

# TODAY'S GROCER

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## Gold Coast Acquires Thies Distributing

Gold Coast Beverage Distributors, Inc. has completed the acquisition of all the distribution rights and operating assets of Thies Distributing in Broward and Palm Beach counties in Florida. Also included in the purchase are other assets, including buildings and real estate, located in the added territory. This acquisition will increase the Gold Coast Beverage business by over 6 million cases per year.

For Thies Distributing it marks the end of a family-owned company, which has been distributing beer in South Florida since 1951. Originally founded by William and Marguerite Thies, the company which became famous as Wm. Thies & Sons, Inc., distributed Miller Beer, Heineken and Champale. Over the next 50+ years, the company continued to grow in size and

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## Vail Named President & CEO of Sweetbay Supermarket



■ MIKE VAIL

Sweetbay Supermarket has promoted Michael T. Vail to president & chief operating officer of the Tampa-based supermarket chain. Vail replaces Shelley Broader, formerly president and chief executive officer at the supermarket chain, who left the company last month.

"This promotion recognizes Mike's vision for Sweetbay," said Ron Hodge, executive vice president of Delhaize Group, to whom Mike will report. "His analytical ability, strong motivation and the creativity he brings to product and sales growth is outstanding and highly regarded throughout the industry." Hannaford and Sweetbay are operating companies within Delhaize Group, an international

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## No Five-and-Dime Operation

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**HATUEY BEER IS BACK** – Bacardi U.S.A. is bringing back the popular Cuban classic beer, Hatuey. Celebrating the brew's return at a recent party held in Coral Gables, FL, pictured (left to right) are: Jeannette Arancibia, Eagle Brand Sales; Pepin Argamasilla, Global Director, Brand Centers and Archives, Bacardi Global Brands; noted singer, Albina Rodriguez; Brian Shaifer, Hatuey Brand Manager with Vilma Sánchez-Levin, President VSL Marketing. Read more about the party and beer's return on **page 24**.

## Lance Armstrong Named General Session Speaker at NACS



**LANCE ARMSTRONG**, one of the world's most recognized athletes, has been announced as an October 7 General Session speaker for NACS Show 2008.

motivational message about how he overcame incredible adversity and ultimately led a team that accomplished something that is unlikely to ever happen again," said Jay Ricker, NACS vice chairman of Convention and Events and president of Ricker Oil Co.

While retired from cycling, Armstrong remains incredibly competitive. He was among the top 300 finishers in the 2007 New York City Marathon.

Lance Armstrong, one of the world's most recognized athletes, has been announced as an October 7 General Session speaker for NACS Show 2008. The NACS Show will take place October 4 to 7 at McCormick Place in Chicago.

In 1996, as one of the top ranked cyclists in the world, Armstrong was diagnosed with testicular cancer and was given far less than a 50/50 chance to survive. However, through determination, dedication and strength Armstrong recovered and went on to win the elite Tour de France a record seven consecutive times, from 1999 until he retired from racing in 2005. Armstrong also has become a leading advocate in the search for a cancer cure.

"We are delighted to have Lance Armstrong speak on the closing day of the NACS Show and deliver a strong

## PepsiCo's Supports Food Industry Leadership Development Programs

### Future Connect Initiative Presented Check for \$150,000

Food Marketing Institute (FMI) applauds PepsiCo's significant support for Future Connect, the innovative new leadership conference to launch in 2009. Future Connect will help companies address the need for management development with the fast-approaching retirement of the baby boomer population.

Indra K. Nooyi, Chairman of the Board and Chief Executive Officer, PepsiCo, made the \$150,000 check presentation to the FMI Board of Directors at a dinner in Las Vegas, NV, during the FMI Show, the food retail and wholesale industry's exhibit convention.

"PepsiCo's contribution to Future Connect reflects the commitment we have to our customers and our consumers," said Nooyi. "Our investment in FMI is an investment in our industry. It underscores our belief that collaboration and knowledge-sharing among all the play-



**PepsiCo donated \$150,000 to FMI in support of Future Connect which will debut May 4-6, 2009 in Dallas, TX. The check presentation was made by Indra K. Nooyi, Chairman of the Board and CEO, PepsiCo, to the FMI Board of Directors at a dinner in Las Vegas, NV during the FMI Show plus MARKETECHNICS®. On hand for the presentation were (left to right): Steven C. Smith, president and CEO of K-VA-T Food Stores, Inc., and chairman of the FMI Board, Nooyi, Tim Hammonds, president and CEO of FMI and Richard "Ric" N. Jurgens, chairman, CEO and president of Hy-Vee, Inc., and FMI Board vice chairman.**

ers in our industry is critical if we're to keep pace with an evolving marketplace and driving future growth."

"PepsiCo's significant contribution to this important industry-wide program is a testament to their commitment to the growth and de-

## Shoplifting and Retail Loss Continue Six-Year Decline

### Organized Retail Crime Continues to Rise

Retail theft, including shoplifting, employee theft, administrative error and vendor fraud is down, according to a recent annual survey conducted by the University of Florida with a funding grant from ADT Security Services. The National Retail Security Survey (NRSS) preliminary results show the lowest rate of loss in the 17-year history of the survey and a continued six-year downward trend. Last year retailers lost more than \$34.3 billion or 1.4 percent of overall sales compared to \$40.5 billion and 1.57 percent of overall sales in 2006.

One likely reason for the decrease in retail theft is the long-term investment by retailers in anti-shoplifting and anti-theft technologies and training, according to University of Florida criminologist Richard Hollinger, Ph.D., who directed the National Retail Security Survey.

"The study shows there is good evidence that anti-theft technologies, properly implemented, are having a positive effect on reducing crime in the retail environment," he said.

Over the past year, retailers report increasing their investment in technologies such as Internet-based video systems. These systems allow retailers to control cameras and view images via the Internet. Another hot loss prevention product is software that allows retailers to analyze transactions and data giving them a real picture of what is happening in their overall operations, at the store level and even at the employee or sales associate level.

"The decrease in loss for retailers is further evidence that retailers' investments in technology can pay off and provide excellent return on investment," said Jeffrey Bean, vice president ADT retail sales and operations. "At ADT we have had a long partnership with retailers in the fight against theft and we offer them a full breadth of integrated solutions to do just that."

One area where retailers are still battling is organized retail crime where individuals or organized gangs work to systematically steal large quantities from retailers in

stores, warehouses, distribution centers and goods in transit.

"While the survey suggests we are making inroads on traditional shoplifting and employee theft in stores, the problem of organized retail crime is still very real and something we need to take on as an industry," said Joe La Rocca, the National Retail Federation's vice president of loss prevention. "We need stronger laws to crack down on this type of crime and make it more difficult for criminals to resell stolen goods."

The preliminary report shows that more than half of the 124 retailers questioned to date believe that organized retail crime is increasing and 19 percent say that they now have their own organized retail crime task forces.

## Visits to Coupon Websites Up Dramatically

The weekly share of U.S. visits to a custom category of coupon websites have increased 56 percent for the week ending June 6, 2008, as compared to the same week last year, according to Hitwise. Coupons.com received the largest market share of visits within the category at 29 percent, with its market share increasing 190 percent from the same week last year. Coupon Mountain and Eversave followed with 14 and 6 percent, respectively.

Search engines accounted for 20 percent of the traffic referred to coupon sites and among the top 250 search terms driving traffic to the coupon websites, 60 percent of the search queries include a specific retailer brand or branded product. The remaining queries were split between generic searches for terms such as 'grocery coupons' and 'promo codes' and navigation by the names of coupon websites.

"Rising gas prices and tightened budgets have many consumers using the

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# 4 On the Promotional front

## Food Lion Internship Program Underway

Food Lion, LLC is in its second year of a nationally-recognized college internship program. The program had been named a semi-finalist for the Food Marketing Institute's Maximizing People Award. This honor is given annually to a wholesaler or retailer that develops an initiative to improve employee performance or that leads to the achievement of a key business goal.

The College Internship Program gives students a ten-week assignment, which begins in mid-May after the students have completed their academic year in college. The objective of the program is to provide professional work experience and allow for students to assess the corporate world first hand. The ultimate goal is for students to see the daily operations of Food Lion's corporate environment. Interns have the opportunity to compare and contrast academic teachings to real-life situations.

"Our internship program has provided great opportunities for our company and our students. Sometimes we get so caught up in our

own business that a young person's perspective can really bring in good ideas," said Brandon G. Major, Food Lion LLC's Talent management manager and the leader of the college internship program.

According to Major, the internship program has provided great opportunities for the company. Last year 25 percent of the interns were hired full-time following their completion of the internship program.

Peter Booker, who graduated from Winston Salem State University in 2007, was a member of last year's team of interns, and after completion of his internship, was permanently hired by Food Lion to work in the Finance Department.

"I think it was a successful program not only because I got hired but it provided an opportunity that I did not get in school," Booker said. "The college internship program provides a good opportunity to network; you get to meet a lot of people in the business community who can put you in the right direction."

This year the program has expanded to include overseas assign-

ments. Two interns will work this summer for Food Lion, LLC's parent company, the Delhaize Group, in Brussels, Belgium. Shahim Soltan, a student at Catawba College, and Chad Lewis who attends Livingstone College left in mid-May. Soltan is working with the Delhaize Group's Corporate Accounting and Analysis team, and Lewis is working in Marketing.

The program also has students representing the following colleges in 2008: The University of North Carolina at Charlotte, the University of North Carolina at Chapel Hill, Lee University, Catawba College, the University of Tennessee at Knoxville, Elon University, the University of North Carolina at Pembroke, Johnson C. Smith University, Virginia Polytechnic Institute and State University, Livingstone College, Davidson College, the North Carolina Agricultural and Technical State University, the University of North Carolina at Wilmington, East Carolina University, and Rowan-Cabarrus Community College.

## Food Lion Promotes Certified South Carolina Products



Food Lion LLC stores was a strong supporter of the recent the Certified South Carolina program, a new, exciting cooperative effort among producers, processors, wholesalers, retailers and the South Carolina Department of Agriculture to brand and promote South Carolina products.

The promotion was held in Food Lion, Bloom and Bottom Dollar Food stores from June 11-24, with the goal to build consumer awareness and help customers to easily identify, find and buy South Carolina products. South Carolina grows many different types of fruits and vegetables, in addition to its animal, forestry, greenery and specialty products.

During the promotion, Food Lion LLC stores featured South Carolina products in sales fliers, booklets and sampling. Some stores were visited by the 2008 South Carolina Watermelon Queen. This was Food Lion LLC's first year officially working with the South Carolina Department of Agriculture to promote locally grown vendors, and stores will feature special displays, shelf tags and biographies of local farmers.

"This is Food Lion LLC's first year working with the South Carolina Department of Agriculture on its Certified South Carolina promotion," said Jim Corby, vice president of produce merchandising. "We are excited about this partnership because it is a great way to support the local growers and other South Carolina products."

## Honey Manufacturer Supports Diabetes Research Institute

The Diabetes Research Institute Foundation and HoneyTree, Inc., a honey supplier with a 90-year heritage, have announced a new partnership that indicates the honey manufacturer's commitment to supporting the cure-focused work being conducted at the Diabetes Research Institute (DRI). The DRI Foundation logo will appear on the label of HoneyTree's Sugar Free Imitation Honey to help consumers easily identify a great-tasting honey substitute that is an enjoyable alternative for those who are concerned about their sugar intake.



A portion of the proceeds of HoneyTree sales will be donated to the Diabetes Research Institute Foundation.

The partnership between HoneyTree and the DRI Foundation has been formed at a time when the incidence of diabetes and obesity continues to rise exponentially in this country. With its golden color, smooth honey-flavored taste and thick, flowing consistency, HoneyTree's Sugar Free Imitation Honey is the ultimate honey substitute.

It can be used in place of honey in recipes, as a topping for toast, breads and cereals, or as a sweetener in tea and coffee.

"More and more adults — and parents — are taking a proactive role in their family's healthful habits and specifically nutrition. Small changes in diet, such as reducing sugar intake, can make a huge impact, especially for people with diabetes or who are at risk of developing diabetes," said Robert A. Pearlman, president and CEO of the Diabetes Research Institute Foundation. "We are grateful for HoneyTree's support of our mission to cure diabetes and for their concern for all people affected by this disease."

"HoneyTree is pleased to have an opportunity to give back to the diabetic community. We are privileged to support a research focused organization such as the DRI Foundation in its efforts to find a cure for diabetes," said Bob Olney, HoneyTree's president.

## It's National Ice Cream Month



In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day. He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90% of the nation's population. In the proclamation, President Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities."

The International Ice Cream Association (IIA) encourages retailers and consumers to celebrate July as National Ice Cream Month. In 2008, National Ice Cream Day will be Sunday, July 20.

The U.S. ice cream industry generates more than \$21 billion in annual sales and provides jobs for thousands of citizens. About 9% of all the milk produced by U.S. dairy farmers is used to produce ice cream, contributing significantly to the economic well-being of the nation's dairy industry.



## Kroger and The Little Clinic Establish Partnership

The Kroger Co. and The Little Clinic LLC have announced a partnership aimed at bringing walk-in medical clinics and consumer health solutions to stores across the country. Kroger has made a significant investment in The Little Clinic that will support a substantial clinic rollout. Financial terms of the investment were not disclosed. The Little Clinic currently operates 26 walk-in medical clinics inside Kroger's family of stores.

Molly F. Ashby, founder and CEO of Solera Capital, and Chairman of The Little Clinic, said: "We welcome Kroger as a shareholder and partner in building a leader in consumer healthcare. We share a commitment to deliver innovative, quality, affordable healthcare to consumers across the country." Solera Capital is a private equity firm that acquired The Little Clinic's predecessor in 2005.

Donald Becker, Executive Vice President of Merchandising for Kroger, said: "More and more, our customers are becoming proactive about managing their health and wellness. Millions of customers already rely on the professional expert counsel our Pharmacists provide. Our partnership with The Little Clinic is one more way Kroger makes it easy for customers to take advantage of healthcare options

inside our family of stores."

The Little Clinic locations are staffed with licensed and Board Certified Advanced Registered Nurse Practitioners (ARNPs) and Certified Physician Assistants. They are authorized to diagnose, treat and write prescriptions for common illnesses such as flu, bronchitis, respiratory, sinus and ear infections, as well as for minor injuries. The clinics also provide services such as physicals, back-to-school and sports exams, screenings and a number of vaccinations. Additional benefits of The Little Clinic sites include:

- No appointment, little or no waiting time
- Affordable — covered by many insurance plans
- Care for the whole family — 12 months of age and up
- Open days, nights and weekends
- Professionals who care

"The Little Clinic is the perfect complement to family practitioners when you're on the go, or need medical attention after hours," said John Grzybowski, President and Chief Operating Officer of The Little Clinic. "Kroger customers who visit our clinics are impressed by the attentiveness and expertise of our medical professionals, and we are excited to grow our company by offering services in additional stores."

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# 6 Produce

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Perhaps, not as widely known — but certainly every bit as important — are its many benefits to providing the body energy, aiding the immune system and the digestive function, but how we can benefit from this wonderful "Miracle Plant"?

The answer comes in a unique new beverage product line — Queen's® Aloe Drink. When we mean "new," we mean relatively speaking. In actuality Queen's Aloe Drink, developed by Florida entrepreneur, Carlos Ochoa, has already been in distribution for four years.

Queen's Aloe Drink, available in both 1.5 liter (50.7 fl. oz.) and 500 ml sizes, comes in five delicious flavors: Original, Mango, Pineapple, Guava, and new Aloe Light. The four original varieties have been sold in such

markets over the past four years as: Metro New York, Chicago, California, Florida, Georgia (Metro Atlanta), North Carolina and Puerto Rico and Dominican Republic, Aruba, Bermuda, Bonaire, Turks & Caicos in the Caribbean. Miami-area retailers include: Bravo, La Mia, Presidente, Price Choice, Tropical and Sedano's. As testament to his success among independent retailers is the fact that Queen's Aloe is carried by over 650 independent food stores in California.

The unique "New Age" beverage was developed for the Spanish market as it does feature attributes appealing to a Latin/Caribbean preference. There has become, however, a great crossover as Queen's Aloe Drink is being discovered by consumers of all types and all ages.

The drinks are blended to be enjoyed as a beverage. Original flavor is excellent as a mixer when added to dark rum, according to Ochoa.

The product line which first found its suc-



**CARLOS OCHOA** developer and proponent of Queen's® Aloe Drink. A unique new beverage line being merchandised in the Produce Department.



cess amongst independent retailers is now adding chain store distribution rapidly. The product line is being merchandised and displayed in Produce Departments which gives a unique new profit center to the home of fresh fruits and vegetables. To build and support sales, the company frequently conducts in-store samplings and demonstrations.

Queen's Aloe Drink is a new profit center and lends itself to unlimited merchandising

opportunities. Requiring no refrigeration until opened, it is perfect for displaying off-shelf, end-cap displays, and capable of building year-round sales.

Produced in Taiwan in a modern state-of-the-art factory, it is distributed in the U.S. by Ochoa Distributors, Plantation, Florida. Product inquiries may be directed to Carlos Ochoa, Cell: 201-376-2346; Fax: 954-533-0446; Email: javi\_ochoa01@hotmail.com.

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# 8 Guest Editorial

## Take Your Biggest Problem... and Skip It

By: **DANIEL BURRUS**

Every business has problems that can halt progress and cause the company to stagnate: slow cash flow, out-of-date technology, long sales cycles, etc. Often when trying to "fix" the problem, the company gets even more mired in the challenge and can't seem to get past the roadblock. Often they focus on the problem, shift into crisis management and let it dictate their every move.

A better solution to solving those tough problems is to just skip it. That's right, skip the problem completely. How can this help? When you confront your roadblock by leaping over it rather than having it stop you from reaching your goals, you see new solutions that you never realized existed. Realize that this strategy is very different than procrastination or avoidance, because it is based on recognizing the real, underlying problem and making a conscious decision to find a way to move forward instead of being blocked by it.

If you think this solution sounds fanciful and idealistic, think again. It's actually a great way to free your mind and see the problem in a new light. Consider the following real-life examples of how this solution helps companies overcome challenges and make smarter decisions.

■ A small manufacturing business started getting many requests for



■ DANIEL BURRUS

additional products, but in order to meet the increased demand, the company would have to borrow the capital necessary for a major expansion. The business was relatively new and without a track record, and the bank rejected their loan request. The company skipped the problem by pre-selling the products, and with advanced orders in-hand, they were able to secure the loan.

■ Instead of purchasing expensive software and servers and then having to upgrade a few years later, many companies are skipping the problem by using application service providers (ASP) who provide the software and related hardware via the Internet and charge a flat fee per user.

■ Several years ago, a pharmaceutical company decided that in order to solve molecular problems faster and accelerate new product development, it would need to triple the number of R&D employees. The problem was that employee costs would also triple, and the company couldn't afford that. The company was able to skip the problem of hiring expensive employees by creating an online scientific forum, wherein the company posts difficult chemical and molecular problems and offers cash to anyone who can solve the problem. By making the site open

to any scientist with an Internet connection and posting the problems in over a dozen languages, the company created a global, virtual R&D talent pool that has found solutions to problems that have literally stumped its own researchers. One of the great beauties of this strategy is that the company pays for the virtual researchers' time and effort only if they come up with a feasible working solution. The amount of money the company pays for a solution depends on the difficulty of the problem. Some of the awards have been as high as \$100,000, although most are in the \$2,000 to \$3,000 bracket. To date, engineers and scientists from Beijing to Moscow have worked at solving the companies' molecular problems without being an employee.

### Don't Get Stuck; Move Forward

A difficult problem can easily become a roadblock so large that it seems impossible to get around it. The result is often procrastination. The longer the problem is in place, the more you become convinced there are no solutions. Here are a few simple steps you can use to skip your problem.

1. **Your problem isn't the real problem.** Often, you can't see the real problem because you're blinded by what you perceive is the problem. By skipping what you perceive as the problem, you are free to discover the real problem. For example, the pharmaceutical company previously mentioned thought their prob-

lem was not having the budget to hire a large number of scientific and technical researchers. But when they skipped that problem they saw that their real problem was being able to find molecular solutions. Therefore, forget about what you think is the problem. If that problem simply didn't exist, what would be the real problem? Often the real problem (and solutions) will surface once you eliminate the perceived problem.

2. **Think in terms of opposites.** Often, the opposite of what you perceive is the problem is really your solution. For example, if your problem is "saving money," what's the opposite of that? Spending money. So instead of focusing on how you can save money, try focusing on your company's spending. When you focus on the spending and alter your company's spending habits, the "saving money" solution becomes evident.

3. **Look at technology for help.** Today's technology offers a wealth of options for solving numerous problems. Can't find a good typist for your company? How about using dictation software? Need a way to get more ideas for products or services? Use the Internet to connect to customers via online surveys. Look at what you need done and find a technology solution to automate it for you.

4. **Peel the onion.** Think of your problem as the top layer of an onion. To find the problem, you need to peel it back by listing the components of the problem to see if you are working on the correct issue. Often you'll find

that the core issue you're focusing on isn't the one that's causing the most pain, but that a sub-issue is truly at the heart of your problem.

5. **Focus on one issue at a time.** Sometimes a problem is complex and has many components working against you all at once. In fact, many problems are made up of multiple problems. You'll be better able to see the real problem (the one you should focus on) when you separate the other problems.

### Skip to the Finish

Every problem has a solution—some better than others. The key to breaking through your problem roadblocks is to realize that there are many paths to a destination, and some don't have roadblocks. By asking yourself if you can skip the problem completely, you free your mind to look beyond the roadblock. That is usually where the best solution lies.

### About the Author:

*DANIEL BURRUS is the founder and CEO of Burrus Research and author of six books, including the highly acclaimed "Tecnotrends." Over the past two decades he has established a worldwide reputation for his exceptional record of accurately predicting the future of technological change and its direct impact on the business world. Dan monitors global advancements in technology driven trends to help clients better understand how technological, social and business forces are converging to create enormous, untapped opportunities. For more information, please visit: [www.burrus.com](http://www.burrus.com)*

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# Dairy & Deli



## Healthy Snacks, Kid's Items and Dinner Take-out

### Top the Wish List of Dairy, Deli and Bakery Shoppers

With more than \$120 billion in sales in 2007, the healthy food segment holds enormous new opportunities for dairy, deli and bakery operators, reports Dr. Elizabeth Sloan, President of Sloan Trends Inc. whose firm who compiled the International Dairy Deli Bakery Assn.'s Health & Wellness 2008: The Purpose-Driven Consumer study to be released this summer.

Sloan pointed to a resurgence in lite, low-fat, and low-calorie, citing that actions for weight loss are at an all time high, while dieting is at an all time low. While interest in portion sizes, whole grains, and natural continue to soar, demand for reduced sodium, antibiotic/hormone free, humane certified and locally-sourced foods are other trends fast gaining momentum. Health & Wellness 2008: The Purpose-Driven Consumer provides insight into these and many more key health and wellness trends and identifies those that present sustainable opportunities for the dairy-deli-bakery industry.

There is a key opportunity for stores to capitalize on the trend to restaurant sourced snacks, which equaled \$12.1 billion in 2007, by offering healthy grab-and-go snack options in the dairy, deli and bakery departments. Healthy snacks topped shoppers' wish list for new items in these departments.

With America in the midst of its largest baby boom in history, healthy items for kids are another huge opportunity. Parents who responded to

the survey said they were most interested in having more healthy kids' snacks in the deli and bakery departments of the store.

Healthy take-out meals are another key opportunity with diners cutting back on restaurant visits and switching to supermarket to-go foods. One in five consumers have replaced restaurant takeout with supermarket prepared foods.

The vast majority of D-D-B shoppers (98%) believe that food has a direct effect on their health and well-being. While D-D-B shoppers' attitudes about health are similar to all shoppers, they differ in three distinct ways:

- They are more avid label readers, suggesting that operators pay particular attention to healthy in-store signage and ingredient information
- Frequent deli and bakery shoppers (3+ times per month) are more likely than the average shopper to indulge themselves on occasion. Seventy-seven percent admitted that they may eat less healthy foods they enjoy more, but at the same time try to balance their diet with healthy options.
- D-D-B shoppers were also more likely to make an effort to buy natural/organic with the exception of full-service bakery consumers.

#### Shoppers Making Food Choices for Health

Although the frequent Deli and Bakery customer is more likely to say they balance healthy foods with less

healthy foods they enjoy more, they indicate substantial changes to their purchases of many "less healthy" options in the dairy, deli and bakery sections of the store.

When asked if they purchased items more often, less often or the same during the past 3 months, the biggest gainers were healthier items such as reduced fat milk (+30%), whole grain bakery products (+29%), and yogurt (+19%). Items with the largest loss include fresh baked desserts, down 24%, deli salads such as tuna and potato (-20%), and fresh take-out deli meals (-20%).

#### Importance of Label Claims

Freshness and sell by/use by date were the most important attributes to Dairy/Deli/Bakery shoppers. Interestingly, messages such as "no hormones or antibiotics" and "no additives and preservatives" were rated important by at least 30% more shoppers than "natural" or "organic."

#### How Food is Grown is of Increasing Concern

The importance of freshness is taking on a whole new meaning to consumers. They not only want to be assured that the foods don't contain any hormones, antibiotics, additives or preservatives, they now prefer that it is locally raised or grown. Locally raised/grown is important to 57% of all shoppers, while more than one-third find "farm-raised" an important product claim, followed by "humane treatment certified," 30%, free range, 25% and cage-free, 22%.

## Lunch is the Most Popular Eating Occasion at the Deli

The International Dairy-Deli-Bakery Association™ (IDDBA) took a comprehensive look at in-store supermarket deli users in its recent study, Consumers in the Deli: Who's in Store. One of the topics explored was the frequency of purchasing deli food for particular eating occasions. Lunch was found to be the most popular, beating out breakfast, dinner and snacking.

Consumers were asked how frequently they purchased deli food for breakfast, lunch, dinner, or snacks.

Deli foods are eaten least often for breakfast — consumed an average of 0.4 times a week. Eleven percent (11%) say they eat deli foods for breakfast at least once a week. However, 65% say they never eat deli foods for breakfast. Most often, consumers eat deli foods for lunch — averaging 1.3 times a week. Twenty-eight percent (28%) eat deli foods for lunch more than once a week; 17% say once a week. Only 13% say they never eat deli foods for lunch.

Consumers eat deli foods for dinner an average of 0.6 times a week. Twenty-one percent (21%) eat deli products for dinner at least once a week and 22% say they never

eat deli foods for dinner. On average, consumers eat deli foods for snacks 1.0 times a week. Twenty-eight percent (28%) consume it at least once a week. Thirty-four percent (34%) say they never eat deli foods for snacks.

Who are these lunch consumers? Those significantly more likely than the average (1.3) to consume deli foods for lunch are:

- Those who are male (1.5 times a week) vs. women at 1.2
- Those ages 18-29 (1.5 times a week) and those ages 30-49 (1.4)
- Those with incomes between \$50K and \$75K (1.5 times a week)
- Those who are single (1.5 times a week)

Most consumers make their deli purchases during their regular supermarket shopping trips. Ninety-two percent (92%) agree that most of their deli purchases are made during their regular supermarket shopping trips — 68% strongly agree. Marketing techniques that link deli purchases to meal plans might increase overall purchases even more.



## HP Hood Introduces Moostruck™ Chocolate Lowfat Milk

HP Hood dairy company, has announced the introduction of its new Hood Moostruck™ Chocolate Lowfat Milk.

Available in plastic quarts and half gallons, Moostruck provides young families with a new choice in chocolate milk. Like all Hood Milk products, Moostruck is produced without the use of artificial growth hormones.\* Moostruck also contains vitamins A, C and D, which are essential to helping young kids grow.

"We think that families throughout New England and beyond will enjoy the flavor and value that this new product provides," said Hood spokesperson Lynne Bohan. "You might say that Moostruck's sweet chocolate flavor and price value are enough to make customers awe-struck with Moostruck!"

Hood will continue to sell its Premium Chocolate Milks in paper half gallons and 14 oz. LightBlock bottles.

## King's Command Launches Premium Rotisserie Meatloaf

King's Command Foods Inc., Kent, WA, offers premium meatloaf for rotisserie and take-home meals. Made with Certified Angus Beef® brand chucks, it gives customers another reason to shop the deli.

Each case comes with 10, 24-ounce loaves, merchandising sleeves, 4 oz. glaze packets, clear lids and trays. The meatloaves retail direct from the rotisserie for under \$10. Items not sold from the hot box can then be merchandised in a refrigerated case for up to five days, allowing retailers to balance inventories with customer demand.

The loaves cook in the deli to an internal temperature of 160°F in one hour. Fully cooked 80-ounce loaves are also available with or without the glaze for the deli service case or events.

This meatloaf offers traditional flavor and texture. Beef is blended with fresh onions, peppers, parsley, ketchup, breadcrumbs, egg whites and savory seasonings. A sweet onion, brown sugar and tomato glaze also gives it authentic flavor. Customers can also appreciate that no MSG, binders or fillers are used.

The Certified Angus Beef brand is more selective than USDA Prime, Choice and Select. Less than 8% of beef can achieve its science-based standards for flavor, juiciness and tenderness.



## Simply Orange Expands Offerings

Simply Orange Juice Company is adding two new varieties to the Simply line: Simply Orange® with Mango and Simply Orange® with Pineapple. Both start with the fresh-squeezed taste of 100% not-from-concentrate Simply Orange orange juice, blended with not-from-concentrate mango juice and pineapple juice, respectively.

"Simply Orange with Mango and Simply Orange with Pineapple represent natural additions to the Simply family of products," said Allison Barrett, Director of Marketing for Simply Orange. "These two new products offer consumers the same delicious fresh-squeezed taste experience that they have come to expect from Simply Orange."

Simply Orange with Mango combines the fresh taste of orange juice with the unique sweetness of mango, while Simply Orange with Pineapple couples orange juice with luscious, tropical pineapple. They are never concentrated, never sweetened, and made with only natural ingredients.

Simply Orange with Mango and Simply Orange with Pineapple are packaged in the unique 59 fl. oz. clear Simply carafe. The launch of the new products will be supported with a comprehensive marketing program that includes a multi-media advertising plan, a public relations campaign, consumer promotions and in-store sampling.



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# Sanford Gets a Bravo

## New Supermarket Opens in Historic Florida City

The historic city of Sanford, Florida now has its own beautiful, new Bravo Supermarket, following the recent opening of a new store located at 2921 South Orlando Drive, near the Central Florida Greenway.

The new store opened by owner/operator, Sergio Urena, anchors Sanford Plaza whose other tenants include Donna's Kitchen, Sanford Beauty, Pipe Dreams and Promise Academy, among others.

Although small in stature—at only 13,000 sq. ft., Sanford's new Bravo is packed full of consumer amenities. Sure to be shopper favorites are its meat and produce departments, which offer full range of items to serve every taste. The new store has a delicatessen and a bakery department featuring Pagnifique® breads, rolls and pastries.

Sergio Urena, originally from the Dominican Republic, arrived in the U.S. at the age of 10 where his family owned and operated food stores in the Metro New York area. With a Bachelor of Science Degree in Accounting from SUNY New Paltz, Urena is also a licensed stock broker. His entrepreneurial spirit led him, his wife and daughter to the Sun-



■ THIS NEW BRAVO SUPERMARKET has opened at 2921 South Orlando Drive [17-92] in Sanford Plaza in Sanford, Florida. Owner/Operator is Sergio Urena.

shine State in 2004 where he purchased a small food store in Deltona. He sold the store at the end of 2006 and began laying the

groundwork for his new Bravo Supermarket.

"I chose the Bravo concept for my new store specifically because of the support and services Bravo/Alpha 1 Marketing provides to independent retailers such as me."

Even though the store is only about 13,000 sq. ft. and only has four check-out lanes and a customer service counter, it benefits from state-of-the-art technology on a par with big chains thanks to modern POS systems at each of the checkouts and customer service counter, installed by Miami-based ISE Corp. ISE provided modern equipment and training for the store staff and provides around-the-clock service-support, assuring Urena and its 35 store associates of worry free operation and satisfied customers.

ISE now has over 145 sites with what is considered the "Best in Class" PCS application in the marketplace. ISE has a total of over 7,000 lanes installed with over 20 years' experience serving independent retailers throughout Florida and the Caribbean.

Urena told TODAY'S GROCER, "My goal is to bring the excitement and



■ OPENING DAY CONGRATULATIONS - Sanford Bravo owner/operator Sergio R. Urena [center] accepts a handshake from Bravo Supermarket's Manager-Retail Services, Southeast Division, Julio Sanchez [third, left]. Also, pictured [left to right] are: Richie Sanchez, Retail Counselor, Dennis Wallin, Bravo V.P.-Business Development, Southeast Division, Bravo Sanford Assistant Store Manager, Chico Garcia, Bravo Retail Counselor, Jose Jorgo, and Krasdale/Bravo Director of Meat Operation & Merchandising, Lou Papa.



■ BRAVO Owner/Operator, Sergio Urena [center] pictured in the Produce Department of his new store along with Dennis Wallin and Julio Sanchez.

vitality of the Bravo shopping experience to Sanford. "I am committed to bringing consumers the personal service and quality food products that only 'hands-on' independent store owners can provide. By knowing our customers and satisfying their needs, we can successfully compete with the large established chains in the area."

Urena continued, "Based on the growth of the population in Florida, I have invested in the future of the marketplace. I believe that this area needs a first-class supermarket that knows the community and is proud to be a part of it. In addition to everyday low prices, the Bravo mer-

chandising program offers outstanding savings. My staff and I want our customers to feel at home when they shop with us. We're confident that we can live up to our statement that Bravo is the 'supermarket for savings' on the products our customers need and want the most."

The store hours of operation are Monday-Saturday: 7:00 a.m.-8:00 p.m., and on Sunday: 8:00 a.m.-8:00 p.m.

The new Sanford location is the 24th Bravo Supermarket in Florida. Additional upcoming openings in the Sunshine State include Pembroke Pines, Naples, Fort Myers, and the Orlando area.



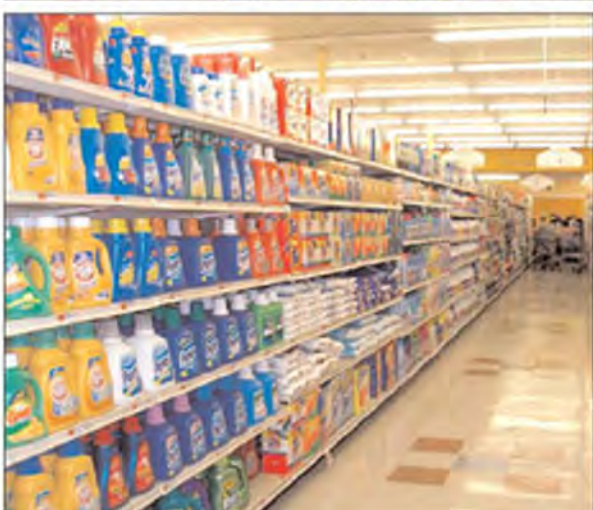
■ BRAVO's Dennis Wallin [left] and Julio Sanchez [right] pictured with Bravo Meat Specialist, Phil Kelly, Joe Goremia, and Director of Meat Operations & Merchandising, Lou Papa.



■ BRAVO's Jose Jorgo and Julio Sanchez pictured with ISE Project Managers, Luis Cambra [left] and Freddy Palomino [second, right].



■ OPENING DAY customer count was extremely high but traffic flowed smoothly throughout the day thanks to the reliability of the POS system installed and serviced by Miami-based ISE Corp.





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# GRAND OPENING!!

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## CONGRATULATIONS TO SERGIO URENA ON THE SUCCESSFUL OPENING OF HIS NEW STORE IN SANFORD, FLORIDA!

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July 2008

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# 14 Grocery



## Kraft Macaroni & Cheese Goes Crackers

New Crackers Deliver a Delicious Way to "Snack on Mac"

For more than 70 years, kids of all ages have gone crazy for "The Cheesiest," Kraft Macaroni & Cheese. Now the creator of Kraft Macaroni & Cheese has introduced a new snack that will have them going "crackers" for the great taste of Macaroni and Cheese, too! Kraft Macaroni & Cheese Crackers — crunchy baked cheese crackers — take the cheesy taste of the classic "Blue Box" and bake it into a delicious, crispy, crunchy cracker made with real cheddar cheese. The cracker is even made in a classic elbow macaroni shape.

"We're excited to have transformed the cheesy taste everyone loves into a crunchy, delicious snack," said Sanford Fink, brand manager, Kraft Foods. "Now people can now enjoy Kraft Macaroni & Cheese Crackers anytime, anywhere... whether it's on-the-go from activity to activity, as part of a packed lunch for school or a fun after-school snack."

Kraft Macaroni & Cheese Crackers come in three varieties including Cheddar, White Cheddar and Mild Cheddar. Each variety is made with real cheddar cheese. The crackers will be available in stores nationwide beginning this month for a suggested retail price of \$2.99.

## Now Without High Fructose Corn Syrup

## Promax Packs In The Protein While Indulging Taste Buds

Promax Nutrition™ has addressed consumer concern about High Fructose Corn Syrup (HFCS) by removing the ingredient from Promax Bars. By using ingredients like crystalline fructose and other sweeteners, the re-formulation doesn't sacrifice great taste and rich texture. The new Non-HFCS Promax Bars are available in Promax's top 3 flavors — Cookies 'N Cream, Double Fudge Brownie, and Chocolate Peanut Crunch.

The Promax Bar brand exemplifies the strong heritage of Promax Nutrition in making indulgent, dessert-quality products packed with protein and other nutrients. Consumers had long been searching for a tasty protein bar and Promax Nutrition filled that need. The small, but powerful company has been developing innovative nutrition and health solutions since 1996, and, last year, expanded into delicious, high protein, ready-to-drink shakes. It also launched a line of convenient, taste-free, powdered nutritional supplements that mix into most beverages. Promax products are a staple at many gyms and fitness centers around the country.

Promax Nutrition recently developed new Promax 70 Calorie Bars, the first high-protein, all-natural "snack-size" energy bar. At just 70 calories per bar, these bars are ideal when you're hungry but don't want to spoil your lunch or dinner, when you're dieting (only 2 Weight Watchers® points), or when you're looking for healthy snacks for the kids. Luscious and chocolaty, each Promax 70 Calorie flavor delivers 5 grams of quality protein.

"We are committed to continuing to develop and offer unique, convenient and portable nutritional products that help active consumers achieve their goal of a healthy and fit lifestyle," states David Weinberg, Promax Vice President of Marketing.



## New Premium Snack Bar

## Oatmeal Chewie™ with California Raisins



The California Raisin Marketing Board will be an ingredient partner with Love and Quiches Desserts in a new snack bar part of the Gourmet Grab and Go® product line. Made with California Raisins and whole grain oats, the old-fashioned Oatmeal Chewie is a snack bar targeted to consumers who are on the go and desire a gourmet product.

Love and Quiches Desserts chose to use California Raisins because they serve as a natural sweetener, can be a substitute for preservatives, and they maintain structural integrity in the new snack item. This gourmet snack ships frozen in a 12 bar display merchandiser (4 per case) and has a 30 day shelf life after thaw.

"California Raisins add both functionality and great taste to all types of baked products," said Larry Blagg, Senior Vice President, California Raisin Marketing Board. "Because only the finest quality ingredients go into every Love and Quiches Desserts bar, California Raisins are the perfect ingredient."

## Bali Spices Offers an Exotic New Collection of Peppers and Salt

William Bounds Ltd. and Big Tree Farms have joined forces to introduce a collection of rare spices from Bali. Capturing the unique flavors of Indonesia, the new Bali Spice Essentials collection includes four exotic peppers and one unique sea salt that truly evoke a sense of place. Each item has been grown using traditional and sustainable methods, ensuring that its unique flavor characteristics are retained.

Wildcrafted Bali Long Pepper, known as the "Queen of Peppers," is harvested wild in the jungles of Bali Island to capture every bit of the flavor this incredibly pungent pepper has to offer. Resembling little pinecones, Long Pepper has a unique floral aroma and a warm, spicy finish, making it a perfect match for meat, game, curries and stews. Because this pepper is unusually hard, a William Bounds Grate mortar and pestle must be used rather than a traditional pepper mill. Wildcrafted Bali Long Pepper comes in a 2.2-ounce tube, with a suggested retail price of \$5.49 or a 3.2-ounce paper box for \$12.99.

Hailing from the island of Java, Indonesia, Javanese Comet's Tail Pepper is a unique and rare wild peppercorn that boasts a delicate floral aroma and lemony-pine flavor. This combination



makes it the perfect choice for grinding fresh or using as a rub on fish, seafood or poultry. The Javanese Comet's Tail Pepper can be ground with a traditional pepper mill. It comes in a 1.5-ounce tube, with a suggested retail price of \$5.49 or a 3.2-ounce paper box for \$12.99.

Organic Shade-Grown Lampung Black Pepper truly embodies all the ideals of sustainability. These certified organic peppers are grown under the shade of a jungle canopy, which protects the pungent oils from volatilizing in the intense tropical sun. Featuring spicy and bold notes, Lampung Black Pepper is ideal for grinding over a variety of entrées. These peppercorns can be ground in a

traditional pepper mill or with a mortar and pestle. The Lampung Black Pepper comes in a 2-ounce tube, with a suggested retail price of \$5.49 or a 3.2-ounce paper box for \$12.99.

Certified Organic Handpicked Muntok White Pepper is handpicked on the Indonesian island of Bangka. Considered the best of the season's crop, these white peppercorns are mellow, winey and herbal in aroma, with a strong heat, perfectly suiting them for grinding on white meats, steamed vegetables and fresh pasta. These peppercorns can be ground in a traditional pepper mill or with a mortar and pestle. This white pepper is available in a 2.5-ounce tube, with a suggested retail price of \$7.99 or a 3.2-ounce paper box for \$12.99.

Shaped like a miniature pyramid with a hole in the center, Balinese Hollow Pyramid Sea Salt has a wonderful texture, delicate crunch and subtle salt flavor. These fragile hollow pyramids are a tasty accompaniment when sprinkled over salad or steak. The salt is also perfect for accenting the finest of chocolate desserts. Balinese Hollow Pyramid Sea Salt can be ground with a traditional sea salt mill. It comes in a 1.7-ounce tube, with a suggested retail price of \$4.99 or a 8.5-ounce paper box for \$12.99.



## Nonni's Biscotti Launches Innovative New Flavors

Nonni's Food Company, maker of Nonni's Biscotti, announced the launch of two new biscotti recipes: Caramel Latte and Mint Cioccolati.

"Due to unprecedented growth and consumer demand, Nonni's Biscotti is expanding our line to include these delicious new flavors," said Matt Duffy, Nonni's Biscotti marketing manager. "Although cookie category sales have generally been flat for the past three years, Nonni's Biscotti continues to generate phenomenal sales. The continued success of Nonni's Biscotti is a result of our ongoing dialogue with the consumer, which helps us anticipate and meet their needs for flavor, portability and taste."

Caramel Latte biscotti caters to coffee lovers with the great taste of a specialty coffee drink and a boost of caffeine. The light, crispy treat combines the flavor of a dark roast coffee, frothy milk and creamy caramel. Mint Cioccolati features the classic Original Biscotti dipped in gourmet bittersweet chocolate, now baked with a refreshing mint flavor.

Caramel Latte and Mint Cioccolati offer consumers the rich taste they crave, without the fat and calories. The Caramel Latte flavor has 3.5 grams of fat and 110 calories per serving, while the Mint Cioccolati flavor has 4 grams of fat and 110 calories per serving.

## Chew on This: Caffeinated VE2 Energy Gum Debuts

Created by an emergency room doctor, VE2 Energy Gum made its debut recently in Chicago for the industry's annual North American trade show, the All Candy Expo.

"As an ER doc, I work crazy hours yet have to stay sharp, so I can appreciate the need for a quick boost," said VE2 co-founder, Andres Sasson, M.D. "Two years ago, a friend and I decided to develop something more convenient and less expensive than energy drinks. I wanted something that fit in my lab coat pocket, didn't need to be refrigerated and didn't make me need to find a bathroom 10 minutes later." A rigorous research and development process yielded VE2 Energy Gum.



Because caffeine is absorbed rapidly through your oral membranes, VE2 delivers energy more rapidly than energy drinks, which are eventually absorbed only after passing through the stomach. And VE2 is also crammed with energy-sustaining ingredients like vitamins B6 and B12, niacin, ginseng and guarana, giving you increased alertness and endurance without the "crash" of other energy products.

Two pieces of gum are roughly equal to one 8-oz. energy drink or one cup of coffee. With a suggested retail price of \$1.69 for a 10-piece package, a pack of VE2 Energy Gum costs less than a single energy drink, yet that one pack has the equivalent of 5 energy drinks in it.

# Liquid Dietary Supplements from AgroLabs



As the weather heats up, many individuals find themselves wishing they had been more health conscious throughout the year. This summer, AgroLabs is combining product innovation and clinical science to bring consumers the latest trend in liquid nutrition.

The thoroughly researched liquid dietary supplements from AgroLabs are specifically targeted to provide maximum health benefits to consumers:

## Superberry Upgrade

This power-packed formula is made up of blueberries, acai berries, pomegranates, mangosteens, goji berries, grapes, strawberries, cherries and the powerful antioxidant, Resveratrol, which is found in red wine. Superberry Upgrade brings the benefits of cellular anti-aging, revitalized hair, skin and nails, all day energy, and potent antioxidants.

## Green Envy

Premium blend of natural superfoods cleanse the body and support digestion, metabolism, and a healthy immune system. Green Envy is packed with barley, green tea, wheatgrass, broccoli, spinach, spirulina, chlorella, cucumber, kelp, and parsley for a detox that is gentle enough for every day.

## Peaceful Sleep

Containing ingredients such as lavender, chamomile, and passion flower, this formula is designed to rejuvenate the mind and body by assisting in getting a healthy night's sleep.

## Recall It

This memory formula includes abundant amounts of herbs, essential vitamins and minerals that are intended to support blood flow while assisting enzymatic and metabolic functions in bodily nerve cells, including the brain.

Ingredients in this formula are designed to assist in memory, concentration and improved mental acuity.

## Cardio Support

CoQ10 is a naturally occurring compound found in the body and a powerful antioxidant that decreases with age. The heart requires substantial amounts of energy for optimum function which is one reason why CoEnzyme Q10 is an essential ingredient in Cardio Support. The formula also includes high antioxidant blueberry, goji berry, and lychee concentrates.

## First Choice Total Nutrition

Enhanced with key vitamins, minerals, amino acids, fatty acids and herbal extracts your body needs, this antioxidant rich formula brings the health benefits of blueberries, acai berries, pomegranates, mangosteens, goji berries,

grapes, strawberries, cherries, carrots, aloe, oranges, papaya and prickly pear.

## Naturally Acai Xtra

Natives of the Amazon have used Acai for hundreds of years to promote energy, healthy digestion and good health. Recently, Acai has been recommended by leading anti-aging physicians and researchers. In addition to the Acai berry, Naturally Acai Xtra contains proprietary nutrient rich berry extracts of Blueberry, Pear Juice, Concord Grape, White Grape & Apples Juice.

## Naturally Organic Pomegranate

Naturally Pomegranate contains the fruit-juice, rind and the seeds of the antioxidant-rich fruit, all formulated in one powerfully concentrated liquid formula. Recent discoveries indicate that Pomegranate juice exhibits antioxidant properties attributed to the presence

of a certain tannin called punicalagin, which has been identified as the active compound responsible for maintaining and promoting optimal cardiovascular health. One ounce of Naturally Pomegranate has the antioxidant equivalent of eating 15 whole pomegranates!

## Naturally Noni 2X

The ancient Kahuna considered Noni their most sacred herb for every conceivable malady and imbalance, used for thousands of years to revitalize the body and mind.

## Naturally Thai Mangosteen

Mangosteen fruit has the highest xanthone content researchers have found. Xanthones by definition are biologically active plant phenols that possess a high degree of healthful properties. Naturally Thai Mangosteen is a natural source of dietary xanthones with an additional complete Vitamin & Mineral profile.

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## The Little Toothbrush That Could!

A small toothbrush with a tiny price? Now there's something kids and parents can smile about!

The FireFly® toothbrush from Dr. Fresh®, Buena Park, CA, is specially designed to fit children's hands and parents' pocketbooks. At only \$.99, it's a bright and appealing idea in oral care. But don't be fooled by FireFly's petite size or price. This is the little toothbrush that could... make brushing a "wanna do" instead of a "hafta do" for your child. Colorful FireFly is fun to use — it lights up and flashes while she brushes!

The light isn't just for show — it blinks for exactly 60 seconds, the amount of time each arch should be brushed.

# Frozen Foods



## Rudi's Organic Bakery First to Introduce



## Certified Organic Bagels in Mainstream Flavors

Rudi's Organic Bakery, Boulder, CO, has become the first to introduce a national line of certified organic bagels in four mainstream varieties.

The need for organic bagels in mainstream flavors led Rudi's Organic to develop a line of organic bagels in four popular varieties, including Plain, Honey Sweet Wheat, Multi-Grain and Cinnamon Raisin. Previously, consumers looking for organic bagels were only able to find spelt, sprouted or gluten free bagels made with natural and organic ingredients.

"Rudi's Organic has been passionate about baking better breads for families for over 30 years and bagels are a perfect extension of our commitment to offering consumers great-tasting, organic baked goods," said Doug Rudi, vice president of marketing for Rudi's Organic Bakery. "Moms can feel great about our bagels because, like all of our baked goods, they are made with all of the good stuff and none of the bad."

Rudi's Organic Bagels are available in packages of six, pre-sliced two-ounce bagels, a perfect size for those looking to balance heartiness and calories. The bagels are certified organic and kosher.



## Palermo's Brings Italian Pizzeria Taste Home

### Introducing Palermo's Hearth Italia and Hearth Italia Organic

Palermo's Hearth Italia pizza is the first frozen pizza of its kind that delivers the flavor of a fresh baked pizza from an authentic Italian pizzeria in the convenience of your own home. The new line of pizzas offers nine varieties including three that are USDA certified as 100 percent organic, giving consumers a healthier option without sacrificing Palermo's old-world taste.

The key to this premium pizza is the all-natural, artisan crust, which is pre-baked in an Italian marble-hearth oven, imported from Italy and exclusive to Palermo's in the U.S. This cooking method creates the perfect amount of crispiness and air pockets, delivering a quality that has never before been achieved in frozen pizzas.

Palermo's Hearth Italia pizza will be offered in a variety of robust flavors that not only bear the names of Italian cities, but are also made with ingredients that are characteristic of those areas. Some of the distinct new flavors include The Capri, which has Mediterranean vegetables and feta cheese; The Portofino, layered with mozzarella and Asiago cheeses and then topped with chicken, pesto and tomatoes; and The Messina, which features goat cheese and spinach and is finished with a sprinkling of Italian spices.

In addition to featuring all natural crusts that are made with organic flour, the new Hearth Italia line will also offer three USDA certified as 100 percent organic pizzas in a variety of flavors, including The Tivoli, which offers a zesty tomato sauce topped with a blend of mozzarella, Asiago and Parmesan cheeses; The Sorrento, is layered with rich Italian tomato sauce, mozzarella cheese and a mixture of tomatoes, basil, and olive oil sprinkled with Parmesan cheese; and The Como which combines a zesty Italian tomato sauce with organic spinach and organic mozzarella and feta cheese.



## New M&M'S Ice Cream Treats Bring Colorful Fun to the Freezer

Mars Snackfood US has announced the release of new M&M'S® Brand Ice Cream Treats. Available as an ice cream bar on a stick and mirroring the look of a classic M&M'S candy, each bar contains vanilla ice cream covered in a chocolaty coating then dipped in a chocolaty colored shell (red, green or blue) and placed on a stick. M&M'S Ice Cream Treats will be available nationwide in single or multi-packs of five bars at \$1.49 and \$3.99 respectively. Every treat contains a riddle on the stick from the popular M&M'S spokescandies red and yellow; the answers, hidden beneath the ice cream, can only be solved upon finishing all three layers of fun.

To support the launch, the M&M'S brand is reminding Americans of their soft spot for ice cream with a promotional campaign evoking ice cream nostalgia with a colorful twist.

# Is Making Money An Issue With You?

CLIP AND RETURN WITH PAYMENT

**TODAY'S GROCER**

**No Five-and-Dime Operation**

**Kress IGA Supermarket**

**Val Named President & CEO of Sweetbay Supermarket**

**Gold Coast Acquires This Distributing**

**Val Named President & CEO of Sweetbay Supermarket**

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# Wal-Mart Store Finds Success Selling Caribbean Foods

**W**hen Wal-Mart Store Manager Charlie Martin arrived on the scene three years ago prior to the opening of his new Lauderdale Lakes, Florida store, he didn't know what to expect — shopper wise. Some had told him that he would get a largely Hispanic clientele in his store located at the intersection of Oakland Park Blvd. and U.S. Hwy. 441 (State Road #7). It didn't take long for him to find out otherwise. His customer base includes large numbers of Jamaicans and Haitians, in addition to Dominicans, other Hispanics, Anglos and non-whites. The area is a real ethnic melting pot, and successful retailers must really be on their toes to meet all the needs of the large consumer base.

Knowing little of the Caribbean lifestyle and less about Caribbean foods, Martin knew he needed help. He met Lauderdale Lakes Mayor Sam Brown who became his conduit to meet others within the community. It was during this search to understand his shopper base that led to Martin meeting Patrick Cha-Fong, president of Kingston-Miami Trading Co.

Kingston-Miami Trading Co. is 51% owned by Cha-Fong's wife, Christine, and carries National Minority Supplier Development Council (NMSDC) certification. Together, the couple has operated the company from its Miami-based headquarters and distribution center for over 25 years and have grown into the premier distributor of Caribbean foods (both national brands and their own quality labels), distributing throughout Florida, the Southeast, nationally and internationally as well.

"I credit Patrick for teaching me much of what I now know how to best serve our Caribbean customers," Martin recently told TODAY'S GROCER. "His expertise and assistance transcend beyond his own product lines. When we first started, it was Patrick who told me

## Sets Sales Records Partnering with Distributor, K-MT Co.



■ WAL-MART Store #3625 Manager Charlie Martin [left] and Food Co-Manager Byron Gore [right] pictured in front of the Kingston-Miami Trading Co./Caribbean Foods section at their Lauderdale Lakes store.



■ WAL-MART Store #3625 Store Manager Charlie Martin [second, right] pictured with Kingston-Miami Trading Co. CEO Christine Cha-Fong, General Manager Neil Cha-Fong, and K-MT Account Executive Reggie Chong [left].

we must make available ready-to-eat jerk chickens for our customers."

It's hard to pinpoint what Caribbean-style products sell best in this store. Volume is so great, they all sell well. Some of the fast movers though would include coconut water, Nestlé Supligen, canned mackerel, packaged ginger tea and K-MT's exclusive line of its own JCS® (Jamaican Country Style) brand soft drinks, developed and formulated by Patrick Cha-Fong, in both 2-liter PET bottles and smaller sizes in glass.

Martin must be a good student. Both he and his store have become very good at serving Caribbean clientele. So good, in fact, that today the Lauderdale Lakes store is the top seller of these foods in Florida and perhaps the nation. "We've learned a lot from our distributor partner/friends at K-MT, and we've learned a lot from our customers as well," Martin says. "These products are unbelievable sellers. Because we buy in large quantities and keep our costs low, we have had tremendous success here in our store."

"It used to be that the busiest



## Cover Story

## Kress IGA Supermarket Opens In Downtown Seattle

The full-service grocery shopping experience has returned to The Emerald City – and in a big way. Kress IGA Supermarket, a full-service grocery store offering familiar local products as well as popular national brands, opened in downtown Seattle, WA on June 19. Located in the basement of the historic Kress Building at 1427 Third Avenue between Pike Street and Union, Kress IGA Supermarket will offer local, as well as a full range of supermarket essentials from national brands.

The store is owned and operated by The Myers Group, a family-owned company with a portfolio of small businesses including grocery stores, fuel stations and hardware stores throughout Western Washington. The Myers Group has signed a 35-year lease with B&W Investment Company, the owners of the historic Kress building.

"Being located in Seattle, we realize

the growing importance of consuming locally grown produce and goods, yet also understand the necessity of supermarket staples – we look forward to offering the expected amenities of a standard supermarket, but with the addition of the local brands and products for which Seattle is known," Tyler Myers, CEO of The Myers Group told TODAY'S GROCER. "The influx of condominiums and residences in Seattle's downtown core has created an overwhelming demand for a local grocery store, we're thrilled to finally open our doors and become downtown Seattle's only full-service supermarket."

The new market will provide a convenient lunchtime destination for downtown's estimated 13,000 professionals and pedestrians, while also providing a local grocer for downtown's estimated 18,000 residents. Unlike many small urban markets with low inventory and high prices, Kress will be a price-driven supermarket, offering the lowest



**RIBBON CUTTING** – Kate Jonas, President, Downtown Seattle Association; Tyler Myers, president, The Myers Group; Diane Sugimura, Director, Department of Planning and Development, City of Seattle



**HAPPY OPERATORS** – Don Etsekson, Tyler Myers, Paul Etsekson. The Etseksons brothers own the Kress Building in which Kress IGA is located. B&W Investment Co. is the official company name.

## TYLER MYERS

President, The Myers Group, L.L.C.

A respected and award-winning family business owner, Tyler Myers brings more than 25 years of food industry experience to The Myers Group's most recent project, Kress IGA Supermarket. Tyler began his career in 1978 as a courtesy clerk at a grocery store owned by Kent Myers and Associates, a company founded in 1978 by his father, Kent Myers.

From humble beginnings with one supermarket on Whidbey Island, Kent Myers and Associates has since developed into The Myers Group, L.L.C., a family-owned company with a portfolio of small businesses including grocery stores, gas stations and hardware stores throughout Northern Washington.

Tyler ambitiously worked his way through the ranks of the industry – beginning with an internship with Associated Grocers Incorporated, holding several management positions with Kent Myers and Associates and ultimately becoming the President of The Myers Group.

Myers holds a B.A. in Economics from Western Washington University and is also a graduate of the Food Industry Management program at the University of Southern California. He is an executive board member of the Washington State Food Industry.

In 1999, Tyler was awarded the 1999 IGA International Retailer of the year, a very prestigious award given to only five retailers from around the world. In 2007, Tyler received the Washington Food Industry Retailer of the Year. Tyler has been a long time Seattle resident and currently lives in north Seattle with his wife and daughter.

possible prices on quality products.

As a full-service supermarket, Kress offers staples from national brands along with a variety of made-to-order or freshly packaged items including a sushi bar, hot food tables, a salad bar, made-to-order sandwiches, fresh soup, an antipasto and olive bar, a taqueria and more.

Kress boasts a substantial selection of organic produce, top-quality meat in its traditional butchery and fresh baked goods in all the standard supermarket departments such as dairy, frozen foods, canned goods, wine and more. The market also features an extensive wine and cheese collection, featuring selections from regions around the world in a variety of different price ranges.

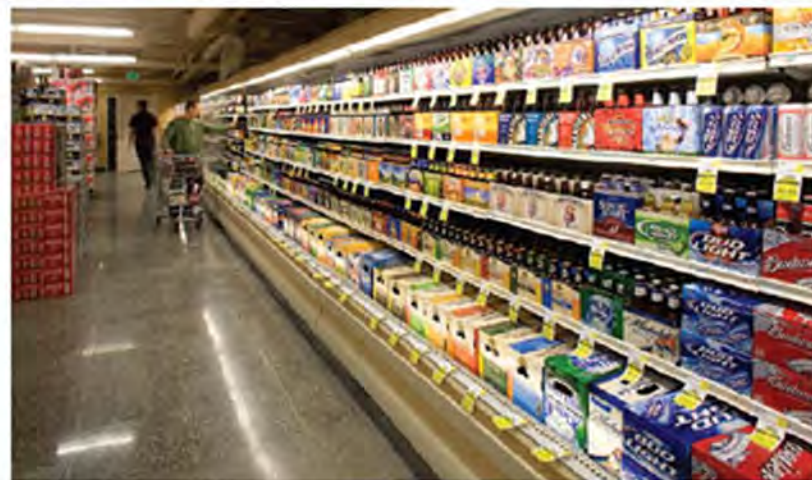
Kress IGA Supermarket is the first retail outlet to sell bakery items from Seattle's Chef Tom Douglas, aside from his own bakery and restaurants. Additional local products include rum balls and biscotti from B&O Espresso on Capitol Hill; fresh, organic bread from Boulangerie Nantaise in Belltown; specialty chocolates from Chocolati in Wallingford; organic-to-go entrees and meals from Delicious Planet; gourmet-to-go menu items from Domovoi; fresh quiche, scones and desserts from Julia's Bakery in Wallingford; a rotating selection of organic, homemade soups from Ladle Soups; a variety of organic donuts from Mighty-O Donuts in Wallingford; a selection of savory and sweet pastries from Piroshky Piroshky in the Pike Place Market; fresh flowers from the Pike Place Market and fresh bagels with a selection of flavored cream cheese from Zatz Bagels in West Seattle.

"We're thrilled to see new life breathed into this historic site. The building has been in our family for years, so we were discerning as to how the space would be renovated," said Paul Etsekson, co-president, B&W Investment Company. "We have been thrilled with the care and attention to detail that The Myers Group has taken in the renovation."

Kress Supermarket is located in the 18,000 sq. ft. basement of the historic Kress Building that was once home to S.H. Kress and Company, one of the most successful retail operations of the twentieth century. The property just received a \$2 million renovation that utilized recycled materials when possible to update interiors, including the restoration of the original marble floor and crown molding. The renovation also added two escalators, department store lighting, two 65-inch flat-screen televisions near the entrance to showcase products and more. All aspects of the project paid special attention to the historic and architectural significance of the building.

The Kress Web site ([www.kressiga.com](http://www.kressiga.com)) offers online shopping with delivery service to businesses and residences located downtown and nearby neighborhoods. In an effort to protect the environment while still offering the convenience of delivery service, there are plans for a low-emissions vehicle to be used for delivery.

Kress IGA is open 7 days a week from 7:00 a.m. to 10:00 p.m.



## DON AND PAUL ETSEKSON

The Kress Building, Co-Owners  
B&W Investment Company, Co-Presidents

Following in the footsteps of their father and grandfather, brothers and third generation Puget Sound natives Don and Paul Etsekson are co-presidents of the family-owned business, B&W Investment Company. Their company specializes in acquiring and maximizing the value of commercial and industrial buildings and land.

The Etsekson's most recent project is a partnership with The Myers Group, a family-owned business who just signed a 35-year contract to lease the Kress Building, a long-time asset of B&W Investment Group.

Kress Supermarket is located in the 18,000 sq. ft. basement of the historic Kress Building, which was once home to S.H. Kress and Company, one of the most successful retail operations of the twentieth century. S.H. Kress and Company stores were successful due to the quality products they offered at reasonable prices, yet also paid special attention to architecture and the retail environment. In the late 1920s the Kress architectural division employed approximately 100 people who created ornate store façades that were customized to fit their streetscapes, ultimately creating a signature architectural theme.

Kress stores across the country remain architecturally significant, and can still be found as renovated offices and retail stores in the downtown core of many major cities including New York, Honolulu, Seattle and Miami.

Aside from the architectural significance of the project, Don and Paul also have a personal tie to the building. Their grandmother worked at the soda fountain for the S.H. Kress & Company nearly 50 years ago. The Etsekson brothers both currently reside in Seattle with their families and support several philanthropic organizations.

# New C-Store Prototype for PKN Orlen Debuts in Poland

PKN Orlen recently unveiled its new convenience store concept in Warsaw's Powazkowska section, representing a comprehensive strategic brand positioning, corporate identity and naming program, as well as a retail design prototype directed by New York-based CBX.

The state-owned company—which, with more than 1,800 stations across the country, is Poland's largest petroleum retailer—wanted to distinguish itself from multi-nationals entering the local market with formats that include convenience stores, explained Joseph Bona, president of CBX's retail division. Prior to engaging CBX, the company operated a basic, entry level c-store format at its fuel stations.

"PKN Orlen sought to raise the design and merchandising bar in c-store retailing and, in turn, leapfrog the competition," Bona said. To that end, motorists using the site's fuel islands will find the adjacent 'Stop Café Bistro' convenience store hard to miss. Bold colors and backlit columns on the store's exterior provide a powerful visual statement both day and night.

"Inside, we designed a layout that drives more customers through a new and improved foodservice offer to generate higher sales and profits," Bona noted. Coffee to go, a new and expanding category, is located near the entrance, immediately enticing customers with the sight, sounds and aroma of freshly brewed coffee. A well-stocked

newsstand with periodicals also tempts customers to spend a moment browsing.

CBX's design team devised a vibrant grid of product and people photography incorporating PKN Orlen's iconic shade of vivid red as well as darker and lighter reds, to highlight the overall foodservice area, which includes a grill station for made-to-order hot dogs. Sandwiches and other to-go foods are displayed in sleek glass cases with light-wood trim. "Our intent was to create a 'stage' or a bit of theater around the food offer," Bona explained, "while also allowing for ease of operations."

Foodservice customers travel the length of the store to pay for their purchases at a centralized



■ NEW STORE INTERIORS at PKN Orlen feature vibrant product and people photography and are designed to stimulate higher sales and profits.

paypoint positioned at the rear of the selling space, where they will also find the grocery section. Light wood-trimmed shelving holds a wide range of items that makes Stop Café Bistro a destination for everyday kitchen staples as well as prepared foods.

PKN Orlen is Poland and central Europe's largest publicly trad-

ed firm, with major operations in Poland, the Czech Republic, Germany and the Baltic States. The merger of Poland's C.P.N. and PKN in 1999 created PKN Orlen headquartered near Warsaw in Plock, Poland. The company, which also operates a number of joint ventures, generates annual sales of \$10 billion (USD).



■ PKN ORLEN, Poland's largest petroleum retailer, has introduced the dramatic new image and format for its convenience stores. Bold colors and backlit columns on the store's exterior provide a powerful visual statement both day and night.

## Tulkoff Food Products and KeyImpact Sales Announce Nationwide Partnership

KeyImpact Sales & Systems, Inc., a food service sales agency with growing nationwide operations, announced Tulkoff Food Products, Inc. will become its newest manufacturer principal. The announcement was made jointly by Dan Cassidy, President and CEO of KeyImpact and Mark Natale, Executive Vice President of Sales and Marketing for Tulkoff.

Effective immediately, Tulkoff products will be represented by the KeyImpact team in 23 markets from Maine to Florida, and west to Wisconsin, Tennessee and Kentucky.

Tulkoff becomes KeyImpact's eighth principal in 20 or more markets, joining companies such as Icelandic USA, Perdue Farms, Clabber Girl, Welch's,

Eco-Products, Sturm Foods and Imperial Sugar.

"We are pleased in the vote of confidence Tulkoff Food Products has given us by way of this announcement," said Dan Cassidy, President and CEO of KeyImpact. "Our entire team looks forward to proudly representing this established, innovative brand across the country."

"We have been represented in certain specific markets by KeyImpact for over 23 years, starting in Philadelphia," said Mark Natale, Executive Vice President of Sales and Marketing at Tulkoff.

"In that time, we have seen our business increase in part because of how Key approaches the business.

Our confidence in their business plans and go-to-market strategies led us to partner with them across their entire sales footprint."

Tulkoff Food Products, Inc. produces condiments, sauces and spice blends under the Tulkoff, Seaside and Culinaire Express brands for both the food service and retail food industries, as well as industrial ingredients for other very large well respected manufacturers. Originally founded in the 1920s as a fruit and vegetable market by Harry and Lena Tulkoff, the company started ingredient manufacturing operations in the 1930s and it remains one of the nation's leading manufacturers of prepared horseradish products.

## Publix to Acquire 49 Albertsons Locations

Publix Super Markets, Inc. has entered into an agreement to purchase 49 Florida stores from Albertson's LLC. The transaction is expected to close in September and includes store locations throughout the state with 15 locations in North Florida, 30 locations in Central Florida and four locations in South Florida.

Publix CEO, Ed Crenshaw, commented on the acquisition, "The demand for the high-quality service our associate owners provide gives us the opportunity to reinvest in these communities by acquiring additional sites for Publix stores. We continue to focus on being the premier food retailer in the areas in which we operate."

Grand opening dates for all locations will depend on the scope of the remodels. The acquisition will allow Publix to operate four stores in Escambia County, a new market area for the company.

Publix is encouraging impacted Albertson's employees with a passion for food and a commitment to customer service to apply for employment. To assist in this process, Publix is holding job fairs dedicated to Albertson's employees.

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**RIBBON CUTTING.** Pictured at the Irvington Pathmark Grande Re-Opening on May 30 are Christian Haub, Executive Chairman, A&P; John Ferlod, District Manager, Pathmark; Ed Whitby, Sr. Director of Sales & Operational Execution, Pathmark; Wayne Smith, Mayor of Irvington; Mike Foley, General Manager, Irvington Pathmark Store; Eric Kanterman, Regional Vice President, Pathmark; Chris Walton, Assistant Store Manager, Irvington Pathmark Store; and Eric Claus, President and CEO, A&P.

## A&P Unveils New "Price Impact" Pathmark Format

*Redesigned Store Opens in New Jersey*

The Great Atlantic & Pacific Tea Co., Inc. (A&P) has debuted the first of its kind new "Price Impact" format at a redesigned Pathmark store in Irvington, N.J. The new store, located 471 Lyons Avenue, celebrated its formal grand opening Friday, May 30.

The new Pathmark "Price Impact" format offers shoppers a wide selection of quality groceries, fresh produce, breads, seafood,

meats, and more at exceptional prices. Customers at the new store will enjoy a variety of in-store value programs including: Family Packs, Yellow Tag Savings, and Deal Zones, which allow shoppers to maximize their spending.

Irvington Mayor, Wayne Smith, was on hand to kick off the celebration and preside over the 10:00 a.m. ribbon-cutting ceremony. The new store is expect-

ed to play a valuable role in both the lives and the economy of Irvington residents. In celebration of the opening, A&P made special donations to both the Irvington Police Department and the Irvington Fire Department.

The newly-remodeled Pathmark features an enhanced store design with a bright, open layout and an attractive, modern décor to improve the overall shopping experience.



**FRONT-END ACTION** is busy on grand opening day and shoppers get a first look at the newly reformatted Pathmark.



**IRVINGTON SHOPPERS** have already discovered the many wonderful and taste-tantalizing items to be found in the store's Deli Department.



**THE NEW IRVINGTON PATHMARK** features a wide selection of fresh produce, promoted with large signs and graphics.



## Atkins Started a Diet Revolution

*Now the Company is Doing it Again Through Science, New Products and a New Mantra: Sweet. Sexy. Science."*

With 44 percent of Americans limiting their carb intake, consumers resonate with compelling new scientific evidence, Atkins' line of reformulated bars and shakes and strong advertising campaign.

Atkins™, the name that turned the nutrition world on its head and sparked the biggest single shift in American eating habits with its advocacy of reduced levels of refined carbohydrates and sugars, continues to affect American eating habits today. In fact, according to study findings, 44 percent of adults continue to limit their carbohydrate intake as a healthy lifestyle.

The company that changed millions of lives through its enduring diet of reduced levels of refined carbohydrates and sugars, has reintroduced itself through its boldest marketing initiative yet, one that captures just how pervasive, effective and substantive the Atkins Nutritional Approach™ has become in people's lives.

"Sweet. Sexy. Science." is Atkins' campaign that builds on its broad name recognition to draw attention to the new currency behind the concept that today goes far beyond counting carbs. A proliferation of new and credible scientific studies support the Atkins approach that leads to strong weight loss success. To help time-crunched consumers achieve weight loss success, Atkins is also introducing better tasting, reformulated nutrition bars and shakes which, together with a national advertising campaign, will showcase the confidence and stronger body image that come with achieving weight loss goals. Atkins' new attitude - under the Sweet. Sexy. Science. campaign - helps educate consumers that the Atkins Nutritional Approach will lead to not only achieving their weight loss goals and looking better, but also improve confidence that comes with feeling better about one's body.

Atkins is bringing all of these elements together to provide a delicious and nutritious way to help busy consumers reach their weight loss and weight management goals. As part of the company's overall outreach, Atkins will also be working to motivate consumers to lose weight by issuing a weight loss challenge to several of the cities listed in the Men's Fitness annual "Fattest and Fittest Cities in America Report." As part of this effort, Atkins will be holding a series of special educational events, sampling opportunities and work with key officials in each city to inspire success.

## Ancient Greek Gift Soothes Modern Skin

### Canus Introduces New Line With Benefits Of Olive Oil & Wheat Protein

When Zeus held a competition to determine which god could create the most useful gift, Athena presented him with an olive tree, the oil of which could produce light, delight the palate and soothe the skin. He declared her the winner and from then on olive oil was used by travelers, athletes and masseurs to soothe, cure, and moisturize the skin.

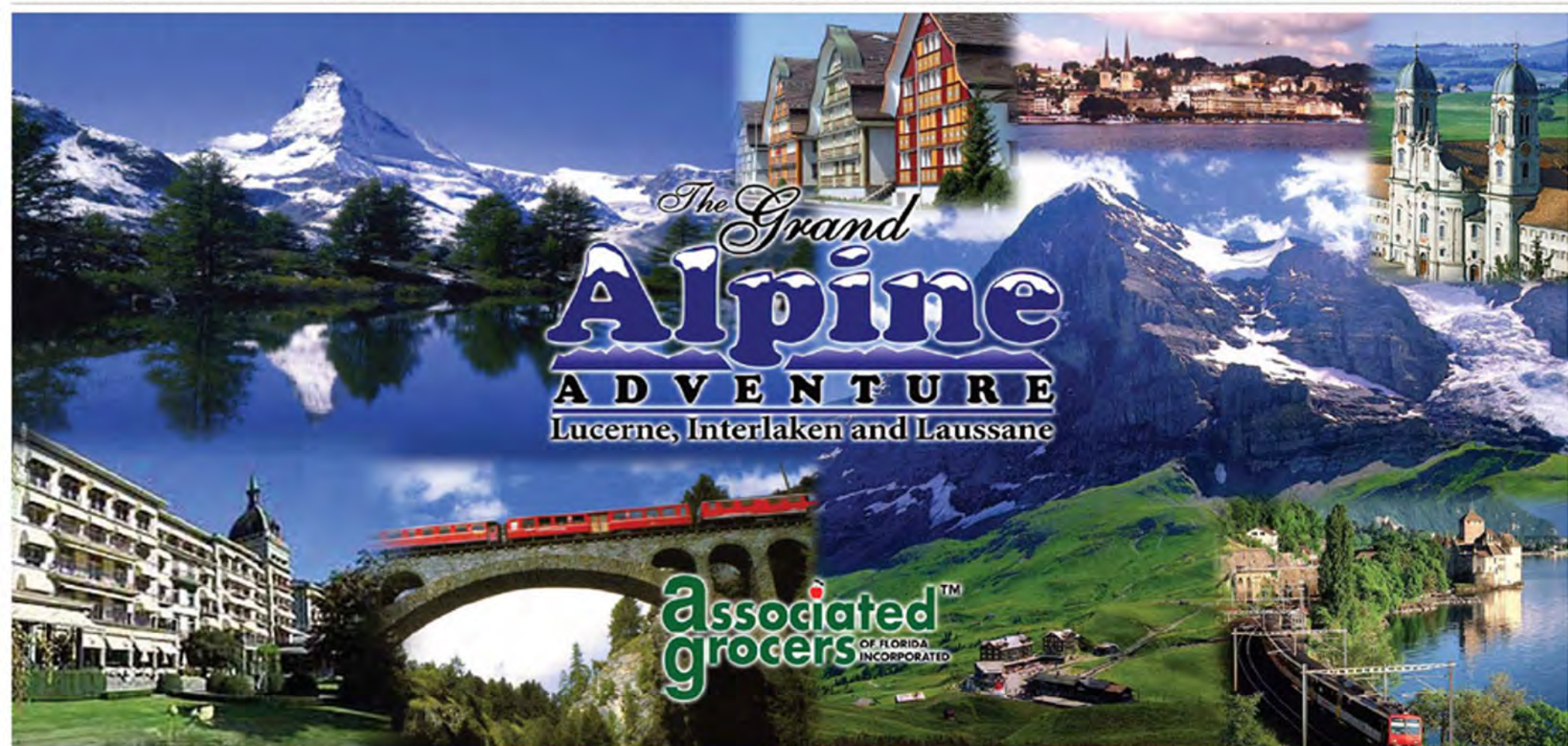
Now Canus Goat's Milk has combined the ancient restorative properties of olive oil with its classic all-natural goat's milk formula to create a new line of skin care products.

The new all-natural Olive Oil & Wheat Protein line from Canus Goat's Milk includes:

- Individual 5-ounce soap bars (SRP \$ 2.99)
- Triple 5-ounce bar soap packs (SRP \$ 7.49)
- All-natural 8-ounce body butter (SRP \$ 11.99)
- All-natural lotion in 2-ounce, 5-ounce, 16-ounce and 1 L sizes (SRP \$9.99, 16 Oz.)
- All-natural 16-ounce body wash (SRP \$ 8.99)

"Beyond Greek legend, scientists today know olive oil to be a powerful antioxidant that helps protect the skin from the harmful effects of free radicals and delays the signs of aging," said Andrée Falardeau, founder of Canus Goat's Milk. "Naturally rich in vitamin E, olive oil also has tremendous soothing and restorative properties."





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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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# Hatuey Beer Returns to Marketplace

## Bacardi Re-introduces Legendary Cuban Brew

Pepín Argamasilla, a member of the Bacardi family, founders of beer, has announced the return to South Florida of Hatuey beer - *Cerveza Con el Sabor Original de Cuba*.

Once again, South Floridians can enjoy the classic taste of a real beer - Hatuey. First brewed in Santiago, Cuba in 1927 Hatuey is still made the old fashioned way using the original Cuban recipe.

Argamasilla told TODAY'S GROCER: "We are most proud to once again make this great premium beer available for you to enjoy. As a brewmaster I can guarantee that it is brewed faithfully to the original formula. Nothing beats the refreshing, full flavored taste of an ice cold Hatuey. But, I invite you to try it for yourself; it's truly a 'Sabor de Cuba'.

"I am most pleased that our great beer will be distributed in South Florida by a great distributor - Eagle Brands Sales. We have made a commitment to them and I'll make it to you as well. Hatuey is back and we're here to stay! We will do what's needed to make Hatuey one of South Florida's top premium brands."

"And you can count on Eagle Brands Sales to make it happen" stated George Hoyos, Eagle Brands General Sales Manager, "For all of us at Eagle Brands Sales having this

heritage beer, Hatuey, in the house is something very special for us. We know well its great heritage and will do our very best to honor it."

The brand made its formal re-introduction to the marketplace with a special reception held May 20 at Cohiba Brasserie Restaurant in Coral Gables. In attendance were members of the Bacardi corporate staff, prominent South Florida retailers, and members of the media.

"I invite you to put a little Cubania in your life," Argamasilla told those in attendance. "Brewed faithfully to the original formula, nothing beats the refreshing, full-flavored taste of an ice-cold Hatuey. Let's toast this legendary brand and welcome it back into the marketplace with even greater success to come. ¡Disfrutela! (enjoy)."

PHOTOS: ADOLFO RUIZ



■ International singing sensation - Albita.



■ Bacardi's Brian Shafer pictured with George Halper, Waldo Carum and George Hoyos.



■ Pedro Penton, TODAY'S GROCER Publisher/ISE Corp. (center) pictured with Yvette and Carlos Hernandez, Owner/Operator National Supermarket #2 (Hialeah, FL) and Assistant Mgr. Francisco Rodriguez and his wife, Maribel.



■ Carlos Smith, Ramon Muñoz, Jorge Montenegro and Demetrio Iglesias.



■ Noted member of the media, Herb Levin, and his wife, Vilma Sanchez-Levin.



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# 26 Wines & Beers



## Almaden and Inglenook

### End of Glass Jugs for Two of America's Best Loved Wines

Historic Almaden and Inglenook wines will no longer be packaged in 3L and 4L glass jugs and will immediately move to Bag-in-Box (BIB) packaging. BIB packages weigh significantly less than glass and require far less carbon-based energy to transport.

The announcement was made by The Wine Group, Inc. Both wine brands, purchased earlier this year from Constellation Wines U.S., are moving to BIB packaging which will save 11 million pounds in packaging waste and reduce the brands' carbon footprint by 60%.

"Consumers and the industry should applaud this move," said Jon Fredrikson, wine industry analyst and industry consultant. "Almaden and Inglenook are two classic brands that were part of many people's first wine experience. Recent research has shown that consumers have great interest in environmentally friendly packaging. They now actively seek ways to cut their carbon footprint in the products they purchase. The fact that these two popular American brands are now taking this step is significant because of the volume they represent."

"The positive impact to the environment from making the shift to BIB packages will be huge, simply because the volume of these two brands combined account for ten million cases of production," notes David Kent, CEO of The Wine Group. "We believe that making this change with two such venerable brands is an important step forward for the environment and for consumers who appreciate quality, value and the lessened impact on the environment."



## Woodbridge by Robert Mondavi Introduces Lightly Oaked Chardonnay

### New Release Responds to Growing Consumer Preference for Less Oak

Delicious, affordable wines shared each night around the dinner table. Such was the vision with which the late Robert Mondavi founded Woodbridge Winery in 1979. Now, Woodbridge by Robert Mon-

davi has expanded its popular wine portfolio to include new Lightly Oaked Chardonnay.

With the launch of Lightly Oaked Chardonnay, Woodbridge by Robert Mondavi answers consumer demand for an alternative to the traditional style of this varietal. Woodbridge Lightly Oaked Chardonnay captures the essence of the Chardonnay grape without a perceptible oak character, offering fresh, tropical fruit flavors enhanced by subtle floral notes.

"When it comes to Chardonnay, consumers fall into two distinct camps," explains Woodbridge by Robert Mondavi Winemaker Todd Ziemann. "Those who prefer a more traditional style of wine with classic oak overtones and those who prefer a Chardonnay that's a touch more floral, full of lush fruit sweetness. This wine will appeal to people who favor the latter style. It's all about the Chardonnay fruit."

The wine's packaging was carefully

designed to distinguish it from Woodbridge by Robert Mondavi Chardonnay. The front label clearly states "Lightly Oaked," the neck band has a bright silver color scheme and the wine is bottled in a claret bottle. Woodbridge Lightly Oaked Chardonnay will be available in 750 ml and 1.5L bottles.

Woodbridge by Robert Mondavi Lightly Oaked Chardonnay will be available nationally at a suggested retail price of \$7.99.

## A Piece of Munich

### Hacker-Pschorr to Drive Oktoberfest Sales

Those who have been fortunate enough to travel to Munich's Oktoberfest have truly experienced a once in a lifetime event. The vivid memories of this Bavarian celebration where 6 million people annually dine on delectable German fare and rich, creamy beer are lasting ones. As this Oktoberfest season marks the 175th anniversary of Oktoberfest, Hacker-Pschorr, one of the original Oktoberfest brews, brings the authentic taste, feel and heritage of the Munich Oktoberfest celebration to U.S. consumers with eye-catching POS and distinctive Bavarian-themed décor—straight from the heart of Munich's Oktoberfest.

To assist retailers in increasing their profit potential during the Oktoberfest selling season, both on- and off-premise accounts will have



the unique opportunity to recreate an authentic Oktoberfest scene that looks like it came right out of Munich, complete with a real wooden Oktoberfest table and two benches

from the 2007 Hacker-Pschorr Oktoberfest Hacker-Festzelt tent. These genuine pieces even have the marks and indentations left from Oktoberfest celebrants, giving U.S. consumers a chance to be transported to Oktoberfest in Munich without having to travel there.

Hacker-Pschorr's 'The Difference is Inside' branded tagline will be printed on all paper POS, including authentic Oktoberfest flags, 50' vertical banner rolls and horizontal banner rolls, window posters, case/price/easel cards, and 1-liter dimpled glass mugs from Munich, Germany, will be available, where legal. Hacker-Pschorr is also offering consumer mail-in rebates, where legal, for \$8 off a case (or equivalent) and \$4 off every 12-pack (or equivalent).

## Grand Teton Brewing Co. Releases Latest Cellar Reserve Beer

Grand Teton Brewing Company, has introduced their XX Mountainberry Double Wheat Ale, the latest in their Cellar Reserve series of specialty beers. XX Mountainberry Double Wheat Ale will be available in kegs and 1 liter, flip-top bottles.

This year's celebratory version is fermented to 7.6% alcohol by volume, then flavored with more than a pound per gallon of fresh Pacific Northwest huckleberries, blueberries and marionberries.

The Cellar Reserve series of beers are unique from average beers and even from other micro beers. Grand Teton's Cellar Reserves are brewed with specialty grains and more unusual ingredients than most micro brewed beers. Most ales and lagers are produced in 2-4 weeks. However, 3 to 8 months are spent on each of the Cellar Reserve specialty brews.

Grand Teton Brewing releases four or five different beers a year in the Cellar Reserve line. The production quantity is very limited.



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# Nash Finch Debuts Innovative New Store Concept



■ Family Fresh Market's old-fashioned butcher shop offers full service and high quality.

## Opens First Family Fresh Market in Wisconsin



■ NASH FINCH CEO Alec Covington and Store director Bill Kinney presented with grand opening proclamation by Hudson City Council President Randy Morrisette.



■ A bountiful selection of produce is available at Family Fresh Market.



■ The Family Fresh Market Well Balanced™ program guides customers to products, knowledge and services for eating and living well.

**N**ash Finch Company, Minneapolis-based food distributor, has unveiled its innovative new shopping concept — Family Fresh Market. The new store opened its doors with a ribbon-cutting ceremony held Thursday, June 12.

The new Family Fresh Market opened in Hudson, Wisconsin at 2351 Coulee Road. This store marks the introduction of Nash Finch's new everyday value retail format. The highlight of the ribbon-cutting event was the donation of one ton of Our Family® food products to the Christian Food Cupboard of Hudson, as well as a book donation through the Nash Finch Feeding Imagination® program to E.P. Rock and North Hudson schools. Additionally, shoppers had the opportunity to register to win prizes, including up to \$2,000 in groceries, with no purchase necessary — prizes totaling up to \$20,000 in free groceries were given away in support of the grand opening!

"On behalf of Family Fresh Market and our dedicated associates, I want to thank the Hudson community for its long-standing support," stated Mike Mills, Vice President, Retail Operations. "We are delighted to provide Hudson shoppers with impeccable perishables, including our old-fashioned



■ STORE DIRECTOR Bill Kinney thanks the community for their support.

service meat counter. We look forward to welcoming you to your new Family Fresh Market!"

Heading the staff at the new store is Store Director Bill Kinney. Assisting Kinney are members of his key management team, including: Assistant Store Directors-Sue Bartos and Lana Randall, Meat Manager-Phil Haden, Deli Manager Vicki Ritter Sheehan, Bakery Manager-Carmen Figi, Floral Manager-Cindy Blakely, and Produce Manager-Marilyn Hargrave.

Family Fresh Market offers the finest meats, including Angus Pride beef, from a full service meat counter featuring Our Signature Service™ provided by trained butchers. A wide variety of seafood offerings include fresh Salmon fillets every day, wild

in-season offerings, and a well-trained staff to help with product selection.

Produce at Family Fresh Market is incredibly fresh and typically includes more than 150 organic products available daily, organic & natural bulk foods, an extensive line of healthy living fruit juices, and fresh cut fruit. The floral shop at Family Fresh Market, Flowers Too®, offers beautiful, florist quality flowers for every occasion and on-staff creative designers can help custom make an even more special bouquet — including for customers who bring in their own vase! And, high quality baked goods round out the outstanding new perishable offerings, including premium artisan bread, bagels, rolls, pastries, and donuts.

Shopping for grocery items, while now much easier due to a revised store layout, is an even better value with lower every day retail prices on thousands of items. Family Fresh Market offers its customers and their families a fair and honest value every time they shop.

Finally, at Family Fresh Market, shopping for a well-balanced lifestyle is easy — just look for the Well Balanced™ symbol throughout the store. This symbol will guide customers to products, knowledge, and services for eating and living well.



■ Family Fresh Market offers an extensive variety of high quality perishables.



■ Meat department associates taking customer orders at the new Family Fresh Market.

# Bi-Lo Charity Golf Classic Exceeds Goal

## Funds to Benefit Charities in BI-LO Communities

**T**he 25th Annual BI-LO Charity Classic golf tournament powered through an ailing economy to raise a record-breaking \$5,659,000 that will benefit an estimated 500 charities in the four-state region served by BI-LO.

The total, which was announced June 9, during the night at the tournament awards banquet in Greenville, SC, is the largest amount ever in the 25 years of the annual event and exceeded this year's goal by \$659,000. The BI-LO Charity Classic has now raised more \$45 million for charities since it was initiated in 1984.

"Achieving our highest total ever in this soft economy is a tribute to the people in our industry who stepped up like never before and to our many customers who donated

one dollar at a time as they checked out with their groceries at BI-LO stores," said BI-LO Executive Vice President Tye Anthony, who also serves as chairman of the board for BI-LO Charities, Inc.

BI-LO Charities Executive Director Carol Browning said the record-breaking total was also made possible by hundreds of volunteers and BI-LO teammates who donated over 5,000 hours of time, allowing BI-LO Charities to minimize costs associated with putting on the nation's largest single day golf charity event.

Nearly 1,400 golfers played yesterday on 14 golf courses in South and North Carolina. Golf courses hosting the event were: Carolina Country Club, The Cliffs at Glassy, The Cliffs at Keowee Vineyards, Chanticleer at Greenville Country

Club, Riverside at Greenville Country Club, Cross Creek Plantation, Kenmore Golf Club, Green Valley Country Club, Musgrove Mill, Thornblade Club, Holly Tree Country Club, Cherokee Valley, The Reserve at Lake Keowee and Bright's Creek.

The BI-LO Charity Classic was founded in 1984 as a fundraiser for Meals on Wheels of Greenville. That first event raised \$30,000. By 1998, the tournament had become so large that a separate charitable organization, BI-LO Charities, Inc., was formed.

An estimated 500 charities in South Carolina, North Carolina, Tennessee and Georgia will be awarded grants this year based on the three categories the tournament has chosen to support: elimination of hunger, children's advocacy and education.



■ BI-LO Executive Vice President Tye Anthony, Founders of the BI-LO Charity Classic Larry Greer and Bill Yingling and Director of Corporate Communications for BI-LO Joyce Smart.



■ GARY PLAYER speaks to children at the BI-LO Charity Classic's First Tee Invitational.



■ Children from First Tee chapters across South Carolina join (from left to right) Executive Vice President of BI-LO Tye Anthony, Director of the South Carolina Golf Association Happ Lathrop, Gary Player, BI-LO Charity Classic Founders Larry Greer and Bill Yingling and Sponsor Mary Lou Hartness for the presentation of a \$50,000 check to First Tee.

## First Place Winners By Golf Course

### BRIGHT'S CREEK

D. McDaris  
H. Sargent  
B. Garron  
M. Garron

### CAROLINA COUNTRY CLUB

J. Frasher  
J. Wilusz  
S. McCarthy  
G. Burnett

### CHANTICLEER

M. Osteen  
D. Westbrooks  
M. Fain  
S. Natole

### CHEROKEE VALLEY

Schindler

J. Johnson  
J. Bogan

### CROSS CREEK COUNTRY CLUB

T. Webb  
R. Egan  
G. Loving  
T. Whelchel

### THE CLIFFS AT GLASSY

T. O'Reilly  
J. Root  
D. Bowes  
J. Miller

### THE CLIFFS AT KEOWEE VINEYARDS

T. Brett  
D. Raines

M. Grandy  
R. Few

### GREEN VALLEY COUNTRY CLUB

A. Groves  
K. McCoy  
W. Welsh  
T. Harper

### HOLLY TREE COUNTRY CLUB

E. Simmons  
A. Maples  
N. Legrand  
B. Bergin

### MUSGROVE MILL

B. Evans  
J. Garrett  
D. DeHaven

G. LaPine

### RIVERSIDE

B. McLain  
T. Keenan  
E. Stroud  
C. Brandenbaugh

### RESERVE AT LAKE KEOWEE

C. Covington  
S. Wohler  
J. Robison  
B. Thompson

### THORNBLADE

G. Palcher  
M. Dill  
J. Brinkley  
R. White



■ Thomas Garavito of First Tee of Myrtle Beach gets the once-in-a-lifetime opportunity to receive tips from Gary Player.



■ Gary Player (center) shares advice with two children from First Tee of Greenville.



■ Bill Masterson of Keller Williams Realty in Simpsonville, S.C., Bill Kay with Ram Brokerage Company's S.C. Office in Easley and Carol Browning, Executive Director of BI-LO Charities, Inc. discuss the success of this year's tournament at the Awards Dinner.



■ BOARD MEMBERS for BI-LO Charities, Inc. reveal the total amount raised by this year's tournament at the Awards Dinner.



■ EXECUTIVE DIRECTOR OF MEALS ON WHEELS of Greenville Liz Seman, Executive Director of BI-LO Charities, Inc. Carol Browning and Director of Corporate Communications for BI-LO Joyce Smart prepare for a drawing during the Awards Dinner.



■ PRESIDENT OF HARTNESS INT'L Bern McPheely and Executive Vice President of BI-LO Tye Anthony discuss the success of the weekend's events.



■ TOURNAMENT FOUNDERS Dean Anderson, Larry Greer and Bill Yingling join Executive Vice President of BI-LO Tye Anthony at the Awards Dinner.



■ Volunteers working hard at the meat section during the Pairings Party and Auction.



■ Volunteers prepare shrimp and oysters for the crowd of nearly 3000 that attended the Pairings Party and Auction.



# When Times Get Tough

By: **JOHN L. ANDERSON**

**Y**ou are an independent retail grocery store owner. Food prices are rising and sales are slowing. Your bread-and-butter customers are putting gasoline in their cars instead of steaks on their dinner table. Your seasonal customers – those wonderful tourists and snowbirds – are becoming fewer in number. You don't have to wait for your accountant to generate your financial statements to know the obvious: profits are down, maybe gone, and cash is getting tighter with each passing month. Now what do you do? In a few paragraphs, let me give you some common-sense tips, beginning with yourself.

**Personally Manage your Business.** By this I mean two things: First, if you have evolved a comfortable lifestyle that keeps you out of the store most of the time, you need to go back to the "old days." You need to spend many, many hours in the store and on the floor talking with customers. Second, you need to immerse yourself in details of the business you might have long-ago delegated to others: pricing, product selection, inventory control, people management, financial management, etc.

**Get the Right People on the Bus**

**and the Wrong People off the Bus.**

This idea comes from Jim Collins' book, *Good to Great*. Does your store have department managers who hold their positions just because they have been with you for many years? Do you have family members in key positions that they are not suited to fill? If the answer to either of these questions is "yes," then you have a problem you need to solve. I understand and applaud loyalty, but that is different than managing resources, and we get the two confused. Today you need absolutely the best possible department and store managers – people with energy who understand the numbers and know how to motivate employees; people who are willing to learn new methods, try new products, set high goals and strive to achieve them. In today's employment market, there are many, many excellent people available. You may have to spend your time in training new managers, but the payoff will be huge, and will come much quicker than you think.

**Think Strategically when Cutting Costs.** When cash gets tight, owners cut down on any and all ways of spending money. While in the short run this approach will save cash, it is possible that the long-term effects are very negative. As an example, in May 2008

my associate Bill Thomson wrote an article in *TODAY'S GROCER* on developing a customer-focused store strategy. Bill argues that a "customer-centric" focus is the cornerstone being used by every successful retail chain today. Failure to continue your efforts in this area may be tantamount to letting your competition move further and further in front of you in your fight to hold your existing customer base. So, my point is, think strategically about potential effects as you work to reduce expenditures.

**Maintain Financial Planning and Reporting Systems.** Who wants to see bad news in writing? Nobody. It seems easier to just skip the planning process, concentrate on day-to-day sales, and hope the storm passes soon. In fact, this head-in-the-sand approach is a major contributor to independent retailers going out of business when a downturn lingers on. Planning takes your time, and often outside professional help, to build operating plans with sound cash flow projections. However, what happens is this: businesses that do good financial planning are forced to face problems much earlier than those that do not – and facing problems earlier means making decisions earlier that will impact profits and cash flow. These are the retailers that will survive, will

have smaller losses, and will be that much more profitable when the downturn passes. The same comments apply to getting timely financial reports throughout the year. If you get months behind, then you lose touch with margins, operating costs, sales on a year-to-year and actual to budget basis, and other key indicators of your business. You find yourself flying blind.

Today's independent retailers are facing competitors that apply all these strategies. Big chain stores don't have the owner on site, but they typically have a highly paid and highly trained store manager, they diligently work the concept of getting the right people on the bus, they strategically allocate their resources for the long term, and their financial planning and reporting systems are first class. These competitors want your customers – all your customers – and your challenge is to fight back using the same tools they use. They are all available to you.

*JOHN ANDERSON is a financial and operations consultant to senior management of many companies, with a particular emphasis on the grocery industry since 1991. You can reach him at [john@anderson.com](mailto:john@anderson.com), [www.jan-dersonco.com](http://www.jan-dersonco.com), or by phone at 954-385-8632.*

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# 30 Strictly Natural



## Lundberg Family Farms Debuts Baked Rice With a Twist

*Whole Grain Snacks That Fit a Healthy Diet*

An all-natural snack that satisfies kids and grownups alike while providing over 43 percent of the recommended daily allowance of whole grain? Now, that's a twist.

Leave it to the leading producer of organic rice and rice products to invent Baked Rice With a Twist®, a tasty new line of all-natural snacks made from seasoned whole grain puffed brown rice. Lundberg Family Farms® has introduced Baked Rice With a Twist in four flavors: Chili Cheese, White Cheddar, Cinnamon & Sugar, and Ranch. Each 1-ounce serving supplies 21 grams of whole grain, a significant portion of the 3 16-gram servings daily recommended in the USDA's Dietary Guidelines for Americans.

New Baked Rice With a Twist are twisty and crunchy, packed with flavor and fun to eat. They're full of whole grain goodness, made from Lundberg's Eco-Farmed brown rice. They're all-natural, trans fat-free and contain nothing artificial.

Baked Rice With a Twist is available nationwide. The 4.25-ounce packages have a suggested retail price of \$2.69.

## All Natural, New Ciabatta Crisps from the Snack Factory

There is a brand new product from The Snack Factory, makers of Pretzel Crisps. The company has started a new line that's bound to be a hit — all new Ciabatta Crisps.

Available in two delicious flavors, Sun dried Tomato & Parmesan and Rosemary & Garlic, these authentic ciabatta bread crisps are all natural with no trans fat, cholesterol, or artificial



flavors. Real ciabatta bread, extra virgin olive oil and savory herbs and spices, are twice baked for a flavorful crunch. The oven baked crisps pair

perfectly with bruschetta, soft cheeses, soups and salads, dips and spreads, or even as a stand-alone snacking option to satisfy that crunch craving.

"Starting with real ciabatta bread and then adding authentic, natural flavors makes our Ciabatta Crisps the perfect option for entertaining or a ready to eat snack," says Warren Wilson, President of The Snack Factory. The homemade look and thin shape have consumers raving. Factoring in their superior crunch and hearty ability to stand up to any toppings, dips and spreads, makes our Ciabatta Crisps a welcome addition to our snack line and consumer tables everywhere."

The 4.75-ounce bag is perfect for deli shelves. Ciabatta Crisps are oven baked and carry Kosher certification from the OU.

## Annie's Naturals Adds Organic Dressings, Sweet & Spicy BBQ Sauce

Annie's Naturals is introducing three distinctly different organic offerings to its line of dressings: Organic Lite Cucumber Yogurt, Organic Pomegranate Vinaigrette and Organic Creamy Asiago Cheese. Also new from Annie's is Organic Sweet & Spicy BBQ sauce, a traditional-style recipe rich with flavor.

"In our ongoing quest to enliven healthy eating, we've created three new dressings with select ingredients never before used in our recipes," said Annie Christopher, founder of Annie's Naturals. "Each innovative dressing is organic and crafted with only the highest quality ingredients. Tart pomegranate, rich Asiago and refreshing cucumber elevate a simple salad."



### ORGANIC LITE CUCUMBER YOGURT

This new addition to Annie's Lite line combines yogurt, cucumber and mint with a sprinkle of Indian spice, creating a cool raita-style Lite dressing or dip that has 60 percent less fat and 50 percent less calories than other creamy dressings. Available in an 8 oz. bottle for a suggested retail price of \$3.79.

### ORGANIC POMEGRANATE VINAIGRETTE

This fruity-sweet and tangy vinaigrette is made from ruby seeds of the super-fruit pomegranate with a splash of black tea, perfect for fresh salads. Available in an 8 oz. bottle for \$3.79.

### ORGANIC CREAMY ASIAGO CHEESE

Crafted with the delicious specialty cheese, this creamy dressing captures the Italian countryside with the nutty flavor of grated Asiago paired with basil and parsley. Available in an 8 oz. bottle for \$3.79.

### ORGANIC SWEET & SPICY BBQ SAUCE

Annie's Naturals started as a result of the success of Annie Christopher's homemade BBQ sauce at her Vermont barbecue shack. Traditional style meets rich flavor in new Sweet & Spicy BBQ sauce, which pays homage to those roots. Available in 12 oz. bottles for a suggested retail price of \$3.29.

All four new Annie's products are certified organic and naturally gluten-free.

## Just Desserts Launches All Natural Bite Size 2-Packs



Just Desserts, San Francisco's award winning bakery, has announced its newest innovation—two-packs of bite size "snack" desserts. The Just Desserts two-packs are available in three flavors including brownie, pecan blondie and oatmeal raisin.

These all natural, convenient, grab-n-go two-packs are perfect at registers or at any other impulse purchasing touch point. All three popular flavors are made with all natural ingredients and never contain any artificial colors or flavors. And like all Just Desserts products, these two-packs have zero trans fats and are made with unbleached flour.

Ira Haber, President & CEO, says "the convenient grab 'n go food trend is here to stay. It's evident in every one of our distribution channels and has huge implications in the retail and food service industry. We believe we have a home run with this new line and are the perfect size to be put into everyone's pocket!"

Each point of purchase display box is the perfect size for any retailer who has a counter top and holds (12) 2 oz. two-packs with a 14 day shelf life. These all natural bite size snacks are now in just the right size for on-the-go lifestyles.

## Have Your Cookie And Fiber Too With Nana's New Cookie Bar

San Diego-based Nana's Cookie Company has introduced its new line of high-fiber cookie bars, Nana's "O" Mega-Fiber Cookie Bars, which provide an excellent source of fiber and omega fatty acids in a moist and delicious cookie. The new Fiber Cookie Bars will complement the company's existing lines of healthy and delicious cookies and snacks made from all-natural, and wholesome ingredients.

With five grams of dietary fiber and ten grams of whole grains per serving, zero trans fat, and only 125 calories, Nana's "O" Mega-Fiber Cookie Bars offer consumers a quick and tasty breakfast or anytime

snack with the added fiber boost to complement a balanced diet. The "O" Mega-Fiber Cookie Bars contain 250 milligrams of omega-3, 600 milligrams of omega-6 and 800 milligrams of omega-9 fatty acids — an important part of a daily diet. The line also meets the California SB-12 school nutrition requirements, making the individually wrapped cookie bars a great lunchbox option for children.

"Fiber is such an important part of a healthy diet and continues to be a hot topic in the health world," said Miriam Diamond, founder of Nana's Cookie Company. "Whole grains, fiber and omega fatty acids



are vital elements for a healthy body. We have made it easier for consumers to get them in an easy and delicious Cookie Bar Nana's Fiber Cookie Bars will be another great-tasting and good-for-you natural snack option that can easily become part of a healthy daily routine."

Nana's Fiber Cookie Bars will come in Apple Harvest, Vanilla Toasted Almond, Peanuty Peanut Butter and Chocolate Chocolate. All of Nana's Cookies contain no refined sugar, no dairy, no cholesterol, no eggs, no hydrogenated oils, and no trans fat and are sweetened with fruit juice.

# Winn-Dixie Celebrates Grand Opening of Rebuilt Americus Location

Residents of Americus, Georgia and Sumter County can now enjoy shopping in a brand-new, state-of-the-art Winn-Dixie store beginning today. Community leaders joined Winn-Dixie representatives on June 5 to celebrate the official grand reopening. The store was destroyed by a tornado that roared through Americus on March 1, 2007, killing two people and damaging hundreds of homes and Sumter Regional Hospital. Within days of the storm, Winn-Dixie set up a temporary pharmacy in a trailer in the store's parking lot so that residents could continue to have their prescriptions filled. Construction of the new store began several weeks later, reflecting the community's determination to rebuild what was lost. "Having Winn-Dixie back in Americus and Sumter County is proof that we truly are getting better," said May-

## Ga. Store Destroyed by March 2007 Tornado

or Barry Blount. "Winn-Dixie is not only demonstrating its commitment to the recovery efforts in Americus, but giving our residents an enhanced shopping experience with many new features and a modern look."

"This is an exciting day for Winn-Dixie and for the entire Americus community. It's great to have Winn-Dixie return to Americus after 15 months," said Peter Lynch, President, CEO and Chairman of the Board for Winn-Dixie Stores, Inc. "This is a homecoming for approximately 20 Winn-Dixie Associates, who have been working at other Winn-Dixie's while this store was rebuilt. They have been counting the days until today, when they can once again serve their friends and

neighbors at this store."

The 48,000 sq. ft. Americus store showcases a pharmacy with wellness center and Winn-Dixie's latest design concepts, which feature a warmer color palette, brighter lighting, wider aisles, self-checkout lanes and the new Winn-Dixie logo on the store's front.

Customers will enjoy a produce section with fresh fruits and vegetables. In an effort to provide greater variety, the store features a large kosher and organic section, as well as enhanced floral and wine selections. The deli area includes an olive cart, hot food bar, custom sandwich and sub shop, fire-burning rotisserie, along with a wing bar where shoppers have their choice of several flavors of freshly prepared chicken wings and dipping sauces. For convenience, the expanded meat and seafood departments feature ready-to-cook entrees. Customers will enjoy a specialty dessert case and gourmet coffee center.

"We are committed to serving the needs of our communities, particularly Americus and surrounding



■ WINN-DIXIE President, CEO and Chairman of the Board Peter Lynch with Donna Garren (left) and Randi Underwood smile inside the newly-opened store in Americus, GA. Garren and Underwood were working in the store when it was destroyed by a tornado on March 1, 2007. Neither woman was injured as winds in excess of 150 miles per hour tore the building apart.

counties," said Blane Fletcher, store director. "We look forward to offering the service and products our customers want and deserve from their neighborhood grocer."

The store celebrated its grand opening with samples of new items

throughout the store and a special Summer Celebration event on Saturday afternoon, June 7. Uncle Sam, face painters, balloon artists and a bounce house provided activities for children while parents shopped inside their new store.



■ WINN-DIXIE CEO Peter Lynch (center) poses with the Americus store's managers during the preview party the evening before the store reopened. Store Director Blane Fletcher is at far left.



■ AMERICUS MAYOR Barry Blount addresses the crowd at the preview party. Looking on is Winn-Dixie Regional V.P. Mark Sellars.



■ Americus, GA Mayor Barry Blount addresses a crowd outside the city's Winn-Dixie as the store opened for business on June 5.



■ WINN-DIXIE District Manager Darryl Miller, Americus Mayor Barry Blount, Sumter Regional Hospital CEO David Seagraves, Winn-Dixie CEO Peter Lynch and Winn-Dixie Store Director Blane Fletcher hold a check for \$25,000 donated to help the hospital's rebuilding efforts. Like the Winn-Dixie store, Sumter Regional Hospital was destroyed by the March 1, 2007 twister.



■ Band entertains for guests at the pre-opening party.



■ A color guard comprised of Americus Police and Sumter County Sheriff's Deputies marches past after posting the flag during grand opening ceremonies for the Winn-Dixie store in Americus, GA.



■ WINN-DIXIE Store Director Blane Fletcher welcomes local residents to the newly-opened store as a city color guard stands at attention during the grand opening ceremony.



■ There was plenty of good food to be sampled throughout the store at the pre-opening party.



■ There's an olive for every taste at the new store's olive bar.

# 32 Video

## David Beckham: Life of an Icon



David Beckham is a one-man, international phenomenon — with a record-breaking Los Angeles Galaxy contract worth a reported \$250 million — and half of one of the world's most recognizable celebrity couples. Now the singularly most important and exclusive look at this soccer legend ever released, David Beckham: Life of an Icon, comes to DVD, just weeks into the new MLS season, from Liberation Entertainment (Anchor Bay Entertainment).

Highlighted by amazing footage from his most important games, as well as never-before-seen family photos supplied by David's own father, David Beckham: Life of an Icon tells for the first time the real story behind this enigmatic man and is a must-have for all sports fans.

In the media spotlight since his teens, Beckham's life has been a rollercoaster ride, from his soccer bust ups to his jet-set lifestyle, widely scrutinized marriage to rock star Posh Spice; much-publicized affair and controversial arrival in Hollywood ... all buoyed by enough money to last multiple lifetimes.

With commentary from players and pundits, as well as pictures and footage from the climaxes and crucial challenges of his career, this engaging biography paints a complete picture of the man many consider to be the world's greatest athlete.

Running Time: 84 Minutes • Suggested Retail Price: \$19.97

## Cut Off

### A Modern Day Bonnie and Clyde Action-Drama



Abruptly ejected from her ritzy lifestyle by her billionaire father, a spoiled heiress resorts to desperate measures to survive in the fast-paced action/drama Cut Off, available now from Union Station Media (distributed by Anchor Bay Entertainment).

Patricia Barton (Amanda Brooks, Dragon Wars, Flightplan) has only known a life of glitz and glamour, including luxurious cars, lavish yachts and cushy \$20,000 bank withdrawals. That is until her tycoon father (Malcolm McDowell, Halloween, Heroes) closes her account and cuts her off entirely, convinced it's for her own good. Not even her doting mother can help (Faye Dunaway, Flick, Bonnie and Clyde).

From rich bitch to dead broke, Patricia and her loser boyfriend Pauly (Thomas Ian Nicholas, American Pie, The Rules of Attraction) embark on a modern-day Bonnie & Clyde heist, only to botch the robbery attempt. Escaping the scene, they hijack an ambulance carrying a two-faced drug dealer named Joker (Kurupt, Brothers in Arms) and things go from bad to worse. With the police in hot pursuit, they're in way over their heads. Scared, desperate and cornered, looks like daddy's little princess is gonna have to take control and learn to stand on her own.

Also featuring an appearance by Anne Archer (End Game, Patriot Games), Cut Off — which keeps viewers guessing until it twists into a surprise ending — is presented in widescreen with an aspect ratio of 1.78.

Running Time: 88 minutes • Suggested Retail Price: \$26.97

## Work Hard, Play Harder

## Bobby G: Adventure Capitalist, Season 1

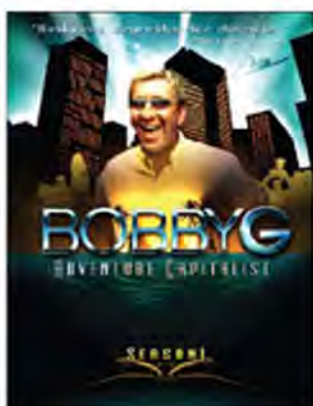
Fearless entrepreneur Bobby "Bobby G" Genovese is a master of thinking big and living large in MOJO HD's hit reality series Bobby G: Adventure Capitalist, Season 1, on DVD July 29 from Infinity Entertainment Group.

With a lust for life and a knack for buying and turning around undervalued companies, Bobby G is the globetrotting, scuba diving, polo-playing savant behind BG Capital Group, Ltd. and BG Capital Management Corp. His business ventures — and luxurious homes — take him from Aspen to the Bahamas, New York to Nicaragua.

Whether turning around the Clearly Canadian bottled water company or taking a gamble on an underwater memorial reef, Bobby G tackles huge business challenges. In each episode of this debut season, you'll get a glimpse of him and his team both at work and at play to see how thinking big can lead to living large! The series is produced by Nick Davis Productions.

Bobby G: Adventure Capitalist, Season 1 includes eight half-hour episodes: "Dead in the Water," "The Big Freeze," "Charades," "Faith," "Hope & Charity," "Heat," "Winner Takes All," "Games People Play" and "Smoke on the Water." Presented in anamorphic widescreen 16 x 9 with an aspect ratio of 1.78:1.

Running Time: Approx. 200 Minutes  
Suggested Retail Price: \$19.98



## Shotgun Stories

## As American as Apple Pie



The only thing more American than apple pie and John Deere is the right to bear arms in the critically acclaimed, award-winning film Shotgun Stories, blasting onto DVD from Liberation Entertainment (distributed by Genius Products).

Shotgun Stories tracks a blood feud between two sets of half brothers in the cotton-fielded back roads of southeast Arkansas. The first set of Hayes boys were deserted by a violent, alcoholic father who never gave them proper names. The second Hayes family knew a different, sober man who led a comfortable middle-class life. When those first sons crash his funeral, the anger that had rested in the background of their lives threatens to rise up and overtake them all.

Produced by indie film heavyweight David Gordon Green (Pineapple Express), Shotgun Stories marks the auspicious directorial debut of Jeff Nichols and features a flawless cast headed by Michael Shannon (Bug, World Trade Center, the upcoming Revolutionary Road with Leonardo DiCaprio and Kate Winslet).

Shotgun Stories has been nominated for awards at eight independent film festivals, winning the Feature Film Award at the 2007 Austin Film Festival; the Student Jury Award at the 2007 Newport International Film Festival; and the New American Cinema Award at the 2007 Seattle International Film Festival.

Running Time: Approx. 91 Minutes (Plus Special Features)  
Suggested Retail Price: \$24.95

## The Real McCoys: Complete Season 3

Grampa, Luke, Kate and the rest of the McCoy clan are back for more uproarious antics in The Real McCoys: Complete Season 3, from Infinity Entertainment Group.

This top-rated classic television show followed the hilarious escapades of a quirky West Virginia family who relocates to sunny "Cal-i-for-ni-ay" to become dirt farmers. Entertaining families across America for six seasons (1957 to 1963), the show successfully paved the way for such other rural comedies as Petticoat Junction, Green Acres, The Beverly Hillbillies and Gomer Pyle.

Grampa Amos McCoy (played to perfection by three-time Academy Award-winner Walter Brennan) returns as the porch-rockin', gol-darnin', consarnin' patriarch still meddling in other people's affairs — neighbors and family alike. Grandson Luke (Richard Crenna) is also back along with his wife Kate (Kathy Nolan), teenage sister "Aunt" Hassie (Lydia Reed), 11-year-old brother Little Luke (Michael Winkelman), musically inclined farm hand Pepino (Tony Martinez), George MacMichael (Andy Clyde), their argumentative neighbor, and George's spinster sister Flora (Madge Blake).

Now, you can own all 39 episodes of the third season of this classic TV sitcom — digitally remastered for unparalleled picture and audio quality — in this five-disc DVD collector's set. Join in the fun as dim-witted guests come to visit; Grampa woos a lovely neighbor; a new ditch causes a rift between Grampa and George; Pepino takes a wife; Luke spends a weekend in La-La Land; the whole family take on the U.S. Navy; and much, much more!

Running Time: Approx. 15 Hours [39 Episodes/23 Minutes Each] • Suggested Retail Price: \$39.98



# Book Review

## Cooking with Uncle Charley: Recipes for Sausage Lovers

### Uncle Charley's Sausage Co. Introduces New Cookbook

In celebration of its 20th year anniversary, Uncle Charley's Sausage Company has produced "Cooking with Uncle Charley: Recipes for Sausage Lovers." The cookbook contains recipes contributed by sausage lovers from the Pittsburgh area and around the country.

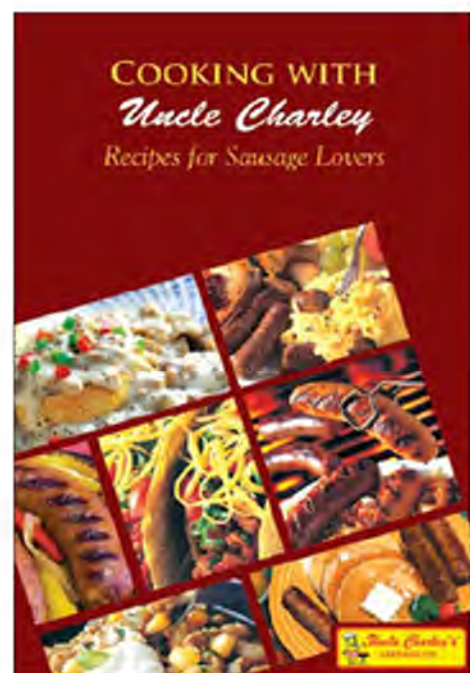
Charles Armitage, founder of Uncle Charley's Sausage teamed up with Chris Fennimore of QED Cooks to solicit recipes

over the Internet, and the response was overwhelming. Hundreds of sausage recipes, many described as "scrumptious" by Fennimore, were submitted, and over one hundred were vetted and selected for the book.

"Cooking with Uncle Charley" is an attractive, well organized cookbook with a varied table of contents from breakfast and appetizers to main dishes and casseroles

that will delight all recipe collectors. The cookbook, spiral bound for easy usage, highlights each recipe on its very own page with the ingredients listed on one side and the instructions on the other.

"Sausage lovers like to stuff, grill, BBQ, and mix sausage with a lot of other recipes to give it that extra unique flavor," said Armitage. "They will not be disappointed with this cookbook."



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# Technology



## Forces Shaping The Future of Food Retailing



■ JOHN SACCOMANNO

BY: **JOHN SACCOMANNO**  
INDUSTRY MARKETING DIRECTOR  
NCR CORPORATION

I recall reading a story of John Major, the former UK Prime Minister, conducting a press conference in the mid 1990s. When asked by a reporter to give a one word response to the state of the Russian economy, Mr. Major responded "great." This question was immediately followed up by another reporter asking Mr. Major to expand on that answer. Mr. Major's response: "not great."

I think of that story whenever someone asks me what effect the economy is having on retailers. The retail industry is extremely large and includes a number of sub-segments. Each of those sub-segments will react differently to economic factors. We're seeing this today as the ailing economy is putting pressure on restaurants and specialty retailers.

Certainly the economy is on everyone's mind. Whether it is energy costs, food costs, problems in the housing market, the credit crunch or unemployment, the health of our economy is now center stage. And, with what shouldn't surprise anyone, consumers

are reacting with their wallets and their shopping patterns. On the surface it appears these reactions could benefit food retailers.

Rising energy costs are a key contributor to these troubled times. At an average \$4 per gallon for gas, consumers finally understand the true cost of their love affair with the automobile. Americans are driving less. The Transportation Department reports there were 11 billion fewer miles driven in March of 2008 compared to March of 2007. And, U.S. gas consumption in May of this year was 1.3 percent less than May of 2007. The American Automobile Association cites a 1 percent decline in the number of people planning to take road trips this summer. For the moment, prices have somewhat stabilized in the \$4 per gallon range.

The FMI 2008 Shopper Trend reports shows 71% of us are cooking at home more and eating less at restaurants. As consumers curtail their travel and dining out, they'll look to the nation's food retailers to replace those "away from home" meals with "at home" meals. They'll also look to those supermarkets that can help them cut costs. Supermarkets can expect more

traffic, but the traffic will be more price-conscious shoppers. Though consumers may be required to cut down on higher priced items, for example "strip steak vs. porterhouse," at least they'll be coming to the stores. All things being equal, I'll take an increase in foot traffic any day.

In a business environment characterized by high volume and low margins, operational efficiencies become a key to survival. Operational efficiency has always been critical to the food industry, but in a challenging economy it becomes even more important.

How important is it for a supermarket to be efficient? Consider the world's largest retailer, generally recognized as the model of efficiency; this chain has an overall gross margin of about 24.5 percent. We can assume their grocery margins are slightly less, probably in the 22 to 23 percent range. This retailer can afford to run their business on these low margins, thus offering consumers significant cost savings, because their operating costs are 19 percent of sales; whereas the typical supermarket has operating costs closer to 26 percent. In other words, this retailer's grocery gross margins are considerably less than the supermarket in-

dustry's operating costs. This gives them a clear marketplace advantage, especially in an economy where consumers are extremely price sensitive.

The typical supermarket has an average payroll cost of nearly 14 percent of sales. As such, payroll is the one variable cost that if properly addressed, can help a supermarket achieve a low operating cost. Operationally efficient food retailers work hard to ensure their payroll expenditures are being invested wisely, and in areas that add value to the consumers' shopping experience. It seems we have some hard working food retailers. According to FMI, the industry's sales per labor hour went up 4% last year.

*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.*

## Food Lion Unveils Ozone-Friendly Refrigeration Technology

Food Lion LLC debuted the nation's first grocery store to incorporate two ozone-friendly product refrigeration systems, on May 22. Both systems reduce by more than 60 percent the amount of refrigerants needed to keep products cool or frozen.

"This is a significant step forward in our decade-old journey of environmentally friendly operations," said Kyle Mitchell, Food Lion LLC vice president of store development. "We're proud to be a leader in testing and incorporating advanced refrigeration technologies the same way we've lead the grocery industry in energy conservation strategies. Our goal is to make insightful operating choices today to protect the environment and sustain the communities in which we operate for years to come."

During the event, attended by EPA officials and grocery peers, Food Lion demonstrated the refrigeration system features, discussed energy efficient store technologies and un-

veiled a new biodiesel generator designed to run off cooking oils, such as those used by the store's Deli. Food Lion uses generators to help ease the demand experienced by local utilities during peak operations, such as on extremely hot days when commercial and residential air conditioners are running at their highest capacities.

Also during the event, Food Lion LLC announced that its 725th store has earned the rigorous and prestigious ENERGY STAR® designation for superior energy performance and management. The ENERGY STAR label helps consumers recognize stores that meet U.S. EPA standards for energy efficiency. Food Lion LLC owns more than half of the country's roughly 1,300 ENERGY STAR labeled grocery stores. The 725th ENERGY STAR store is located in Chesapeake, Va. Food Lion LLC is working to earn more than 100 ENERGY STAR labels this year in order to bring its total number of ENERGY STAR stores to 800.



■ Pictured in the back room admiring the new refrigeration system are: [left to right:] Susan Sollenberger, with Food Lion, Director of Maintenance. Center: Glenn Dixon of Food Lion, VP of Corporate Development, and at right is Kelly Whitman with the U.S. EPA. In the back is Scott Martin, Director of Sustainable Technologies with Hill Phoenix.

Food Lion has been on the leading edge of companies – grocery stores and otherwise – putting in place measures and initiatives that reduce emissions of ozone-depleting refrigerants, test refrigeration technologies, conserve energy and support environmental sustainability.

The Portsmouth, Va., store is Food Lion's third store to use advanced refrigeration technologies – and the first to incorporate two of these systems simultaneously. The first store, in Dinwiddie, Va., opened in early 2006 with a medium temperature secondary coolant system

that uses water and glycol to refrigerate products. The second store, which opened in late 2006 in Montpelier, Va., uses a low secondary coolant temperature system featuring carbon dioxide (CO2) (a naturally occurring gas) to refrigerate low-temperature food products. Both systems were created with refrigeration partner Hill PHOENIX, who is working with Food Lion to identify smarter ways to refrigerate food products using technologies that are gentler on the environment.

"The U.S. EPA's GreenChill Partnership is very proud to recognize

Food Lion's continued leadership in ozone layer protection," said Dave Godwin, Acting Branch Chief in EPA's Stratospheric Protection Division. "Food Lion's environmental innovations in advanced refrigeration technology are exemplary within the supermarket industry."

"Food Lion believes that a critical aspect of serving our customers is to be a responsible corporate citizen," said Glenn Dixon, Food Lion LLC's Senior V.P. of Corporate Development. "We take great pride in undertaking initiatives such as these while encouraging other retailers to follow suit."



■ IN THE DAIRY SECTION - Susan, Kelly and Glenn. Susan is showing a temperature gauge for the equipment.



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# 36 Hospitality



A Restaurant  
Newport Beach, CA

## What restaurant? A RESTAURANT



**TIM GOODELL**, who along with his wife, Liza, has championed the Southern California dining scene with a number of trend-setting establishments, has opened his latest — A Restaurant, in Newport Beach.

**D**omaine Restaurants proprietors Tim and Liza Goodell have championed the Southern California dining scene with trend-setting establishments such as Dakota, Meson G, Troquet, Aubergine, Red Pearl Kitchen and 25 Degrees. Their newest project, A Restaurant, opened recently in their home town of sunny Newport Beach, CA, and is located at 3334 West Coast Highway.

Tim, an Orange County native, and local investors acquired the region's oldest restaurant The Arches, which first opened its doors in 1926. The legendary restaurant experienced many changes over the decades but despite all the transformations, the space has remained a Newport Beach institution. Tim and Liza's acquisition of the property last August preceded the biggest and most anticipated transformation to date.

Together with Tim's former schoolmate, well-known director McG (Charlie's Angels: Full Throttle, We Are Marshall, and Terminator 4), local real estate developer Chris Brigandi and singer Mark McGrath (Sugar Ray), the versatile Goodell duo has breathed life into the old-school landmark with a culinary makeover.

The menu at A Restaurant is exemplary of Tim and Liza's progressive approach to fine dining: Simple and delicious updated American-style classics. Executive chef Vartan Abgaryan whips up signature entrees like the "Vintage Natural" Prime Steaks, Abalone Club Sandwich, Beef Stroganoff with Egg Noodles, and other dishes that exude "refined comfort food". But what's a meal without the perfect glass of vino? Tamira Clayton, Beverage Director, has created a fun exercise for both the oenophile and the occasional sipper. Pick your pleasure from an extensive wine list separated into two categories of wines marked under \$100 and over \$100—dubbed the "Captain's List."

This standout team also welcomes dessert-extraordinaire pastry chef Shelly Register who also oversees A Restaurant's gourmet market next door, A Market, as the culinary director. The market is stocked with delicious prepared foods and goodies for a take-home experience.

Keeping to tradition and paying homage to history, Liza and designer Betsy Van't Hoff have maintained the restaurant's former old world flair. The speakeasy-meets-clubhouse interior transports you to the 1920s; vintage plaid carpeting and chestnut paneling takes you miles away from its beachside location to an era of the unapologetically cool.



## Vail Named President & CEO of Sweetbay Supermarket

Continued from PAGE 1

food retail company.

In 2001, he moved to Tampa and became vice president of Merchandising for Kash n' Karry providing leadership for the evolution to Hannaford supply chain systems. In 2004, Vail assumed responsibilities of senior vice president of Retail Operations. In this role, he successfully led the operational transition from Kash n' Karry to Sweetbay through the execution of the concept and early success. Vail's role in the creation of Sweetbay has demonstrated his ability to support an organization that is unique to Florida, while leveraging the best of all operating companies of Delhaize Group.

Vail's career has spanned

more than 20 years at Sweetbay and Hannaford and, during that time, he has gained deep and broad experience in all areas of the supermarket business. During his years at Hannaford, Vail held several positions such as retail management trainee, store manager, district manager, category manager and, eventually, director of Deli Merchandising.

Currently, Vail serves on the Board of Directors of America's Second Harvest, the local food bank that serves 10 counties in west central Florida, as well as many other organizations that serve our communities. Under his leadership, Sweetbay will continue to support several community efforts in the company's operating areas.

## Visits to Coupon Websites Up Dramatically

Continued from PAGE 2

Internet to help save money while shopping online and off. Retailers can entice purchases by making discounts available to price-conscious consumers as the cost of living continues to increase," said Heather Dougherty, research director at Hitwise. "While discretionary income is shrinking for some households, consumers are still shopping online, but making sure that they find the best deals."

### ADDITIONAL COST-CUTTING TRENDS IN RETAIL

- U.S. visits to comparison shopping websites increased 51 percent for the week ending June 6, 2008, as compared to last year.
- U.S. visits to discount retailers have increased 25 percent for the week ending June 6, 2008, while traditional department stores have increased 15 percent as compared to the week ending June 9, 2008.
- U.S. searches on the term 'coupons' sending visits to Shopping & Classifieds websites doubled for the week ending June 6, 2008 as compared to the previous year.

Traffic increases overall to Shopping &amp; Classifieds category

The market share of U.S. visits to the Shopping & Classifieds category increased 26 percent in May 2008 compared to May 2007. Additionally, consumers are selling and buying good through classifieds websites. The Classifieds subcategory experienced the largest year-over-year growth in monthly market share of visits among the all of the Shopping & Classifieds categories.

## Gold Coast Acquires Thies Distributing

Continued from PAGE 1

market share, adding a number of domestic and imported brands, microbrews and non-alcoholic beverages to its distributorship. The company sold off its distribution rights in southwest Florida a number of years ago. For many years it was headquartered in Wilton Manors but moved to a large ultra modern state-of-the-art complex off I-95, near Riviera Beach, a few years ago. The end came for Thies Distributing on June 30.

Gold Coast Beverage Distributors, Inc., already one of the largest distributors in Florida and the nation, now becomes even larger following this recent move. Gold Coast has been in operation since 1946 as a beer and water wholesaler, and in 1996 the company was purchased by its current ownership. The company began as a distributor of Coors and Pabst (and some

imports] products. In late 2001 it acquired the rights to the Miller brand portfolio, St. Pauli Girl, Sam Adams, and others for its southern division. In February 2002, its northern division obtained rights to distribute Miller, Heineken, St. Pauli Girl, and others. It moved into Palm Beach county territory in mid-2008.

Many employees of Thies Distributing have joined Gold Coast Beverage. Gold Coast Beverage is headquartered in Miami and Pompano Beach, and has additional facilities in Homestead, Rockland Key, Lake Worth, and Palm Beach Gardens.

Already the largest beer distributor in Florida, Gold Coast Beverage will now be among the top 5 distributors in the United States with annual sales volume in excess of 29 million case equivalents. Gold Coast Beverage will employ nearly 1,000 people.

## Food Safety Partnership Announces New Members and Expanded Board

The Partnership for Food Safety Education, a non-profit organization dedicated to improving public health through research-based, actionable consumer food safety education, has announced an expanded Board of Directors and the addition of two food industry organizations as new contributing members.

The Grocery Manufacturers Association (GMA) and the American Frozen Food Institute (AFFI) join the Partnership at a time of increased attention to consumer outreach through activation of retailers and food and consumer product companies.

GMA and AFFI join industry, consumer, health and scientific professional organizations, and Federal agency liaisons, that for ten years have led development and dissemination of the Fight BAC!® campaign and, now, Be Food Safe, a new campaign designed to bring the basic consumer safe food handling messages of Clean, Separate, Cook and Chill to places where people shop for food.

Newly appointed to the Partnership's Board of Directors are Robert E. Brackett, PhD., Senior Vice President and Chief Science and Regulatory Affairs Officer, Grocery Manufacturers Association, Washington, DC, and Leslie G. Sarasin, CAE, President and CEO, American Frozen Food Institute, McLean, VA.

"The Partnership Board will benefit tremendously from the engagement of these two food industry leaders and their associations," said Partnership Board Chairman Bryan Silberman, President of the Produce Marketing Association. "To have an impact on foodborne illness we must engage all food and consumer product associations and their member companies in consumer education. I know Bob and Leslie well; they see the benefits of being involved and we see the value of their experience and insights."

"Our membership with the Partnership for Food Safety Education is consistent with GMA's leadership role in promoting industry solutions that help consumers achieve and maintain good health and wellness," said GMA's Brackett. "Communicating basic safe food handling and hygiene to consumers is an important extension of the food safety work of our member companies. Developing dialogue with consumers through participation in Partnership programming is an absolute priority of GMA."

Said AFFI CEO Sarasin, "The frozen food industry looks forward to helping shape and extend the Partnership's national messaging to bring clarity to consumers on the safe handling of frozen foods. We are excited about the new channels offered through the Be Food Safe retailer program to bring consumers important information on handling and cooking frozen products to ensure quality and safety."

The Partnership recently announced that nearly 40 retailers, representing approximately 6,000 supermarkets and an estimated 81 million consumers, have volunteered to bring Be Food Safe messages to customers through in-store and external communications programs.

Said Partnership Executive Director, Shelley Feist, "The Partnership is a truly unique forum through which GMA and AFFI can be active in developing the messages and delivery systems to elevate Americans' awareness of the importance to health of consistently following basic safe food handling."



■ **BRYAN SILBERMANN**  
- PMA and voluntary  
Partnership for Food  
Safety Education  
Chairman.



■ **ROBERT BRACKETT** -  
GMA



■ **LESLIE SARASIN** -  
AFFI

## Uncle Ben's Opens New L.A. Kids Cafe to Fight Child Hunger

### Celebrity Chef Mario Batali Conducts Cooking Demo with Kids to Celebrate Opening

In continuation of its multi-year partnership with America's Second Harvest, Uncle Ben's®, the number-one selling rice brand in the country, today celebrates the opening of a new Kids Cafe location in Carson, CA. The Kids Cafe, which will provide free meals to children at the Scottsdale Boys & Girls Club of Carson, is one of seven Uncle Ben's-sponsored Kids Cafes opening this year.

To celebrate the occasion, world-renowned chef, cookbook author and restaurateur Mario Batali was at the Boys & Girls Club to conduct a cooking demonstration for the 100 children who regularly use the facility. Batali did a hands-on cooking lesson with the kids, showing them how to make fun and great-tasting meals at home, as well as talk to them about his love of cooking.

As part of the partnership, Uncle Ben's is donating \$1 million to open Kids Cafe locations in Mars North American communities where it does business, providing free meals and snacks to low-income children. "Through the Kids Cafe program, Uncle Ben's has made a significant impact on the lives of children across the country and our commitment to ending childhood hunger is growing with the addition of seven more cafes this year,"



said Vincent Howell, president, Mars Foods US. "Not only do the kids get a hot meal to eat, more importantly, the cafes are a foundation for the kids to build friendships and to learn about living a healthy lifestyle."

America's Second Harvest COO Bill McGowan read a congratulatory letter from California Governor Arnold Schwarzenegger, "Applauding America's Second Harvest, the Boys and Girls Clubs of Carson and Uncle Ben's for coming together to help those in need and to ensure that many children in your community are receiving nutritious meals and learning the importance of living a healthy lifestyle."

Also joining in the celebration were local elected officials, including Carson Mayor Jim Dear who said, "The City of Carson is honored and proud to join Mars Food US and Uncle Ben's in their vision

to fight child hunger in the community. Through the opening of this Kids Cafe here at the Scottsdale Boys & Girls Club of Carson, we are all taking an important step towards that vision. We hope that through this donation, we can help improve the lives of children in the community by making a contribution to their well-being. We look forward to seeing our young people enjoy it and to seeing this cafe change their lives in a positive way."

"We are thrilled to be partnering with Uncle Ben's to help us expand the Kids Cafe program in the Los Angeles area," said Vicki Escarra, President and CEO of America's Second Harvest. "With their support at the Carson location, we will be able to serve an additional 13,000 meals each year, providing the children with a healthy meal and even teaching them how to prepare recipes in their own homes."



## Seminar Schedule Announced

11<sup>th</sup> Americas Food & Beverage Show Coming to Miami Beach

The Americas Food & Beverage Show is a trade show with a singular purpose—promoting two-way trade for food and beverage companies worldwide. The 2008 line-up of on-site seminars scheduled for this year's show at the Miami Beach Convention Center, September 24–26, helps companies that are new to international trade navigate the intricacies of importing and exporting.

"It's easier than you think to enter this profitable arena, once you understand the rules and the resources available to you," says Charlotte Gallogly, president of the World Trade Center Miami. She will deliver a seminar on opening day, at 11:30 a.m. entitled Negotiating Agent/Distributor Agreements in Latin America and the Caribbean, alongside Lenny Feldman, attorney for Sandler, Travis & Rosenberg.

The U.S. government, state governments and non-governmental trade support organizations—including the 300 World Trade Centers around the globe—offer a plethora of programs to make market entry easier for small and mid-sized business. Steve Colyer, Director, Minority Export Training Program at Miami-Dade College and Omar Gonzalez, Acting Director, USDA Caribbean Basin Agricultural Trade Office will cover these programs in a seminar entitled Taking Advantage of Export Assistance Programs. According to Colyer, assistance programs cover the basics of market research, lead generation and trade missions, and help companies cut entry expenses through pre-export working capital loans and post-export guarantee insurance.

On Thursday, September 25, Attorney

Jennifer Diaz, of Becker & Poliakoff; Ted Ogdahl, Director Import Operations Branch of the Food and Drug Administration and Lusi Olarte, Import Manager for Goya Foods are teaming up to discuss Staying Abreast of Import Regulations in the Food and Beverage Industry, a high priority concern for the industry today.

Chefs and restaurants are an important component of the Americas Food & Beverage Show, and their concerns are addressed in the seminars, including Friday's Best Marketing Programs for Food Service Establishments presented by Linda Duke Principal, Duke Marketing, LLC. Interest is already high for this seminar that reveals "wild and creative" promotional ideas plus world-class tips and secrets from marketing experts and successful restaurant operators.

## NCR Names John Di Leo V.P.-North America Sales

NCR Corporation announced that John Di Leo has been appointed Vice President, North America Region Sales. In this role, he is responsible for leading sales of NCR's complete portfolio of solutions and services in the United States and Canada.

"John brings 23 years of global experience in sales, services and marketing of NCR's assisted- and self-service solutions across multiple industries," said Malcolm Collins, NCR senior vice president, Global Sales and Marketing. "His proven track record and deep knowledge of our key industry markets will be an asset to the organization as well as to NCR's customers throughout North America."

Previously, Di Leo served as vice president, NCR Global Services Sales and Marketing, responsible for the development and sale of new and innovative service offers which provide value to customers and differentiate NCR's solutions. Prior roles included vice president of Customer Services Sales and Marketing for financial industry solutions as well as a variety of senior roles in the Europe, Middle East and Africa region and the federal government market.

Di Leo holds a master's degree in business from John Hopkins University.



JOHN DI LEO

## BI-LO Charities Children's Cancer Center Dedicated

The BI-LO Charities Children's Cancer Center was officially dedicated Friday, May 30, when a small crowd gathered on the Greenville, South Carolina Memorial Medical Campus to see a six-foot high by 15-feet wide sign announcing the center's name unveiled.

The pediatric cancer center, formerly known as the Pediatric Hematology and Oncology Center of Children's Hospital, was renamed in November when Greenville Hospital System University Medical Center (GHS) received a \$2.5 million donation from BI-LO Charities to support existing pediatric cancer support services. This gift marked the largest donation ever given to a single charity by BI-LO Charities and the largest gift received to date by GHS.

"Our gift to the BI-LO Charities Children's Cancer Center is an investment in the health of our community," said Tye Anthony, chairman of the BI-LO Charity Classic and executive vice president of BI-LO Supermarkets. "BI-LO is committed to helping GHS ensure children with cancer receive the best care possible close to home."

Programs supported by the BI-LO Charities gift include Child Life, chap-



Dr. Bill Schmidt, Medical Director, BI-LO Children's Cancer Center, talks about how the donation will impact pediatric cancer patients.



Tye Anthony, BI-LO Executive V.P. of Marketing and Chairman of the BI-LO Charities Board, explains why BI-LO Charities chose to give to the large gift.

laincy, social work and psychological services, support groups and the center's innovative school re-entry program. These programs combine to create the "Whole Child" concept, which enhances the basic medical services provided by the center.

One of the unifying areas of the Whole Child concept is Child Life. Child Life uses play, education and self-expression to help children and their families cope with medical treatments. This is achieved by reducing the stress that children face in a medical setting, which in turn enhances the healing process.

"We feel fortunate to be recognized by BI-LO for the excellent clinical care

and family support services we offer our communities," said Dr. Bill Schmidt, medical director of Children's Hospital. "These funds help ensure that as our population grows, we are able to continue to provide the quality care and support services our patients and families deserve."

The BI-LO Charities Children's Cancer Center is made up of a 14-bed inpatient unit and outpatient unit with clinical, research and educational components. The center provides comprehensive cancer services to infants, children and young adults living in upstate South Carolina, western North Carolina and northern Georgia.

## Geremia Named Meat Specialist

Joe Geremia has been named to the position of Meat Specialist by Krasdale Foods/Bravo Supermarkets.

In his new capacity as Meat Specialist, Geremia will work with Bravo owners/operators, meat department managers and meat department staff of stores in both the New York and Florida markets in the areas of training and merchandising. Geremia brings a strong background of over fourteen years meat experience to his new position.



JOE GEREMIA

## Stop &amp; Shop/Giant Announces Promotions

Stop & Shop/Giant Food has announced the following promotions:

JIM WONDERLY, Vice President of Pharmacy. In his new role, Wonderly will oversee the pharmacy business for Stop & Shop and Giant Food. Wonderly first joined the company in 1992 when Ahold acquired Tops, where he was working as the Director of General Merchandise/Health and Beauty Care. In 1994, he became one of the founders of Ahold's ASC (American Sales Company) and served as Vice President of General Merchandise/Health and Beauty Care/Pharmacy procurement. In 2006, Wonderly was promoted to Vice President of GM/HBC for Stop & Shop and ASC. Wonderly graduated from The Pennsylvania State University in 1983 with a degree in Marketing.

JOEL BERMAN, Vice President of Pharmacy Operations. In his new position, Berman will be responsible for pharmacy operations at both Stop & Shop and Giant Food and he will report to Jim Wonderly. Berman has been with Stop & Shop for 18 years, starting as a pharmacist in the chain's Weymouth, MA Store and has subsequently held positions as Regional Pharmacy Manager and Senior Director of Pharmacy Operations. Berman graduated with a Bachelor of Science Degree in Pharmacy from the Massachusetts College of Pharmacy in 1974.



JIM WONDERLY

# Food Lion LLC Promoting North Carolina Products



Food Lion LLC stores supported North Carolina farmers and food companies with its "Got To Be NC Products" promotional campaign held June 11-24.

The promotion, which hopes to build consumer awareness and loyalty to North Carolina products, took place at all Food Lion, Bloom and Bottom Dollar Food stores in North Carolina. During the promotion, sales fliers featured North Carolina products. In addition, some stores hosted local vendor in-store samplings and wine tastings, visits by the 2008 North Carolina Watermelon Queen as well as the "Got To Be NC" Big Cart, a promotional vehicle making appearances throughout the state to emphasize the numerous agricultural products grown and produced in the state.

Agriculture is the Number 1 industry in North Carolina and contributes approximately \$68 billion to the economy, according to the North Carolina Department of Agriculture & Consumer Science. Food Lion LLC's Tar Heel State stores, now in their fourth year with the promotion, will call increased attention to North Carolina products with special displays, shelf tags and biographies on local farmers.

The effort is part of Food Lion LLC's ongoing partnership with the North Carolina Department of Agriculture and its "Goodness Grows in North Carolina" program.



■ 2008 North Carolina Watermelon Queen, Brittany Mae White

## Sedano's Donates Goods To Help Families In Need In Miami-Dade County This Hurricane Season

### Takes Part In Mayor Carlos Alvarez's Humanitarian Efforts To Help 4,000 Families

Now that the hurricane season is here, Miami-Dade Mayor Carlos Alvarez asked Sedano's Supermarkets for help in his effort to provide South Florida residents with food supplies in preparation for the storm season. The plan is to raise funds and/or goods to put together a 72-hour Hurricane Kit to be distributed to 4,000 families of lower income in Miami-Dade County.

The office of Mayor Alvarez is working with Farm Share, Inc., a non-profit organization dedicated to recover and distribute nutritious foods to South Florida's residents in need. The organization is responsible for collecting donations, and is using

all of its resources to make sure that residents of lower income in Miami-Dade are well prepared for this hurricane season.

Sedano's, the largest Hispanic supermarket chain of South Florida and being committed to its community, will collaborate with Farm Share, Inc., donating canned goods such as Vienna sausages, vegetable, and fruits, hoping to supply 1,000 families.

Fortunately, South Florida has not suffered major damages from hurricanes during the last two years. However, Miami-Dade County must make sure that its residents in need are ready for whatever may come this year. Because of the current financial situation of the nation, so many families have had to consume their hurricane food supplies, and unfortunately cannot afford to replace them. For this reason, Sedano's Supermarkets has joined the efforts to help those in need.

## Shelley Broader to Michaels Stores



■ SHELLEY BROADER

Michaels Stores, Inc. announced that Shelley Broader has been named President and Chief Operating Officer of the company, effective June 23. Broader will report to Brian C. Cornell, Chief Executive Officer.

Broader will lead several key operations of the company including Michaels and Aaron Brothers Store Operations, Artistree, Supply Chain Operations, Real Estate Development, Loss Prevention and Store Planning.

Broader brings strong retail leadership experience to Michaels. She most recently served as President and Chief Executive Officer of Sweetbay Supermarkets, Inc., formerly doing business as Kash n'Karry Food Stores, Inc., part of the U.S. division of Brussels-based Delhaize Group, a multi-billion dollar global food retailer. From June 2003 to March 2006, she served as President and Chief Operating Officer of Sweetbay. As a result of her leadership, Sweetbay was named "Retailer/Concept of the Year" by several industry publications. Prior to joining Sweetbay, Broader served in various management positions at Hannaford Bros. Co., most recently as Senior Vice President, Business Strategy, Marketing and Communications.

Broader currently serves on the Board of Directors, and is a member of the Audit Committee, of Raymond James Financial, Inc. Broader was recognized for her professional accomplishments as "Business Woman of the Year" by Tampa Bay Business Journal, and holds a B.A. from Washington State University.

Brian C. Cornell said, "Shelley will further strengthen our leadership team at Michaels. Her proven track record in retail leadership, transforming store concepts and enhancing customer service will bring fresh insights to Michaels and position us for future success."

"I am looking forward to working with the Michaels team," said Broader. "The company has become a powerhouse in the arts and crafts industry and is poised to be a world-class retailer. I'm excited about the opportunities and the challenges that lie ahead."

Michaels Stores, Inc. is a leading specialty retailer for Kids and Specialty Crafts, Scrapbook Supplies, Frames, Art Supplies, Seasonal and DIY Home Décor.

## COMING EVENTS

### JULY

19-23

**2008 FLORIDA PETROLEUM MARKETERS ASSN. (FPMA) and Convenience Store Assn. & Trade Show** – The Rosen Shingle Creek Resort & Golf Club, Orlando, FL. For more information, call 800-523-9166 or email [Linda@fpma.org](mailto:Linda@fpma.org).

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](http://www.Alabamagrocers.org).

28-30

**4TH ANNUAL HISPANIC RETAIL 360 SUMMIT** – Intercontinental Miami, Miami, Florida. For more information: [www.hispanicretail360.com](http://www.hispanicretail360.com)

### AUGUST

19

**SOUTHEAST WHOLESALE FOODS 3rd Annual Sale-Abation**, 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](mailto:JWeal@agfla.com).

### SEPTEMBER

5-7

**FLORIDA RESTAURANT & LODGING SHOW** at the Orange County Convention Center in Orlando, FL. For more information, call 1-800-641-9514, or visit [www.flrestaurantandlodgingshow.com](http://www.flrestaurantandlodgingshow.com), or [www.thefoodshows.com](http://www.thefoodshows.com).

19-21

**NATIONAL CONFECTIONERY SALES ASSN.** Annual Meeting and Candy Hall of Fame Inductions at Renaissance Tampa Hotel International Plaza, Tampa, FL. For additional information, call 216-631-8200.

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](mailto:afb@worldtrade.org).

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**THE QUIRCH FOODS 7TH ANNUAL BUYING SHOW**– Doral Resort & Spa, Miami, FL. 9a.m. – 5p.m. For more information, call 800-458-5252

### OCTOBER

4-7

**NACS ANNUAL MEETING AND EXPOSITION** at McCormick Pl., Chicago, IL. For information, call 703-684-3600.

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**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.

19-23

**SIAL "THE GLOBAL FOOD MARKETPLACE"** – Paris-Nord Exhibition Center, Paris, France. For further information contact IMEX Management, Tel: 704-365-0041; Fax: 704-365-8426; Email: [rebeccal@imexmgt.com](mailto:rebeccal@imexmgt.com); website: <http://www.sial.fr>

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](mailto:dennismkane@todaysgrocer.com)

# Dancing with the Deals Food Show

August 21st and 22nd, 2008



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

For more info please contact  
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JWeal@agfla.com



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