlement.



■ TRIP PROGRAM COORDINATOR John Weal [center] and Rosy Capeles [left] with members from Mayer Incentive & Meetings: Maria Wallace, Maria Inés Bertone, Luis Biani, Steve Hooks, Lisa Gladstone and Franco Ramos.



■ A PASIÓN DEL TANGO – Taking a spin on the dance floor are Maria Valentin and John Weal.



A tango demonstration was followed by lessons in dancing the tango while enjoying the view overlooking the city.



TIME OUT FOR BUSINESS



SEDANO'S Daniel Valdes and his wife, Consuelo.



Alina and Ariel Melchor.



Alfredo and Emma Guerra.



Mercedes Carrillo, TODAY'S GROCER at Iguazú Falls.



Debra James and Jimmy McCarthy, Tom Thumb Food Stores, inside a hollowed-out giant redwood tree trunk at La Aripuca indian preserve.



Monument to Frederico Engel Rios, tourism pioneer of the Iguazú Water Falls, Foz Do Igua, in the National Park on the Brazilian side of the Falls.



Vicente Moreno and Miriam Vega at the Falls.



Bob Ellenburg with John Weal.



Jose Carlos Acevedo, Nestlé Waters, North America, Inc. at Iguazú Falls.



NATIVE FRIENDS – a Coati, closely related to the American raccoon. Prevalent in parks on both sides of the falls, you may have a family of them approach you in hopes of a free handout.



Angela and Domingo Then, Tropical Supermarket.



AG of Florida Board Member Francis Bailey, Bailey's General Store [Sanibel Island, FL], AG of Florida Chairman of the Board, Jim Rines, Rines IGA Supermarket [Indiantown, FL] with CROSSMARK's Joe DiGiacomo and his wife, Teresa.



Tom and Linda Horn with the giant Yerba Mate teapot at La Aripuca.



SEDANO'S Maria and Jose Herran.



Amaury and Gladys Portela.



Luis and Doris Arango, La Reina Supermarket.



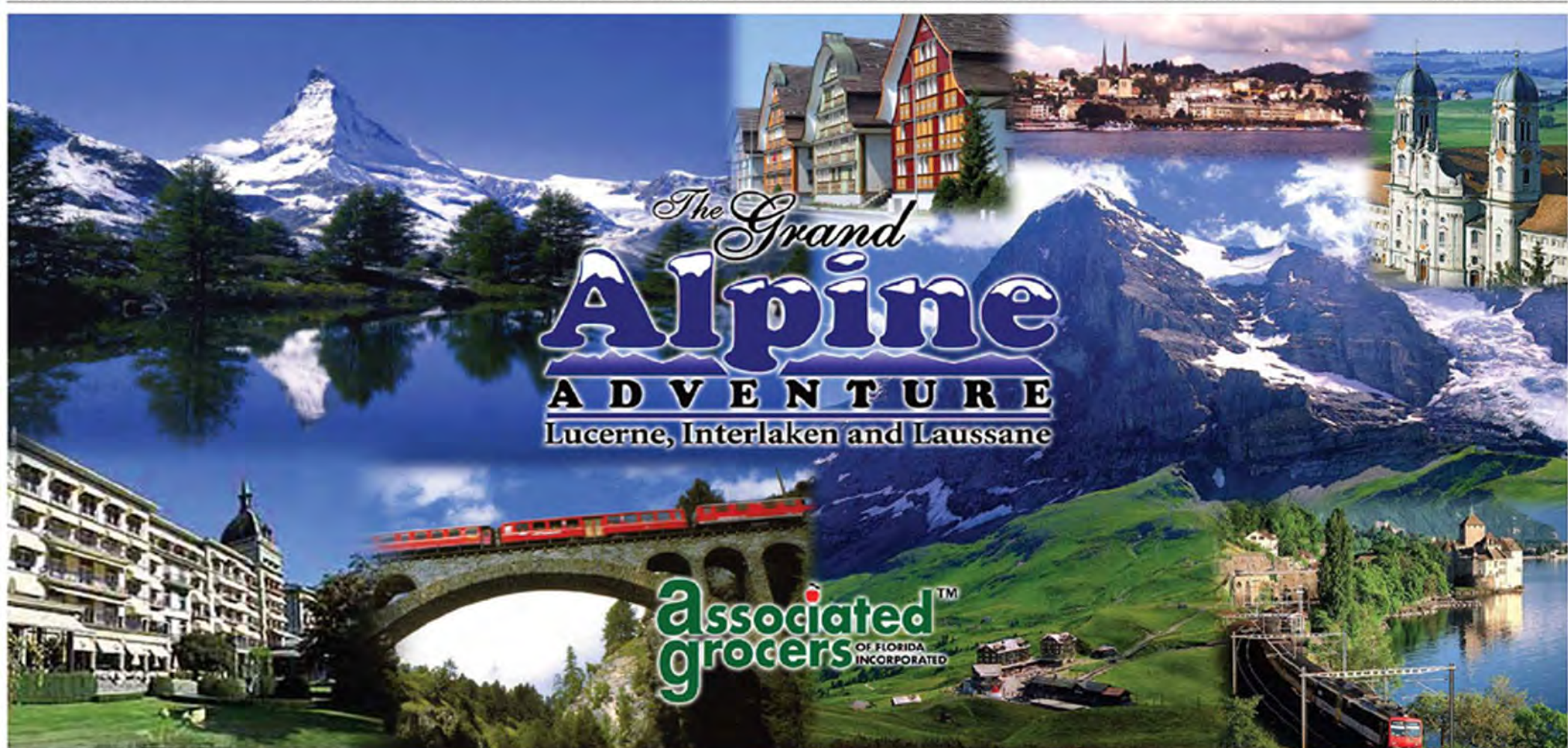
Arturo Carricaburu with his daughter Beatriz and Pedro and Zaida Mesa.



Leo Gonzalez [right] gets everyone in a dancing mood as he leads the conga line, following dinner at La Aripuca.



An evening out at La Aripuca indian preserve. A.G. of Florida Chairman Jim Rines and John Weal [left] partake in a ceremonial drink between friends of Yerba Mate.



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Afterward, your journey takes you to Lausanne for a two-night stay at the Beau-Rivage Palace, one of the finest hotels in the world. Nestled in the heart of the breathtaking Bernese Oberland region, this palatial hotel is surrounded by private gardens overlooking the majestic French Alps while sitting next to a picturesque harbor.

Inhabited since the Stone Age, Lausanne is filled with shuttered mansions, scenic parks and tree-lined lakefront promenades – and stands today as perhaps the most beautiful of Switzerland's cities. Enjoy an abundance of art, music, culture and upscale shopping while surrounded by some of the world's most spectacular scenery as you explore the awe-inspiring beauty of Switzerland with Associated Grocers of Florida, Inc!

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28 Guest Editorial

Developing a Customer-Focused Store Strategy



BY: **BILL THOMSON**
MANAGEMENT AND TECHNOLOGY CONSULTANT
JOHN ANDERSON & COMPANY

It is popular wisdom in business today that to improve your bottom line you should focus on understanding your customers and serve their needs better than your competitors.

A research study by the IBM Institute for Business Value in 2007 concluded that customers who feel valued by their grocery store will purchase a greater percentage of their groceries there and will spend more per week than those who don't. By knowing what your current customers want, you can make sure you are providing it to them well. If you know the reasons why they shop elsewhere, you may be able to address them.

It makes good business sense, but how do you go about getting this kind of information? Talking to a few customers everyday will not give you enough objective information and this approach will not provide the preferences of the local shoppers who are not coming to your store.

There are a variety of ways to better understand your current and "target" customers. Some of these include:

- Determining the demographic profile of residents near your stores;
- Evaluating sales trends to track your changing product mix, and comparing that data to similar types of grocery stores;
- Conducting customer surveys to determine what your current customers think about your stores;
- Holding focus groups to hear local shoppers explain why and they choose their grocery

stores; and

- Assessing the strategies and prices of area competitors.

Through these research vehicles, you will obtain a wealth of information that will help you make strategic decisions about your store. For example, you will know with certainty:

- The ages and income level of your customers compared to the surrounding area.
- The percentage of pantry stock-up shopping trips versus quick trips for fill-in items.
- The main reason shoppers shop at your store, where else they shop and why.
- Customer satisfaction levels by department.
- What other products or services customers would like you to add.
- How much your competitors charge for similar products.

This information can help you drive important changes that will make your store more appealing to local shoppers. You may consider adjusting the store design, sales mix, prices, marketing approach, services, and technology according to whom you are trying to attract.

- **STORE DESIGN** Up-scale customers expect a certain look and feel, and all customers expect the clean and contemporary look that they have come to expect from the major chains.

- **SALES MIX** If your customers buy bulk commodity items from a nearby competitor at discounted prices, then maybe you need to allocate more shelf space to the items customers say they want from your store.

- **PRICING** Even small price differences on the wrong types of products can create huge perceptions in the minds of customers. This

perception can quickly reduce basket sizes. Lowering the price for easily compared brand name and high volume products can maintain the perception that you are competitive.

- **ADVERTISING, MARKETING, AND PROMOTIONS** How you market your store and its products will depend upon who you are trying to attract. Price-sensitive customers respond to coupons, ads in flyers, and in-store specials. More up-scale customers might like to receive a postcard or e-mail about some new wines or other specialty item.

- **SERVICES** Different types of customers prefer different services. In all cases, customers will expect to find help when they need it and be treated with respect by your employees. The research will let you know how you are doing.

- **TECHNOLOGY** A loyalty program may encourage customers to shop your stores more often and can give you valuable data on shopper behavior that can be used for marketing. Technology can also help you optimize pricing by balancing competitive prices and margin goals.

With good information about who your customers are and what they care about, you can invest with confidence in your store and make the changes needed to improve your profitability.

BILL THOMSON is a management and technology consultant with John Anderson & Company, a financial and operations consulting firm providing services to independent retail grocers and wholesalers since 1991. You can reach Bill at bill@jandersonco.com, www.jandersonco.com, or 954-757-9882.

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A New Look for an Old Friend



■ NAVARRO DISCOUNT PHARMACIES recently opened this location, formerly the site of a Sedano's Pharmacy in Hialeah, Florida at 366 E. 4th Avenue.

Navarro Growing Rapidly Following Sedano's Pharmacy Acquisition



■ Customer Service Supervisor, Belinda Gonzalez and Store Manager Roberto Guerra pictured at the Customer Service Counter with cashiers Yanet Jorge and Beatriz Chang.



■ Roberto Guerra with pharmacist Angela Armas, RPh.



Reopens Remodeled Store in Hialeah

Navarro Discount Pharmacies is moving fast to incorporate its recently acquired Sedano's Pharmacy locations in South Florida into its store roster. One of its latest conversions is Store #32 which opened recently at 366 E. 4th Avenue in Hialeah.

The company is merchandising its new stores according to the needs of the neighborhood they serve. For example, the new Hialeah location features an expanded dry grocery selection which has been increased to about 40% of the store shopping area.

"We're merchandising for the demographics of the neighborhoods we serve," Navarro Discount Pharmacy COO Lee Armbruster told TODAY'S GROCER during the grand opening at the new Hialeah location. The store features expanded grocery, dairy & frozen selections from its primary food supplier, Associated Grocers of Florida, Inc.

In addition to an expanded food selection and a Pan Plus bakery, expanded chilled beer selection, the 26,000 sq. ft. Store #32 features a large perfume department, optical shop, audiologist shop, and large pharmacy.

All of the company's 31 current stores joined in a chain-wide celebration for the opening. Promotional support for the grand opening included an advertising mail circular sent to the surrounding environs, radio advertising, and in-store food samplings and wine tasting.

Navarro's expansion extends beyond the recently acquired Sedano's locations. The company also has plans to open five new locations within the next twelve months.



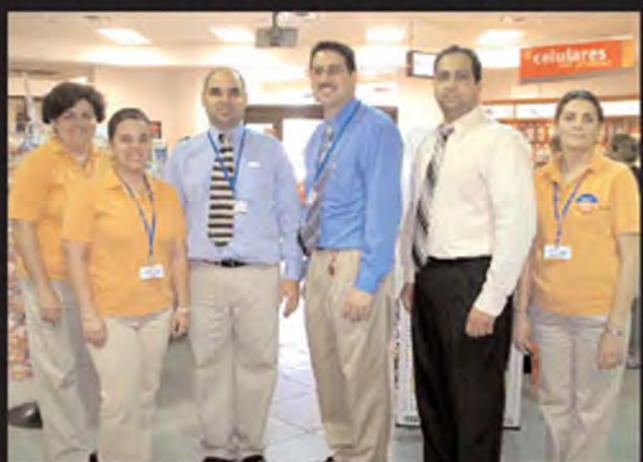
■ Throughout the store large brightly colored signage proclaims, "Celebrating another new Navarro. 31 stores and growing."



■ Among the store's many customer services are its audiologist office.



■ NAVARRO DISCOUNT PHARMACIES COO Lee Armbruster [center] pictured [left to right] with: Navarro District Manager, Javier Gonzalez, Store Manager, Roberto Guerra; Associated Grocers of Florida V.P. of Sales-Miami, Gregg Young and AG of Florida V.P. of Business Development, Amaury Portela. AG of Florida is primary grocery supplier to the company.



■ Store Manager, Roberto Guerra [center] pictured with key Navarro associates: Minerva Sanchez-Merchandise, Yuleisy Ricardo-Merchandise, Ernesto Cruz, IT, Javier Gonzalez-District Manager, and Martha E. Martinez-Valdes-Merchandise.



Pan Plus Bakery clerk Lilia Lope.



■ Maria Lugo is ready to help customers in the store's expansive perfume department.



30 Health & Beauty



Flavor And Vitamins On The Go

4C Launches Totally Light2Go Vitamin Stix Drink Mix

4C is introducing an innovative new way to take vitamins, 4C Totally Light2Go™ Vitamin Stix! Packed with vitamins and full of flavor, these convenient on-the-go drink mixes are quickly becoming a staple for the gal on the go. Even those watching their waistlines can indulge as all three flavors of the 4C Totally Light2Go Vitamin Stix have zero calories and no sugar.

4C Totally Light2Go Vitamin Stix are a smart way to add a boost of flavor and vitamins to water. Simply add one full package to 1 liter of bottled water and go!

4C Totally Light2Go Vitamin Stix are available in three delicious flavors:

- Vision: A delicate blend of strawberry and kiwi, Vision boasts the benefits of lutein, vitamin A, vitamin C and essential B vitamins.
- Reboot: A colorful combination



of passion fruit and citrus flavors, Reboot recharges with guarana, vitamin C and four essential B vitamins (B3, B5, B6, B12).

■ C-Drive: the powerful flavors of the dragon fruit and acai help C-Drive keep immune systems healthy with taurine, vitamin C, zinc and chromium, plus antioxidants and essential B vitamins. "Now with Totally Light2Go Vitamin Stix it's easy for a woman on the go to get the benefit of vitamins while enjoying a great tasting beverage wherever she is," said Sally McCracken, Vice President at 4C. "And since Totally Light2Go Vitamin Stix are sweetened with Splenda® you can add its great taste to your own bottle of water without adding calories or sugar."

All of the Totally Light2Go Vitamin Stix Vitamin Enhanced Drink Mixes are sugar free and contain 0 calories. Because they are sweetened with Splenda there's no "sugar crash," or empty calories.

Bye, Bye Bug Bites with Boiron's New Bitecare

New from Boiron is a cool and soothing gel that works naturally to aid in healing a variety of insect bites, including mosquitoes and bees. Bitecare combines three homeopathic medicines to relieve the pain, itching, burning and swelling associated with these and other pests.

An ideal family first aid product, Bitecare absorbs quickly and does not leave a messy residue. Its non-sticky, non-greasy, water-based formula is easy-to-use. Furthermore, it does not contain artificial colors or perfumes and is undetectable to others when applied.

Considered safe when used as directed, Bitecare is the right bug bite soother for everyone in the family 2 years of age and older. Because it works naturally with the body, Bitecare won't mask symptoms, so parents and doctors can detect and respond more quickly to medical emergencies.

A 1.5 oz. tube of gel retails for approximately \$5.90.



Children's Throat Cooler

Non-Medicated Ice to Hydrate and Soothe Young Throats

Integrated Beverage Group, Ltd., a manufacturer of sports and nutraceutical products has launched Children's Throat Cooler®, a non-medicated ready-to-freeze liquid product that parents can confidently choose to help hydrate and rejuvenate their young children's ailing throats. The product, which is meant to be consumed frozen, extends IBG's already popular Throat Cooler™ line. It was specially formulated

for children 2 years of age and older to fill the void left by the recent recall of children's cough and cold medications.

Children's Throat Cooler contains pure honey and 100% of the RDA of Vitamin C for children ages 2 and 3 (66% of the RDA for children 4 years and older) to help support a child's throat health and immune system. When consumed frozen and allowed to dissolve slowly,

Children's Throat Cooler's icy cooling action provides relief from minor throat irritation and discomfort caused by allergies or over use. Its pre-portioned .8 fl. oz./25 ml pouches can be stored anywhere prior to freezing for convenient use. Children's Throat Cooler is provided in two child-friendly flavors of Strawberry and Grape and sold in multi-packs of six pre-portioned single-serve pouches.



Redneck Pepper

Well-Seasoned New Profit-maker Debuts

Warning: It's Not for Sissies

Calling all 'rednecks' and everybody with a taste for the unusual and those who just love their foods well seasoned. Redneck Pepper, a product that doesn't defy description but rather embellishes it is being introduced into the marketplace by a couple of Good Ole Boys from North Florida—Skipper Hair and Billy Nelson, partners in Redneck Pepper of Lake City, Florida.

This unique new product may be just about as close as one can get to define description. But we can say that it goes good on pizza, mashed potatoes, fish, salads, peas, corn, steak, eggs, grits, chips, salsa, chicken, subs, greens, spaghetti, peanuts, pork, rice and beans.

Just about anything you can throw at it... you can throw it on! It's also great on chicken wings, French fries, burgers, fajitas, gumbo, and anything grilled. It even makes one heck of a Bloody Mary. The product is all natural, sodium free and contains no MSG. Skipper Hair is so sure that once a customer tries it they will be hooked for life by its special taste, that he offers a money-back guarantee.

Redneck Pepper has about a colorful story as one can get. Skipper Hair and his father-in-law, Bobby Nelson, were canoeing on the Suwannee River a few years back when Bobby offered Skipper a plate of bland-tasting chili from a campfire pot. He then sprinkled some of his "magic powder" on the dish and the results were amazing.

Bobby... a/k/a "Bobby Luv" had a

reputation as the camp cook and as a prankster and was always bringing some sort of homemade concoction with him on getaways. But, this one was different.

"I told him we could sell this," Hair recently told TODAY'S GROCER. "He said I was crazy." It was at this moment that Redneck Pepper was born. Since this time, Hair and his brother-in-law, Billy Nelson, have been preaching the gospel of Redneck Pepper to everyone they meet. It's already paying off—big time.

In just two short years, the one basic product has grown to now include a full line of six varieties of pepper blends. There's also a Redneck Pepper Country Smoked Sausage and a beef jerky that is 100 percent beef with no preservatives, vacuum packed and processed by Stripling's General Store of Moultrie, GA.

- The full product lineup includes:
- **ORIGINAL REDNECK PEPPER** — This is the first blend we introduced, truly the perfect all pepper blend. It is great on everything!
 - **CAYENNE KICK** — This blend has cayenne peppers for the people who prefer cayenne and a little more heat.
 - **TRIPLE C'S** — This blend is the hottest of the Redneck Pepper blends. It is designed specifically for chili, but can be used on everything.
 - **FLAMIN' FISH** — This Redneck Pepper blend has a hint of lemon with heat for the fish lovers out there; it is also great on chicken!
 - **PIZZA PEPPER** — This pepper blend was designed for the pizza lovers



■ REDNECK PEPPER partners: Skipper Hair (right) and Billy Nelson (left)

that want extra heat with their crushed red pepper.

- **JALAPEÑO LOVERS** — 50% jalapeños for the customer that LOVES jalapeños. (This is the blend that started it all when we were camping on the Suwannee River.)
 - **ITALIAN REDNECK** — Coming real soon. This blend is delicious on everything you like a little garlic with (and heat of course).
- Products are packaged in two sizes: 4 oz. jars and 16 oz. jars, 12 per case. The product is produced in a modern, state-of-the-art, government-inspected facility in Florida.
- Skipper handles responsibilities for administration, production and sales, while Billy is responsible for public re-

lations, product samplings, and introducing this unique item to cooks and prospective customers.

"We will always focus on quality," Hair says with pride. "When you have a quality product, it will sell." Retailers already know this and, as they learn more about Redneck Pepper, they're amazed at just what these little jars can do.

"The future is unlimited," Hair says.

For sale and/or product information, you may contact either Jack Swart at M-C McLane International at telephone 386-754-4646, fax 954-827-0161, cell phone 352-572-0663, or jacks@mcm-clane.com, or Skipper Hair at Redneck Pepper telephone 386-752-7277, fax 386-269-0802.



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32

Video



All For One, And One For All!

Bob the Builder™ and his Can-Do Crew welcome friends Meg MacDonald, a Scottish dairy farmer, her assistant Piper and their hilarious dairy truck Dodger to Sunflower Valley in five delightful new adventures in Bob the Builder: The Three Musketricks, delivering on-to DVD from Twentieth Century Fox Home Entertainment and HIT Entertainment for a suggested retail price of \$14.98.

Every episode of Bob the Builder finishes with a job well done and a lesson learned about the value of positive attitude, problem solving and teamwork. Bob the Builder and his machine team always demonstrate that The Fun Is In Getting It Done! Bob The Builder:

The Three Musketricks Fast Facts:

- DVD SRP: \$14.98/ \$18.98 Canada
- DVD R/T: 45 minutes
- Bonus extras include:
- Fifi & the Flowertots™ Episode – “Spotty Pip”
- Fireman Sam™ Episode – “Joker Soaker” (English and French)
- Meet New Members of the Can-Do Crew



Redbox® to Expand Agreement With Walgreens

Redbox, the fully automated DVD rental system featuring new release rentals for \$1 per night, has announced an agreement with Walgreens to expand the presence of redbox automated DVD rental kiosks to approximately 2,000 Walgreens stores nationwide. Currently available at nearly 250 Walgreens locations, redbox will install kiosks at approximately 1,800 additional Walgreens stores during 2008 and 2009.

“Redbox’s agreement with Walgreens is an example of the companies’ shared commitment to providing convenience and value to our customers,” said Gregg Kaplan, chief executive officer, redbox. “Featuring the latest DVD rentals for \$1 per night, redbox provides Walgreens’ consumers with another great reason to visit their neighborhood Walgreens locations.”

Each fully automated redbox kiosk holds more than 500 DVDs, representing 100-150 of the newest movie releases, with new titles available every Tuesday. Consumers simply use a touch screen to select their favorite movies, swipe a valid credit or debit card and go. Customers can keep the DVD for as long as they’d like for \$1 per night plus tax, and after 25 nights, rental charges cease and the DVD is the customer’s to keep.

In addition, redbox’s patented rent-and-return anywhere technology allows consumers the convenience of renting DVDs at one location and returning them to any redbox nationwide. Consumers also can guarantee their favorite movie is in stock and waiting for them, by reserving a DVD online at www.redbox.com and picking it up at the redbox location of their choice.

Meet Barney’s Newest Dino-Friend in

Barney™; Hi! I’m Riff

Barney’s newest dino-friend Riff wants to start a club, but doesn’t know what kind of club – a baseball club? A dance club? An inventor’s club? A music club? Barney and the gang all agree that these are super-dee-duper ideas, but Riff finally decides that best club of all is...a “Best Friend’s Club” where sometimes they will play baseball—sometimes dance—sometimes play music—and sometimes invent new things.

Length: 57 min. • DVD Priced at \$14.98



He’s Hip! He’s Cool! And He Loves to Learn!

Hip Hop Harry ‘Move Those Feet’



The award-winning sensation Hip Hop Harry is back in action and hipper than ever! Allumination Filmworks releases the latest DVD in the Emmy®-nominated, Parents’ Choice Approved series with the new title ‘Hip Hop Harry: Move Those Feet.’

Each of the three episodes included in this DVD – “Fancy Footwork,” “You Can Dance!” and “I Like to Move” – encourages children to exercise and

express themselves the fun way, through dance.

Each episode is bursting with music, merriment and the hip-hop flavor that has made Hip Hop Harry a family phenomenon.

Hip Hop Harry is the lovable, huggable, rapping teddy bear whose favorite theme is “I Love To Learn!” 100% multicultural, positive and always fun, Hip Hop Harry uses music, dance and rhyme to teach youngsters about language, social skills and problem solving while he gets them up on their feet and out of their seats to exercise both mind and body!

Three fun episodes in ‘Move Those Feet’ DVD are:

- **FANCY FOOTWORK** – Sisters Savannah and Sophina learn the importance of positive competition – and drinking water to maintain a healthy body – when they find themselves on opposing teams in the Hip Hop Central dance contest.
- **I LIKE TO MOVE!** – It’s “Fitness Fun Day” at Hip Hop Central and Hip Hop Harry has invited a fitness expert to teach the kids some fun new ways to exercise. And Scott learns about rhyming words and composes a poem to perform for everyone.
- **YOU CAN DANCE!** – Katie knows how to dance ballet but wants to learn Hip Hop. Hip Hop Harry suggests she take some classes at Hip Hop Central. Taking it step by step, Katie and all the kids learn some great new moves.

Currently seen on Discover Kids and The Learning Channel (TLC), Hip Hop Harry DVDs are recommended for ages 3 and up and are available at a suggested retail price of \$14.98.

Wal-Mart Moving Exclusively Toward Blu-ray Format

Wal-Mart Stores, U.S. announced that its 4,000 Wal-Mart and Sam’s Club stores will move forward this year with one hi-definition movie and hardware format: Blu-ray. The change will take place quickly over the next several months whereby the retailer will phase out HD DVD offerings and reorganize shelf space. By June, Wal-Mart stores Sam’s Clubs will offer only Blu-ray movies and hardware machines, as well as standard definition movies and DVD players, and up converters.

“We’ve listened to our customers, who are showing a clear preference toward Blu-ray products and movies with their purchases,” said Gary Severson, senior vice president, Home Entertainment, Wal-Mart, U.S. “With the customers best interest in all we do, we wanted to share our decision and timeline with them as soon as possible, knowing it will help simplify their purchase decision, increase selection, and increase adoption long term. We anticipate enhancing our selection with continued great values in hi-definition Blu-ray products, so our customers can further enhance their entertainment experience at home.”

Wal-Mart will continue to sell through remaining HD DVD product, but in less than 30 days customers will see a more predominant move toward Blu-ray in stores, clubs and online. As the nation’s largest retailer, Wal-Mart says it reviewed all areas and impact in making its decision, and is excited to move forward with one format and share its future plans with customers.

Book Review



The Portofino Deception

Winning Praise for Author Jeffrey Stephens’ First Novel

As a first novel by Jeffrey Stephens, *The Portofino Deception* has already received acclamation from New York Times #1 best-selling author, Vince Flynn: “This is a rippling, good yarn of intrigue that will keep you turning the pages all the way to its explosive ending.”

The story is about Jordan Sandor – an ex-agent with the Central Intelligence Agency – who is drawn back into action when events land him in the middle of an operation to expose and prevent a new al-Qaeda conspiracy intended to

launch deadly nerve gas attacks around the world. The tension escalates when Sandor discovers that the rogue agent behind the plot is his former mentor and Jordan realizes he is the only man who can prevent the catastrophe. This journey takes him from Woodstock to New York City to Fort Lauderdale, then to Paris and ultimately to the beautiful Italian Riviera town of Portofino. It is an edge-of-the-seat adventure with an energy that never stops.

Robert Tanenbaum, best-selling author of *Mal-*

ice, *Counterplay* and *Fury*, describes Mr. Stephens’ novel with gusto: “a writer to watch...a very solid, fast-paced thriller that carries the reader on a globetrotting adventure into the world of counter-terrorism.”

City Magazine’s review passionately sums it up: “Move over Jason Bourne, Jack Bauer, and Jack Ryan – a new agent is locked, loaded, and ready to save the world from terrorism...Deception will only leave you hoping for the inevitable sequels.”



THE PORTOFINO DECEPTION

by Jeffrey S. Stephens

American Cheese Society Conference to Bring 1,000 Cheese Aficionados to Chicago

Continued from PAGE 7

er sold beyond the region where the cheese is made," said Wilson. "Also, the Festival Marketplace will feature cheese-friendly products, wines and beers that complement the cheese tasting."

The cheese extravaganza continues with a Cheese Sale on Sunday, July 27 from 10 a.m. to 1 p.m. at

Kendall College at 900 N. North Branch Street in Chicago, where the public will have the chance to buy specialty cheeses at rock-bottom prices.

"Our Cheese Sale is always a lively affair, as it provides cheese aficionados the opportunity to purchase artisanal cheeses not usually available and certainly not at such low prices," said Wilson.

FMI's Hammonds to Retire

Continued from PAGE 1

pecially in the areas of food safety, social responsibility, industry relations and political action," Smith said.

Smith said Hammonds "plans to continue as president and chief executive until a successor is in place. We are grateful for Tim's assurance that he will remain in place until the succession is completed."

Eagle Introduces Double-Mat Wire Shelving



New Double-Mat Wire Shelving from Eagle is specially designed to accommodate merchandise that is difficult to store or display on conventional wire shelving units. Eagle's new shelving is specially designed for safe storage of items such as soda bottles, round-bottomed containers and small-legged appliances — while continuing to enjoy the advantages of wire shelving including

strength, configuration flexibility, and improved air circulation. Double-mat wire shelving units from Eagle are available in standard widths ranging from 18 inches to 24 inches, and in lengths from 36 inches to 60 inches.

Quick Chek Announces Winners of Devils Night Out Sweepstakes

Quick Chek, the family-operated chain of food store located throughout New Jersey and southern New York, announced today the winners of their Devils Night Out Sweepstakes.

The sweepstakes, which celebrated Quick Chek's coffee being named the official coffee of the New Jersey Devils, ran from January 20 to February 22. Customers were asked to submit an essay stating why they deserved a Devils Night Out. More than 1,000 entries ranged from funny to touching, with New Jersey Devils and Quick Chek fans vying for one grand prize and ten runners up prize packages.

The Grand Prize-winning essay came from Michael Mercurio of Scotch Plains, NJ. His submission was chosen for its creativity, originality and compelling nature.

"I spent a year in Iraq with the NJ Army National Guard from Nov 04 to Nov 05. My friend and I brought hockey sticks to our base in Tikrit and played hockey together with a can shaped like a puck filled with sand. In an abandoned palace on our base, we even drew the NJ Devils logo on a wall," Mercurio wrote in his winning entry.



■ QUICK CHEK'S Devils Night Out Sweepstakes Grand Prize Winner, Michael Mercurio of Scotch Plains, NJ, (right) posed with Captain Marc Demarest of Brick, NJ, (left) underneath a hand-painted New Jersey Devils logo in their make-shift hockey rink at a U.S. Military base in Iraq. Mercurio won the Quick Chek contest for his essay regarding his loyalty to the New Jersey Devils from afar while stationed in Tikrit.

MC McLane Int'l Names Stinebaugh President

Continued from PAGE 1

Company in Greenville, Texas. In 1978 Stinebaugh joined Safeway and served as Distribution Center Manager in Saudi Arabia from 1979-1983. Stinebaugh al-

so held various leadership positions with Baker's Supermarkets in Omaha, Nebraska from 1987-1999. He later held the positions of Vice President Merchandising and Division President with Fleming Companies.

"We are extremely excited to have someone of Louis caliber at MC-McLane International," Julian said. "His experience and knowledge are welcome additions to our organization."

New Study Finds Economic Forces Push Consumers to Eat-In More Often

Continued from PAGE 2

Packaging Division

The study also found that meat continues to be a staple at American dinner tables. According to the study, the average family has five dinners at home per week, with an average of 4.2 of these meals including a meat item. Chicken and beef are the top meat choices, with more than 80 percent eating chicken and beef at least once a week and more than 34 percent eating chicken and beef at least three times a week.

"Consumers know that meat delivers protein and other essential nutrients," said AMI Senior Vice President of Public Affairs and Professional Development Janet Riley. "Processors are offering an increasing variety of convenient meat and poultry products in a wide array of nutrition and flavor formulations that are being well-received."

Meat Shoppers Looking For Best Value Consumers ranked price per pound as the most important factor when selecting meat — averaging a 4.6 on a scale from 1 to 6. This was up from 2006 and 2007 and may be linked to rising food prices. The vast majority compares meat prices before selection and purchase. Once in the store, more than half of consumers seek the best value among different cuts and types of meat every time they shop.

The report notes that energy costs are having an increasing impact on shoppers' disposable income. "Large numbers of shoppers already have made changes, ranging from eating out less, purchasing less expensive products while in the store and even switching primary stores," the report notes.

Meat sales promotions using in-store signage followed by meat advertisements in direct mail sales flyers or newspapers had the

most influence on the type and quantity of meat purchased.

Other features important to consumers when selecting meat included product appearance (4.3); package size/total package price (3.8); nutritional content (3.4); knowledge of how to prepare (3.0); and preparation time required (2.8).

More than One and Five Consumers Now Purchase Natural and Organic Meat Shoppers are also looking for reasonable pricing of natural and organic meat, with more than 80 percent saying organic meat and poultry is more expensive either by a lot (32.8 percent) or a little (50.8 percent). Of those surveyed, 73 percent of occasional organic shoppers would purchase more if prices were lower, up from 63 percent in 2007.

Despite price concerns, consumers continue to show strong demand for natural and organic meat, with one-fifth purchas-

ing these products.

The top reasons for buying natural/organic meat include positive long-term personal health effects; better nutritional value; and better treatment of the animal where the meat came from.

The most frequently purchased natural/organic meats were chicken (73 percent) and beef (49 percent).

The share for natural meat packages grew by 7 percent in 2007, while the share of organic packages remains small.

How Shoppers Would Improve the Meat Department According to respondents, better quality and more variety would prompt an increase in meat purchases. Many people suggest that retailers offer more information on where the meat is produced and the nutritional content of fresh meat and help them learn more about the taste of the cuts and types of meat.

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Forces Shaping The Future of Food Retailing



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

According to recent industry reports, over sixty percent of all new grocery stores in 2006 were actually retrofits of existing buildings.

No doubt real estate costs and availability have something to do with the high number of retrofits. And I suspect the industry trend of locating stores in urban environments, also has an effect on this number. But I think a key reason we're seeing an increased interest in retrofits as opposed to building new stores is we have too many stores to begin with.

From a consumer's perspective, choice is a wonderful thing. Today's consumers are inundated with plenty of options, not only with consumer goods, but also where to buy those goods. As an example, in my twelve mile drive to work I pass fifteen locations where I can buy bread, and eight where I can buy gas.

A consumer's tolerance level will decrease as their options increase. I recall going to a local drive-up restaurant. After spending ten minutes in line to place an order, and facing the prospect of another five minutes to pay and pick up the food, I decided to drive off leaving the order unfulfilled. Because there were other fast food options in the neighborhood, my service tolerance level was low.

In essence, I fired that fast food retailer when I de-

cided to drive off. Likewise, I fired a few years ago was a national video store chain after being charged a late fee - hired Netflix; and I fired the national music store chain that never had the CDs I wanted - hired Amazon.com. I'm not alone, consumers are firing goods and services providers everyday.

Recently I fired the meat department at my favorite grocery store. This wasn't because they did anything wrong. The products they sold, the service they provided, and their prices, didn't change. What changed were the new competitors coming to town. My grocer's meat department didn't drive me away, the newly opened meat market and wholesale club lured me away. What my favorite grocer did wrong, was do nothing at all.

The convergence of retail formats is a significant retail trend effecting almost all merchandise categories, but none more than consumables. Today, more retail formats than ever are selling food items. In the example cited earlier, twelve of the fifteen locations where I can buy bread on the way to work are non-traditional food retailers. The modern consumer is as likely to stop at an alternative food retailer for their "fill in" food needs as they are to visit their local supermarket.

The U.S. retail marketplace has become a "consumables battleground", and this battleground is being fought with an array of weapons including: convenience, price, assortment, customer relationships, quality products, and service levels.

For supermarkets this means competition is more

than the supermarket chain down the street, or the other side of town. It now includes all the retail formats fighting for a piece of the consumers' stomach. This includes quick service restaurants, drug stores, butcher shops, donut shops, convenience stores, wholesale clubs, dollar stores, Amazon.com, pizza delivery joints, small format food retailers, the food preparation retailers like Super Supers, even your town's farmers market. In general, I don't think supermarkets realize who their competitors are. Why else would they support, even endorse, other food retailers by selling their gift cards, or advertising the competitors on the back of receipts?

Flourishing in this competitive environment requires more than just offering a convenient shopping experience, or competitive prices, or a great assortment, or great customer relationships, or high quality products, or high service levels. It may require all of these, as well as an understanding of the competitive landscape, and some marketplace agility.

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.



New Red Hots® Heat Lamps And Display Lights

New Red Hots® heat lamps from Eagle Foodservice Equipment are the ideal way to preserve the appetizing appeal, appearance and taste of prepared food while maintaining optimum temperatures. And, when it's just lighting you need, Red Hots® display lights are the perfect choice.

Featuring a top-quality non-corrosive, durable aluminum exterior construction, Red Hots® heat lamps also contain a reflector plate that focuses heat from the calrod heating element. Each element can be controlled individually, with dedicated switches for each of the elements, plus a red-lighted rocker switch that indicates whether the unit is on.

Rite-Hite's Revolution™ Fan Drives Down Energy Costs

Rite-Hite Corporation has introduced the Revolution™ Fan – a high-volume/low-speed (HV/LS) industrial fan that provides more consistent air circulation and ventilation with better energy efficiency than traditional high-speed ceiling or floor fans. The result is energy savings and increased comfort for occupants at indoor shopping centers, department stores, malls, grocery stores, and virtually any retail outlet with large square footage.

According to Dan Anderson, product manager – Environment Control Solutions, the Revolution Fan's innovative blade design moves more air than traditional fans while saving up to 30 percent in energy costs – equating to a payback in as little as six months.

"The fan creates stronger and more uniform airflow from floor to ceiling and wall to wall, which prevents dead-air holes directly beneath the fan and in building corners," Anderson says. A Revolution Fan costs just pennies per hour to



operate – about the same as one small high-speed floor fan – while delivering the performance of multiple high-speed fans.

At the heart of the Revolution Fan's advanced design is the aluminum Propell-Aire™ blade that varies in width and pitch angle. The shape is impossible to produce with extruded blades used on other HV/LS fans. Additionally, the rotationally-balanced blade/hub connection utilizes a vibration-absorbing resilient ma-

terial that reduces stress by 50 to 75 percent to maximize fan life.

"An effective HV/LS fan keeps the environment comfortable in summer and winter. Where needed, steady air movement also helps keep floors and materials dry," Anderson says. "The Revolution Fan simply takes HV/LS fans to a new level because it moves more air with fewer blades and does it more consistently – all with an attractive payback."

New Connecticut Whole Foods Market Generates On-Site Power with Fuel Cell Technology

A new Whole Foods Market in Glastonbury, CT, has become the first supermarket to generate most of its power on-site with an ultra-clean fuel cell from UTC Power. UTC Power is a United Technologies Corp. company.

"We are always looking to reduce our impact on the environment," said Kathy Loftus, Global Leader, Sustainable Engineering, Maintenance and Energy for Whole Foods Market. "Together with UTC Power and the Connecticut Clean Energy Fund, we've designed a combined cooling, heating and power system for our new Glastonbury store using a quiet, highly energy-efficient fuel cell that will reduce our

carbon footprint dramatically."

The new 46,000 sq. ft. store at 55 Welles Street in the Fox Run Mall opened its doors on March 12 and will generate 50 percent of the electricity and heat and nearly 100 percent of the hot water needed to operate the store on-site using fuel cell technology. This allows Whole Foods Market to reduce its burden on the power grid and its impact on the environment.

More than half of the energy potential in traditional power plants is lost to the atmosphere as waste heat or in line transmission losses. In contrast, the UTC Power fuel cell system captures its exhaust energy for local cool-

ing and heating. The harnessed exhaust energy at the store will cool refrigeration cases year-round and heat the store in the winter months.

The fuel cell at the Glastonbury Whole Foods Market will be configured for grid-independent operation and is capable of providing 200 kW of standby power if there's a grid failure, which will enable the store to operate without disruption. "Our UTC Power PureCell® system provides Whole Foods Market with enhanced energy security and will ensure a reliable food supply for customers and protect against costly food spoilage if the power grid goes down," said Jan van Dokkum,

UTC Power president.

Whole Foods Market's use of a fuel cell system versus a conventional power plant has carbon dioxide-mitigating benefits equal to planting more than 21 acres of forest, the companies said, and reductions in nitrogen oxide emissions equal to removing 100 cars from the roadways per year.

The store's fuel cell is eligible for an Onsite Renewable Energy grant from the Connecticut Clean Energy Fund (CCEF). The CCEF promotes, develops and invests in clean energy sources for sustainable energy for the benefit of Connecticut ratepayers.



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■ CHECK PRESENTATION - Pictured (left to right): Officer Tim Fuller and Kroc; Dennis Doe, BI-LO Store Manager; Joyce Smart, BI-LO Director of Corporate Communications; Chief Deputy Dan Eldridge, Greenville County Sheriff's department; and Randy Ellison, BI-LO Loss Prevention Specialist.

BI-LO Makes Donation to Greenville K-9 Training Center

Greenville County Chief Deputy John Eldridge, accepted a check for \$1,000 from BI-LO, April 15, to be used to help train K-9 officers at the Sheriff's Office Center for Advanced Training.

The donation was made in honor of Kroc, a three-year-old, German Shepherd, who was injured while police were apprehending a man accused in a purse snatching incident at a Greenville

area BI-LO store. Kroc has served the Sheriff's Department for the past 18 months and is currently off duty, recovering from his injuries. Kroc recently received a Medal of Valor from the Sheriff's Department for his work.

Greenville County Chief Deputy John Eldridge said, "I appreciate the concern shown for Kroc by our community. Kroc is certainly a hero and it means a lot to

me to have BI-LO recognize his outstanding service to our citizens."

BI-LO Director of Corporate Communications, Joyce Smart added, "We are pleased to recognize the contribution that K-9 officers make in the line of duty every day. We offer this donation in honor of Kroc and hope that it will aid in the training of more K-9 officers."



■ Kroc with his handler, Officer Tim Fuller.



■ Chief Deputy Dan Eldridge of the Greenville County Sheriff's department expresses his gratitude for the donation made by BI-LO to the new K-9 Training facility. Joyce Smart, BI-LO Director of Corporate Communications looks on.

New Food City Planned for Rogersville, TN

Food City has announced plans to construct a new store in Rogersville, TN. The unit will serve as a replacement facility for their existing East Main Street location. The 46,000+ square foot superstore is expected to be complete by late fall.

"Food City has enjoyed a long and prosperous relationship with the residents of Rogersville and we're extremely excited about the opportunity to build a larger, more modern supermarket in the area," said Steven C. Smith, Food City president and chief executive officer.

The new store will be constructed on the same site as the existing location, necessitating the eventual demolition of the current building and three adjacent businesses. Neighboring retailers will remain open during the construction process. Food City is working closely with the retailers that will be displaced to relocate them.

"It's always an extremely difficult decision for our company to temporarily close a store," said Smith. "One that is reached only after exhausting every other possible course of action. We simply could not identify another route that would ensure the safety of our customers and associates. Rest assured that we will utilize every resource at our disposal to erect the new store in the quickest, safest manner possible, to minimize shopping interruption and inconvenience to our customers."

Company officials anticipate closing the last week of March. Food City's Highway 66 location in Rogersville and Church Hill store on Highway 11-W are preparing to welcome customers during the closing. All associates from the East Main Street unit will be temporarily transferred to surrounding locations as well.

"I'm very excited about the new

store and the additional services it will provide our customers," said district manager and long time Rogersville resident, Rick Bishop. "Our store planning and development team does an excellent job and I'm confident they will get us up and going as quickly as possible."

The new store will see the addition of approximately 13,850 sq. ft., and include full service Seafood and Meat Departments, staffed with in-house meat cutters to hand cut steaks and fresh meat to order. 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 also be included. Expanded Grocery, Frozen Food, Produce and Health & Beauty Care departments will offer a much wider variety and selection.

For added convenience, a Food City Pharmacy will be included, where a registered pharmacist will be on hand to meet prescription needs and answer health related questions.

"The larger departments will allow for enhanced variety and selection and greater ease maneuvering through the store," added Bishop. "I know our shoppers are really going to be pleased with this magnificent, new state-of-the-art facility."

Customers will be able to move quickly through the 7 traditional checkouts and one express lane. The store will also be equipped with four self-checkouts, allowing customers to scan their items and pay for their purchases unaided, should they wish to do so. To complete the package, the location will be outfitted with an attractive new interior design concept, including open ceiling, department coordinated floor tiling, large department signage and a new store-wide color scheme.

NCR Names Jeremy Butt as Global Channel V.P.

NCR Corporation has named Jeremy Butt as Global Channel vice president, a new position with responsibility for evolving and executing the company's worldwide strategy for sales growth through distributors, resellers and other channel partners across all of NCR's targeted industry sectors.

Butt is a senior executive with experience in building and leading high-performing global channel strategies. He joins NCR as the company strengthens its leadership in providing assisted- and self-service technology solutions within its core industries - financial services, retail and hospitality - while expanding its presence in other industries such as travel, healthcare, entertainment, gaming and the public sector.

"Jeremy brings a proven track record and experience in working with distributors and resellers to deliver mutually rewarding results," said Malcolm Collins, NCR senior vice president for Global Sales and Marketing.

Butt most recently served as vice president of Worldwide Channels, Motorola Enterprise Mobility Solutions. His prior experience includes increasingly more senior sales and distributor roles at such companies as Hayes Microcomputer Products, WatchGuard Technologies and Cisco Systems.

"NCR owns well-deserved recognition as a company with bold vision, innovative solutions and a solid plan for growth in targeted industries," Butt said. "For me, this is an exciting time to be joining NCR, as we develop and progress our strategy with leading channel sales organizations, together enhancing our go-to-market success."



■ JEREMY BUTT

Kroger Promotes Kaufman to Group V.P.

The Kroger Co. has promoted Calvin Kaufman to Group Vice President of the company and President of Kroger Manufacturing.

In his new position, Kaufman is responsible for overseeing the Company's 42 food processing plants in the U.S. that produce breads, dairy products, meat, beverages and thousands of grocery items for Kroger customers.

"Calvin has an extensive background in operations, distribution and engineering and we are fortunate he will be joining the Kroger Manufacturing team," said Don McGeorge, Kroger's President and Chief Operating Officer. "His leadership and experience will be an asset to Kroger Manufacturing, an organization whose associates have

been recognized for their leadership in manufacturing innovations and employee safety."

Kaufman currently serves as Senior Director of Logistics for The Kroger Co., leading the Engineering and Network Strategy Department, as well as having Operational Responsibility for the West Area including International Logistics, a position he has held since 2006. Kaufman joined the Fred Meyer logistics group in 1994 and has served Fred Meyer both as Group Vice President of Logistics and as Vice President of Distribution Engineering. Prior to joining the company, he worked for United Parcel Service first as operations manager and then as engineering department manager.

Kaufman succeeds William T. Boehm, Senior Vice President and President of Kroger Manufacturing, who is retiring after 27 years of service to The Kroger Co. He joined Kroger in 1981 as director of economic research and has since held several positions of increasing responsibility, including Vice President of Procurement and Group Vice President of Logistics.

"Bill's insightful leadership, dedication and integrity have benefited our company in many ways," said McGeorge. "He has mentored countless associates during his tenure and his focus on the quality of our products and the safety of our associates has helped our company immeasurably."

Food Lion Sponsors Luncheon for Deploying Reservists

Food Lion LLC sponsored and organized a luncheon, March 31, for the U.S. Army Reserves' 846th Transportation Company out of Salisbury, N.C., which will soon deploy overseas.

The luncheon, which took place at the Army Reserve Center in Salisbury, fed approximately 400 people, including soldiers and their families. Approximately 25 volunteers from Food Lion were on hand to assist with the lunch.

Food items were donated, prepared and served by Salisbury's Debbie Suggs Catering, while the Party Connection donated decorations, Canteen Services provided ice and beverages and AMVETS Post #460, Union Lutheran Church and the American Red Cross loaned tables and chairs for the event.

Each soldier also received a goody bag filled with snacks, chewing gum, beverage mixes, playing cards, hand sanitizer, pens and notepads donated by Food Lion and Canteen Services. Additionally, Food Lion also prepared goody bags for the children attending the event.

"We at Food Lion are glad to support our troops before they go overseas to protect the United States," said Pat Fulcher, Food Lion's vice president of Associate Services. "Food Lion has great appreciation for the men and women who serve our country so admirably."



Store Manager Rex Reese, Easter Bunny-store associate Gary Lake, Store Manager Jeremy Fuller and Deanna Lewis, CEO Easter Seals South Carolina.



Food Lion President and CEO Rick Anicetti hands out plates to members of the 846th Transportation Company at a special luncheon held in their honor March 31 before their deployment overseas.



Food Lion associates serve lunch to the 846th Transportation Company at a special luncheon held in their honor March 31 before their deployment overseas.



A Food Lion associate presents a gift bag to a member of the 846th Transportation Company after a special luncheon held in their honor March 31 before their deployment overseas. Food Lion gave each soldier a goody bag that included snacks and a card thanking them for their service.

Piggly Wiggly Raises Monies For Families Of Sugar Refinery Fire

Piggly Wiggly Carolina Co. will donate nearly \$38,000 raised through its "Sugar Refinery Family Support Fund" to the individuals and families of those affected by the devastating fire at the Imperial Sugar Co. refinery in Port Wentworth, Georgia on February 7.

From February 11 through March, 17, Piggly Wiggly stores across the Carolinas and parts of Georgia collected \$27,939 from guests as they made their way

through the check-out lines. Piggly Wiggly Carolina Co. is contributing an additional \$10,000 on top of the money raised through the stores.

"This horrible tragedy not only affected individual people, it affected a community," said David Schools, Piggly Wiggly CEO. "We have always said that we have the best guests in the business and they have demonstrated this once again by coming together with their outpouring

of generosity and support for the Port Wentworth community, whether from across town or across the state. We are so proud that they are part of the Piggly Wiggly family."

One hundred percent of the monies collected will be distributed to the affected families by the United Way of the Coastal Empire. The Sugar Refinery Family Support Fund is part of Piggly Wiggly's ongoing disaster relief efforts.

Wal-Mart to Explore Retail Opportunities in Russia and Neighboring Markets

Wal-Mart Stores, Inc. has announced the appointment of Dr. Stephan Fanderl as President of Wal-Mart Emerging Markets - East. In this role, Dr. Fanderl will lead the company's efforts to explore retail business opportunities in Russia and neighboring markets.

Dr. Fanderl comes to Wal-Mart from the Rewe Group, a prominent German retailer and travel company. In 2006 he was appointed a Board Member and head of Hypermarkets and Supermarkets for Rewe Germany with gross revenues of 13 billion euros.

"We are exceptionally pleased to have Stephan Fanderl join Wal-Mart Stores," said Mike Duke, Vice Chairman, Wal-Mart Stores, Inc. "He has outstanding managerial skills and has successfully developed Rewe's business in Germany and eight Eastern European countries."

Prior to Rewe, Dr. Fanderl held roles with Metro Holding AG in Germany and Poland, and Kienbaum Consultants International GmbH. He earned his PhD and MBA at the University of Cologne, and completed additional studies at Sophia University in Tokyo.

COMING EVENTS

MAY

4-7

FMI SHOW PLUS MARKETECHNICS® 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.

1-3

GEORGIA ASSN. OF CONVENIENCE STORES [GACS] 2008 Annual Meeting and Convention - "Getting Away With Gacs", Amelia Island Plantation, Amelia Island, FL. For additional information contact: GACS at Tel: 770-736-9723.

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.Alabamagrocers.org.

AUGUST

18-19

SOUTHEAST WHOLESALE FOODS 3rd Annual Sale-A-Bratton, Miami Airport Hilton Hotel, Miami, FL. For additional information, contact: Mary Lopez at Tel: 305-883-1198, ext. 114.

21-22

ASSOCIATED GROCERS OF FLORIDA Dancing with the Deals Food Show. Sheraton Miami Mart Hotel, 771 NW 72nd Avenue, Miami, FL 33126. For additional information, contact John D. Weal: 954-876-3005; JWeal@agfla.com.

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@worldtrade.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

Goya Foods of Florida Hosts Annual Sales Gala Banquet

Goya Foods of Florida, Inc., the leading seller of Hispanic food products in the U.S., held its annual Sales Gala Banquet, March 15, at the Sheraton Miami Mart Hotel. The company regularly hosts this grand dinner event to pay tribute and recognize the sales efforts of its finest sales associates.

This year, Master of Ceremonies for the event was Mr. Armando Martinez, company vice president. Company head, Frankie Unanue, took the occasion to single out the achievements of a number of people within the Sales Department for their sales excellence during the past year, while recognizing the success of the Goya Foods of Florida sales team toward achieving the company's sales goals. Unanue told the gathering that Goya again enjoyed a record sales year last year with gains in excess of 15 percent. To accommodate this growth, the company is building a new 300,000 sq. ft. warehouse east of the existing Miami warehouse to better serve the current client base. European expan-

sion is underway and Goya is continuing to leverage its presence by expanding into new markets.

During the dinner, among those honored for their outstanding efforts, were Merchandiser of the Year, Carmelo Ruiz and Super Salesman of the Year, Eddy Hernandez. Also recognized for their achievements, were Silver Supervisor Award Winner, Jovito Barzola and Gold Supervisor Award Winner, Rick Tripp, while Rookie Sales Person of the Year honors went to Mrs. Laudy Concepcion.

Highlight of the evening was the presentation of the Don Prudencio Unanue Award, the company's highest honor, named in behalf of Goya Foods, Inc. founder, Don Prudencio Unanue. The award went to Jorge Restrepo for his sales excellence, loyalty, and unending contributions to the betterment of the organization. Prior to the dinner, the company hosted a cocktail reception. At the conclusion of the formal events, the festivities continued with dancing into the wee hours.



■ GOYA FOODS OF FLORIDA President Frankie Unanue at the podium addresses guests gathered for the company's Annual Salesmen's Banquet Gala. Above the dais is a medallion bearing the image of company founder, Don Prudencio Unanue.



■ Armando Martinez, Ailda Martinez, Patricia Unanue, and Frankie Unanue.



■ DON PRUDENCIO AWARD WINNER, Jorge Restrepo (center) pictured with Tom Unanue and Frankie Unanue (right). The award, named after Goya Foods founder, Don Prudencio Unanue is the company's highest honor.



■ Ángel Portuondo with Rudy Quant and Frankie Unanue.



■ AWARD WINNERS - Jovito Barzola (Silver Supervisor Award), Eddy Hernández (Super Salesman of the Year), Jorge Restrepo (Don Prudencio Unanue Award), Laudy Concepción (Rookie of the Year), Rick Tripp (Gold Supervisor Award), Carmelo Ruiz (Merchandiser of the Year).



■ Goya Foods' Armando Martinez (left) greets TODAY'S GROCER Publisher, Pedro Penton and his daughter, Nathalia.



■ Osvaldo Hernández with Armando Martinez, Albertina Paredes, and Rodolfo Martinez.



■ Frankie Unanue pictured with TODAY'S GROCER Publisher, Pedro Penton (ISE Corp.).



Theo Chocolate Adds Two New Bars to 3400 Phinney Line

The chocolate makers at Theo are adding two new bars to the line: Hazelnut Crunch Milk Chocolate and Fig Fennel Almond Dark Chocolate. Seattle-based Theo Chocolate (www.theochocolate.com) is the only true bean-to-bar maker of organic and Fair Trade Certified® chocolate in the U.S., and one of only 12 companies that are "makers" not "melters," meaning they transform the cocoaup, Theo is the only independently owned manufacturer dedicated to social and environmental responsibility.

Hazelnut Crunch Milk Chocolate features a 40 percent milk chocolate blend peppered with chunks of hazelnuts, crunchy sugar brittle and a tinge of salt that combines just the right sweet/salty flavor. FIG FENNEL ALMOND DARK CHOCOLATE's vegan blend combines 65 percent dark chocolate with crunchy slivered almonds, sweet and chewy Calimyrna figs and dried fennel. Both bars are organic and Fair Trade Certified, retailing for \$3.29 for a 2-oz. bar. The new Phinney bars are available now at www.theochocolate.com and nationally at select natural products stores, grocery stores and specialty retailers.

"Our unique Phinney flavors like Bread & Chocolate and Coconut Curry have been a huge hit with consumers, and the Fig Fennel has been one of our leading confection flavors, so it was a natural for us to expand the line and feature this flavor in a bar. We also were committed to creating another Phinney flavor to satisfy our Vegan customers," says Debra Music, VP of Sales and Marketing for Theo Chocolate. "Our team approach to new flavor development capitalizes on all of our creativity and talent. Our entire staff is buzzing with excitement about our new flavors — our Phinney fans can look forward to lots more innovative flavors to come."

Theo Chocolate features three lines: the ultra-premium 3-oz. Theo Origin bars, five Dark Chocolate varieties ranging in cacao content from a 91 percent Theo Limited Edition Venezuelan to a 65 percent Theo Madagascar; the innovatively-flavored 2-oz. 3400 Phinney Bars (named for the company's factory address) in eight varieties of dark and milk chocolate such as Coconut Curry and Bread & Chocolate; and Theo Confections, comprised of 15 beautifully handcrafted ganache and praline varieties which are available only in select retail locations and via the company web site.

"Theo Chocolate is committed to making the best organic chocolate while supporting sustainable agriculture and improving the lives of farmers and families," says founder Joseph Whinney. "Theo defines the intersection of true chocolate making with sustainable practices. We're a 'triple bottom line' company: people, planet, profit."

"We would like to change people's perception of chocolate, and demystify chocolate-making," adds Whinney. "Chocolate comes from the Cacao tree so it's actually a crop, a real food, not a candy. It's an integral part of the rainforest ecosystem. By buying not only organic but also Fair Trade Certified chocolate such as Theo, people can help save the planet, one bar at a time."

Weight Watchers® and Dawn Food Products Debut Portion-Controlled Cookies

Weight Watchers and Dawn Food Products have partnered to introduce a new line of soft baked cookies to help consumers save calories without sacrificing delectable taste. The new Weight Watchers cookies are available in two varieties - Chocolate Chip and Oatmeal Raisin — and are currently rolling out nationwide.

With only 90 calories, 2.5 grams of fat and a POINTS® value of only 1, these scrumptious cookies are filled with real chocolate chips and plump raisins and are ideal as a snack while on-the-go. "With Americans looking to make more sensible choices in their hectic lifestyles, these new Weight Watchers cookies help consumers in their weight management journey," said Hugh Dever, Senior Licensing Manager, Weight Watchers International. "By offering individually wrapped food options, we provide them the convenience and taste they are seeking."

There are nine individually wrapped cookies per box and have a suggested retail price of \$3.49.



Leah Mungin (left), age 18, a senior at Ed White High School, and Benjamin Groover, age 16, a sophomore at Jackson High School, rehearse their lines with the aid of a teleprompter while taping a commercial for Winn-Dixie. Mungin and Groover were among the 200 children of Winn-Dixie Associates who accompanied their parents to work at the company's Jacksonville headquarters on Thursday, April 24, as part of the annual "Take Our Daughters & Sons to Work Day."

Kids go to Work with Parents at Winn-Dixie



Dennis Wortham (left) senior communications manager for Winn-Dixie, operates a teleprompter for Kent Zeigler, (right) age 12, a fifth grader, and Glen Jones, age 15, who is home-schooled, during taping of a commercial for Winn-Dixie.



More than 200 children of Winn-Dixie Associates learned about the grocery industry — including how training films and commercials are created on Thursday, April 24. Taylor Conrad (on left), age 16, a sophomore at Fleming Island High School in Orange Park, FL, and Tim Allen, age 13, a seventh grader at Darnell Cookman Middle School in Jacksonville, taped a "commercial" for Winn-Dixie. They accompanied their parents to work as part of the annual "Take Our Daughters & Sons to Work Day." Operating the studio camera is Zak Brown, age 16, a freshman at First Coast High School in Jacksonville.



Food Lion Debuts Reusable Grocery Bags

Food Lion has begun selling reusable shopping bags in all of its stores. The bags are made of a poly woven polypropylene, feature the Food Lion logo and will be available in all Food Lion stores for \$0.89 each.

"There are several reasons why we have made the decision to offer these bags to our customers" said Brian Stokes, Food Lion's Project Manager. "First and foremost, more and more people are becoming aware of the effect grocery bags can have on the environment. Reusable bags make sense. Second, we purchase millions of plastic grocery bags each year. By reducing the cost of buying bags, we can pass on those savings to our customers."

The company's Bloom and Bottom Dollar Food stores already offer similar reusable bags.



Dancing with the Deals Food Show

August 21st and 22nd, 2008



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For more info please contact
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