

TODAY'S GROCER

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Flowers Foods Acquires ButterKrust in Florida

Flowers Foods has completed the acquisition of ButterKrust Bakery in Lakeland, FL. In the transaction, Flowers purchased all of the issued and outstanding capital stock of the holding company of ButterKrust for cash.

ButterKrust Bakery operates profitably with annualized sales of approximately \$70 million. ButterKrust has one bakery in Lakeland that employs 368 people and the company's fresh breads and rolls are available throughout Florida under the Country Hearth, Rich Harvest, and Sunbeam brands as well as store brands.

Headquartered in Thomasville, GA, Flowers Foods, with annual sales of over \$2.02 billion, is one of the nation's leading producers and marketers of packaged bakery

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Southern Wine & Spirits

Agreement Expands Activities in Pac N'west

Southern Wine & Spirits of America, Inc. and The Odom Corporation, a multi-state beverage distributor serving the Northwest since 1934, announced the formation of a new wine and spirits joint venture to wholesale operations in the states of Oregon,

Washington, Idaho and Alaska.

According to the Southern-Odom agreement, the new company will also incorporate the Southern Wine Spirits West exist-

ing six-state Control States operation in Idaho, Montana, Oregon, Utah, Washington and Wyoming. The new venture will encompass a strategic partnership for the distribution of wine throughout the State of Washington and Northern Idaho; wine and spirits within Alaska; and the immediate establishment of a fully operational wine distributorship in the state of Oregon.

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Taking a Fresh and Local Approach to

Urban Marketing

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Juan Mott, Winn-Dixie Store #37 Director; Ron Williams, District Manager; Deanna Wilson, Regional Customer Service Manager, and Jim Carrado, Vice President-Neighborhood Marketing.



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■ **GROUNDBREAKING CEREMONY** — Representatives from Fresh & Easy join with civic dignitaries, July 14, as construction commences on their new location in South L.A. at 1011 East Adams Blvd. The store will be part of a new mixed-use development.

Fresh & Easy Breaks Ground in South Los Angeles

Fresh & Easy Neighborhood Market CEO Tim Mason joined L.A. City Councilwoman Jan Perry and other local dignitaries on July 14 in breaking ground on a new Fresh & Easy store that is part of a mixed-use development project at 1011 East Adams Boulevard in South L.A.

Fresh & Easy operates 63 stores across Southern California, Nevada and Arizona, including 11 in Los Angeles County. Earlier this year, the company opened a store in the City of Compton, confirming Fresh & Easy's commitment to open in all different types of neighborhoods, including those that have been traditionally underserved. In the Compton store, over half of the top 20 products selling are fresh fruits and vegetables, several of them organic.

At roughly 10,000 square feet, Fresh & Easy markets are smaller than the typical supermarket to give customers a faster, easier shopping experience. In addition to fresh, prepared meals and produce, Fresh & Easy offers everyone's favorite national brand prod-

ucts and household items, all at everyday low prices.

A recent independent study prepared for the Community Redevelopment Agency of the City of Los Angeles found residents of the Ninth City Council District spend over \$400 million in annual general merchandise, groceries and restaurants outside of the district. This data supports the need for greater food access in the neighborhood, a void which Fresh & Easy will help to fill.

"Fresh & Easy is committed to serving all different types of neighborhoods. We strongly believe everyone deserves fresh, wholesome food at affordable prices, regardless of where they live," said Mason. "We are excited to open in South LA and bring local, high quality jobs to the neighborhood."

The mixed-use project at 1011 East Adams will feature 80 apartments built on three levels above 19,000 square feet of ground-floor retail space fronting on both streets, bringing quality family housing and retail job opportunities to the community.

Food Retailers and Manufacturers Face Dilemma with Rising Food Prices

As higher commodity prices become 'the new normal' rather than a temporary peak, we may see a greater impact on consumer behavior and retailer and supplier strategies than has been apparent so far, according to a new report, "Food and Beverage 2012 — a taste of things to come," from Deloitte Touche Tohmatsu. While current food commodity prices may come down from their current peaks, the increases already seen in the real cost of food represent a permanent step change. With consumers also being impacted by higher energy costs, economic uncertainty and a reduction in the availability of cheap credit, the effect could be significant.

Beginning in 2005, and for the first time since the 1970s, food prices have been increasing substantially. As a result, since 2000, the prices of maize and rice have doubled while the price of wheat has tripled. In 2007 alone, wheat prices rose 52 percent while the Food and Agriculture Organization of the United Nations reports that its global food price index rose 40 percent compared to only 9 percent in 2006.

These increases in the costs of basic commodities and increasing nervousness about security of food supply are likely to have profound effects — on consumer behavior, on retailer strategy and on the responses of suppliers and primary producers.

Bruce Westbrook, Deloitte's Consumer Products Consulting Leader in the US, said: "We are already seeing signs of higher food prices leading to a shift in purchasing patterns towards lower-priced private label and discount products and shopping at low-priced retailers. It could also result in a shift away from eating meals in restaurants and bars — as was the case in the last economic downturn. In poorer countries, where Governments are less able to afford food price subsidies, the increases in food prices are far more serious and have resulted in violent protests in parts of Asia, Latin America and Africa."

Retailers operating in price competitive markets such as the US and UK face the dilemma of to what extent they absorb these increased costs. Westbrook said: "In recent years, price increases by retailers have required real product differentiation, strong brand equity, innovative products or services and a superior customer experience."

Rising prices also present growth opportunities for food retailers. "Consumers switching from eating out to shopping for food for home



■ **BRUCE WESTBROOK**

should protect growth. Price inflation also presents retailers with an opportunity to protect and enhance

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Consumer Price Index Registers Highest Jump in 26 Years

The Consumer Price Index for All Urban Consumers (CPI-U) increased 1.0 percent in June, before seasonal adjustment, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. The June level of 218.815 (1982-84=100) was 5.0 percent higher than in June 2007.

The Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) increased 1.1 percent in June, prior to seasonal adjustment. The June level of 215.223 (1982-84=100) was 5.6 percent higher than in June 2007.

The Chained Consumer Price Index for All Urban Consumers (C-CPI-U) increased 0.8 percent in June on a not seasonally adjusted basis. The

June level of 125.582 (December 1999=100) was 4.2 percent higher than in June 2007. Please note that the indexes for the post-2006 period are subject to revision.

On a seasonally adjusted basis, the CPI-U advanced 1.1 percent in June, following a 0.6 percent increase in May. The index for energy rose sharply for the second straight month, increasing 6.6 percent in June following a 4.4 percent increase in May. The increase in the energy index accounted for around two-thirds of the overall increase in the all items index in June. The index for petroleum-based energy advanced 10.0 percent and the index for energy services rose 1.5 percent. The food index rose 0.8

percent in June after rising 0.3 percent in May. The index for food at home went up 1.0 percent in June, with indexes for four of the six major grocery store food groups sharply accelerating. The index for all items less food and energy increased 0.3 percent in June, following a 0.1 percent rise in April and a 0.2 percent increase in May. Larger increases in the indexes for shelter and for tobacco and smoking products and an upturn in the apparel index contributed to the larger increase.

Consumer prices advanced at a seasonally adjusted annualized rate (SAAR) of 7.9 percent in the second quarter after increasing at a 3.1 per-

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Get Ready For the 2008 Florida Restaurant Show

Restaurant and foodservice industry professionals from throughout Florida will have the opportunity to gain immediate ideas to boost their business, taste hundreds of new foods from all over the world, see dozens of new products, watch cooking demonstrations by celebrity chefs, and gain valuable information during the Florida Restaurant & Lodging Show taking place at the Orange County Convention Center in Orlando from September 5-7.

Highlights of the event, include:

- **The Expo Hall** will host 650 exhibiting companies showcasing everything for the front and back of a restaurant and foodservice establishment with products ranging from equipment to gourmet foods.
- **The Ferdinand Metz Foodservice Forum** now **LIVE on the Show Floor!** Three theaters of-

fering over two dozen FAST AND FURIOUS 30-minute educational sessions featuring the leading consultants and executives from several of the most-recognized companies in the restaurant and hospitality industries.

- **PMQ will host the Orlando Pizza Show** and hold the US Pizza Team Trials where dozens of dough-spinning pizza acrobats will compete for a spot on the 2009 U.S. Pizza Team (USPT).
- **The 3rd annual Ultimate Barista Challenge™** hosted by Whole Cup Coffee Consulting will be the place where professional baristi will face challengers on the exhibition floor as they prepare their signature espresso beverages for a panel of discerning judges.
- **World-Class Culinary Competitions**, managed and organized by the American Culinary Federation (ACF)/Central Florida Chapter (CFC).

Chefs compete in several categories including the Florida Pastry Challenge, the R.L. Schreiber's Apprentice Super Challenge, the 10th Annual Culinary Super Challenge Team Competition, and the Land O' Lakes Signature Recipe Competition, the Taste of Elegance Signature Pork Recipe Competition, and the 2nd annual Mushroom Signature Recipe Competition. Many of the award winning meals are served during the Chef's Table Luncheons, a four-course surprise lunch prepared by the participating chefs.

- **The Florida Restaurant & Lodging Association** will host The 2008 Verizon Yellow Pages FRLA Show Gala and Southern Wine and Spirits Party, where they will honor the Supplier of the Year and announce the FRLA's 2008 Lifetime Achievement Award Winner.

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4 On the Promotional front

Food Network Star

Guy Fieri, Fires Up the Hot Spot at Western Foodservice & Hospitality Expo

Attendees to the 2008 Western Foodservice & Hospitality Expo will have the chance to meet Food Network Star, Guy Fieri, at 12:00 p.m. on Saturday, August 23, during a special presentation on the Show Floor at the Hot Spot Culinary Theater, sponsored by Smart & Final.

Chosen among thousands of aspiring chefs, Guy Fieri was selected as the Next Food Network Star and has quickly become an overnight sensation. His shows, "Guy's Big Bite" and "Diners, Drive-Ins, and Dives," are some of the most popular shows on the channel. Guy Fieri will share tips, techniques, and the do's and don'ts for TV interviews and live cooking segments. He will share secrets to great food photography and teach chefs how to make a bigger impact on their restaurant brand, their guests, their community, and their sales including touching tables, creating successful tasting events and other secrets.

Linda Duke, author of "Four Star Marketing Cookbook — Recipes for Restaurateurs," a restaurant marketing and PR expert, will be interviewing Guy and sharing what it takes to prepare for cooking demonstrations, television interviews, and other media requests. This featured segment on the show floor will be entertaining and educational — giving chefs real examples, tips, and a roadmap to successful marketing. Both Guy and Linda will sign autographs and take photos following the session.

The Expo will bring 15,000+ foodservice industry professionals together, to see 650 companies showcasing products ranging from equipment to gourmet foods. The three day event will feature the 3rd annual Ultimate Barista Challenge where professional Baristas prepare their signature espresso beverages. The 1st annual Los Angeles Wine Expo will feature wines from over 40 winemakers from around the globe.

The 2008 Western Foodservice & Hospitality Expo will be held Saturday, August 23 — Monday, August 25 at the Los Angeles Convention Center.



Get Ready, Get Set, Snacktivate



Kids' daily routines are punctuated by snacks, which are essential to help them recharge and get the nutrients they need. However, research shows kids are snacking most often on soda, sweets and salty snacks. The Kellogg Company teamed up with master-moms Deb Geigis Berry, one of the country's leading experts on family life; and Rachel Brandeis, a registered dietitian and past spokesperson for the American Dietetic Association. Together, they're giving moms ways to capitalize on the snacking opportunity by combining nutritious food and family fun. Now, moms can Snacktivate.

Since a quarter of a child's daily calories come from snacks(2), Snacktivate helps moms ensure these between-meal bites are nutritious. The initiative helps them turn their kitchen into a learning laboratory, which can encourage kids to eat nutritious foods and set the foundation for a lifetime of healthy eating.

For moms who want to encourage healthy snacking, but can use a little inspiration, Snacktivate provides hands-on tips and fun ways to get started. In addition to offering nutritious snacking ideas and information, the complimentary Snacktivate kit includes 12 downloadable one-page Snacktivate sheets that incorporate nutritious Kellogg(R) products in tasty creations that are equal parts tasty and fun.

Parents can help promote nutritious snacking in four easy steps:

- **PLAN IT.** Designate specific snack times so that snacking is a conscious activity built into the family routine.
- **PICK IT.** Successful snacking starts with the food that ends up in the grocery cart. Stocking up on nutritious snacks gives kids a variety of readily available options within their reach.
- **MAKE IT.** Be creative with snack choices and bring kids into the kitchen as schedules allow to pique their interest in new and nutritious foods.
- **MOVE IT!** Energy balance is key to healthy living. Make a goal to keep the family active so that the energy (calories) being consumed equals the calories being burned (through physical activity).

"Snacks are essential to provide the nutrients kids need to support healthy growth and help them recharge throughout the day," said Brandeis. "However, snacks shouldn't be viewed as treats or 'extras'. It's important to be aware of what children are eating between meals and factor it into their daily intake of fat and calories."

Internet Coupon Usage Up 83% in American Households

Sunday Newspapers Remain the Dominant Source for Coupons

Internet coupons are of increasing interest to consumers, according to a recent analysis by consumer and media measurement firm Scarborough Research. Eleven percent of households currently obtain coupons via the Internet, and this has increased 83 percent since 2005.

However, the Sunday newspaper remains the number one place for acquiring household coupons. Fifty-three percent of households get their coupons from the Sunday newspaper. Other leading places for acquiring coupons include the mail (35 percent of households usually obtain coupons via the mail), in-store coupons (33 percent), preferred customer/loyalty cards (22 percent), in-store circulars (22 percent), weekday newspapers (17 percent), product packages (17 percent) and magazines (15 percent). All of the coupon acquisition categories have experienced growth since 2005, however none at the level of Internet coupons.

"With prices for consumer goods rising, we can only expect that a 'good deal' is of increasing importance to shoppers. Coupons are one of several economically-focused promotional tools that stores and product brands can use to get shoppers in the door and spending despite these uncertain economic times. And, the Internet provides an easy to use vehicle to search for coupons," said Alisa Joseph, vice president, advertiser marketing services, Scarborough Research.

Scarborough also examined



Grocery Coupon Clipping Households*, or those households that use grocery coupons (specifically) once a week or more. The analysis found Milwaukee, WI and Rochester, NY are the leading U.S. market areas for these households. Forty percent of Milwaukee households and 38 percent of Rochester households use grocery coupons once a week or more. Nationally, 27 percent of households use grocery coupons with this same frequency.

People hailing from leading grocery coupon clipping cities have higher than average Sunday newspaper readership rates. Nationally, Sunday newspaper readers are 15 percent more likely than all adults to use grocery coupons in their household. Not surprisingly, adults in leading coupon clipping market Milwaukee are 24 percent more likely to read the Sunday newspaper, and those in Rochester are 32 percent more likely to be readers of the Sunday paper. Sunday newspapers are known for being stuffed with coupons and advertising circulars.

Where are these consumers shopping? Grocery Coupon Clipping Households shop across categories, including mass grocers such as SuperTarget, traditional

grocers such as Kroger's, and warehouse clubs such as Sam's Club. However, they are average for shopping at Wal-Mart Supercenter, the grocery store with the highest percentage of grocery shoppers nationally.

The Scarborough analysis also showed that Grocery Coupon Clipping Households tend to spend slightly more money on groceries weekly, \$114, versus the national average of \$110. They are more likely than the average household to purchase a variety of grocery products across categories — from pantry staples like coffee and ready-to-eat cereal to health items such as yogurt and energy/nutrition bars.

The demographic profile of Grocery Coupon Clipping Households illustrates that the appeal of coupons is wide-ranging. They are average for having children at home. People across all income brackets clip grocery coupons — however those with higher household incomes tend to be slightly more likely to clip grocery coupons.

*Grocery Coupon Clipping Households are households who use grocery coupons once a week or more.

Minute Maid Supports U.S. Olympic Team at Beijing 2008 Olympic Games

Juice Giant Backs U.S. Olympians as They "Go For the Gold™"

Supporting the athleticism and nationalism the Olympic Games are known for, Minute Maid® will be the official juice beverage sponsor of the U.S. Olympic Team at the 2008 Olympic Games in Beijing. Minute Maid has been an Olympic sponsor since 1984.

Minute Maid is inviting consumers in the United States to "Bring Home the Goodness" and learn more about 2008 U.S. Olympians with limited-edition packaging in celebration of the Beijing 2008 Olympic Games. The Olympic logo and select U.S. Olympic athletes will be featured on 64-ounce cartons of Minute Maid chilled orange juice, lemonades and fruit drinks.

"We have always offered products that help consumers live their best lives, and we are proud to be a sponsor of the U.S. Olympic Team, supporting athletes who lead by example in maintaining an active, balanced lifestyle," said Charles Torrey, Minute Maid marketing group director. "By featuring various athletes on our packaging, we hope to create unique and memorable experiences for consumers to help spread the spirit of the Olympic Games."

During the 2008 Olympic Games, the Minute Maid presence will be felt in the Olympic Green where the brand's juices and juice drinks will be enjoyed by athletes and spectators alike throughout the Olympic Games. Minute Maid juices also will be served at all three U.S. Olympic Training Centers and in the Athlete Village during the Olympic Games.

The Coca-Cola Company, which produces the Minute Maid portfolio of beverages, has been continuously associated with the Olympic Games since 1928 — longer than any other corporate supporter — and works with National Olympic Committees in more than 200 countries to help athletes train and compete.





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Sedano's Supermarket Launches New Ad Campaign

Features the Sedano's Customer

Sedano's Supermarkets has kicked off its rebranding efforts with new television and radio commercials that began airing August 6. The campaign, created and developed by República, Sedano's new agency-of-record, makes the Sedano's customer the star. The spots feature real-life customers as they share their personal stories of why they choose shopping at their neighborhood Sedano's Supermarket.

The first two commercials feature two Miami residents, Amanda and Rolando, both of which state that they enjoy shopping at Sedano's because it offers the best quality products at the best prices. When asked, "Why do you shop at Sedano's?" Amanda replies, "Because I'm searching for the best deals and I always find them at Sedano's." Rolando's response, "Because for me, they have the best products of the freshest and highest quality. Sedano's always has the best deals."



■ AMANDA a Miami area resident stars in the new ad campaign recently launched by Sedano's Supermarkets.



■ The recently introduced radio and television ad campaign is the first step in the new branding initiative for South Florida's Sedano's Supermarkets.

"The new campaign identifies and embraces the loyal Sedano's customer and connects with the future expanding customer base. It's the first step in the new branding initiative for Sedano's Supermarkets," said Javier Herrán, Director of Marketing, Sedano's Supermarkets.

"We are very excited to launch this new advertising campaign for Sedano's," stated Jorge A. Plasencia, República's Chairman and CEO. "The new spots cherish the rich history of the brand, yet invite new customers to experience the many offerings unique to Sedano's," added Plasencia.

Food Lion Gets Three Gold Stars with Nutrition System

The Guiding Stars Nutrition Navigation System has launched in all Food Lion stores. Developed by an independent scientific advisory panel of experts, Guiding Stars is the first system of its kind in the United States and follows a specific algorithm for labeling food items based on their nutritional content. The number of stars - one, two or three - on the product's shelf tag represents the nutritional value of the food item, with three stars being the best choice.

"Based on initial research, our company has experienced a positive response from customers who desire assistance with nutritious shopping for themselves and their families," said Ken Mills, Food Lion's vice president of sales and marketing. "With this innovative system, Food Lion stores are providing shoppers with an easy-to-use approach to make the best dietary choices."

New England-based Hannaford Bros., Food Lion LLC's sister company, under Brussels-based Delhaize Group, inaugurated Guiding Stars in 2006. Food Lion LLC's Bloom Supermarkets banner launched the nutrition navigation system throughout its 61 stores last month.

More than 28,000 food items in each of Food Lion's 1,200 plus stores were analyzed as part of the Guiding Stars rollout. Foods with one star have good nutritional value, while two stars represent better nutritional value and three stars signify the best nutritional value. If the shelf tag has no stars, it simply means one of two things: either the food doesn't meet the criteria for a star or the food is not rated. For example, bottled waters and other items with less than five calories per manufacturer's serving are not rated.

Foods with stars generally have more vitamins, minerals, fiber and whole grains, but less trans and saturated fats, cholesterol, added sodium and added sugars. However, the Guiding Stars formula also recognizes natural differences in foods and adjusts the formula for calculating stars accordingly.

The Guiding Stars system only uses information readily available to consumers on the Nutrition Facts labels and the Ingredient lists, which are right on the food package. If the food is not packaged, like fruits, vegetables and meats, the data comes from the U.S. Department of Agriculture.

"The Guiding Stars system was created to give busy shoppers a simple, shelf-level tool to compare foods with more nutrition value in each department of our stores," said Mills. "Our system complements the Nutrition Facts label as a convenient starting point to buying the most nutritious choices available at Food Lion."



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Heinz to Build New Frozen Food Facility in SC

The H. J. Heinz Company will build a new manufacturing facility in Florence, SC, to support its high-growth frozen meals business in North America. Heinz will operate the new 225,000 sq. ft. state-of-the-art factory that will create 350 new jobs.

"Our frozen meals business is growing rapidly and the new facility is a sign of our commitment to supporting and sustaining this growth," said Dave Moran, EVP, President and CEO of Heinz North America. "The new facility will allow us to increase production of our Weight Watchers Smart Ones and Boston Market frozen entrees to meet the growing consumer demand for our high-quality frozen meals."

"We are thrilled that Heinz chose



■ HOW IT WILL LOOK – Architect's rendering of the new Heinz facility in Florence, South Carolina.

Florence, SC as the location for its new frozen food factory, which will create 350 new jobs in the community over the next five years," said

Frank Willis, Mayor of Florence. "As we work to compete in a global economy, South Carolina's ability to attract world-class companies

is increasingly important," said Gov. Mark Sanford. "It's a sign of our success that we can include Heinz among the companies that have chosen South Carolina as the site for a major manufacturing facility."

Heinz selected a 49-acre site in the Pee Dee Touchstone Energy Commerce City, South Carolina's premier business/industrial park. The park is a shovel-ready site that has been certified by the South Carolina Department of Commerce.

The Florence, S.C., location also will allow Heinz to better serve its customers through the company's Southeast and Northeast distribution centers.

"This is a great day for Florence County," stated Florence County Council Chairman, K.G. "Rusty"

Smith. "Heinz is an outstanding company with an impeccable reputation that will provide quality jobs for the citizens of this community. The Heinz name is one of the most recognizable in the world, and we are proud and honored to have the company as our newest corporate citizen."

"This is yet another example of what can be accomplished when everyone is working toward a common goal," said Dr. Charles Gould, chairman of Florence County Economic Development Partnership. "Without the support of our many partners and allies, as well as our private sector members, Florence County Progress, today's announcement would not have been possible."

Construction is scheduled to be completed in the fall of 2009.

World-Renown Chef

Wolfgang Puck Adds Gourmet Appetizers to Frozen Line-Up

Just in time for the holiday entertaining season, Chef Wolfgang Puck is introducing a line of all-natural, gourmet appetizers, each paired with unique dipping sauces. As consumers look for easy-to-prepare gourmet foods at home, the chef-inspired appetizers help consumers integrate more gourmet flavors into their holiday entertaining and everyday dining. An addition to Chef Puck's line of all-natural, gourmet frozen pizzas, these appetizers are inspired by Chef Puck's well-known restaurants, including Spago and Chinois.

Featuring a broad range of global tastes, the line of four appetizers includes fresh, all-natural ingredients and does not contain artificial ingredients and preservatives. Unique ingredients include shiitake mushrooms, panko breadcrumbs and artisan cheeses. Each

appetizer variety is complemented with a distinctive, flavorful dipping sauce that enhances taste and provides a sophisticated presentation.

"Food is the focus of many gatherings, but people don't always have time to prepare a gourmet meal," said Chef Puck. "My new signature appetizers feature the finest ingredients and culinary inspirations straight from my restaurants and make it easy to quickly prepare quality appetizers at home to share with guests or savor alone."

The new Wolfgang Puck appetizer line includes:

MU SHU PORK SPRING ROLLS - Spring rolls in a crunchy paper-thin wrapper filled with a mixture of all-natural savory shredded pork, green onions, carrots and Chinese-style seasonings



are complemented with a Garlic Chili Ponzu Dipping Sauce. The Mu Shu Pork Spring Rolls come in a package of nine and have an MSRP of \$5.99.

CHICKEN POT STICKERS - All-natural Chinese-style chicken and vegetable dumplings paired with a flavorful Garlic Ponzu Dipping Sauce. The Chicken Pot-stickers come packaged in a box of 12

and have an MSRP of \$5.99.

ARANCINI - Italian risotto balls blended with shiitake mushrooms, Mascarpone, Parmesan and mozzarella cheeses with a fresh Tomato-Basil-Garlic Sauce. Arancini come in a package of eight and have an MSRP \$6.99.

CLASSIC SHRIMP CAKES - An all-natural fusion of shrimp, panko bread

crumbs, peppers, onions, herbs, and spices is complemented by a Creamy Dijon Citrus Sauce. The Shrimp Cakes come packaged in a box of six and have an MSRP of \$6.99.

"Wolfgang Puck All-Natural Appetizers were created to meet consumer demands; high quality, all-natural ingredients combined with worldly flavors and vegetarian options makes these appetizers extremely versatile and appealing to many different palates," said David Miller, director of new ventures, Schwan's Consumer Brands North America, Inc. "As families eat and entertain at home more often, the restaurant-inspired line of Wolfgang Puck All-Natural appetizers delivers the taste profile and gourmet quality consumers want, even when they are short on time."



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Your financial success is our business!

Nature's Path Buys Organic Farmland, Partners with Organic Farmers

Efforts Help Increase Organic Cropland and Maintain Sustainable Family Farms

The organic food industry has seen an explosion in consumer demand over the past few years, rising more than 20 percent and making up three percent of the overall food market. And though the amount of organic farmland is also growing, it is at a much slower rate – only a half percent of all farmland in North America is dedicated to organic crops.

To help ensure there is organic farmland for future generations of both consumers and farmers, along with a growing supply of organic grains, Nature's Path, has begun to work with farmers to help increase organic acreage. Nature's Path has partnered with two committed, organic farmers-both located on separate farms in Western Saskatchewan, Canada to expand their farms and grow more organic crops.

Through the partnership, Nature's Path purchased a parcel of 7 quarter sections (160 acres) adjacent to each farmer's land – for a total of 2,240 acres – increasing their farmland to a size that allows them to remain a sustainable, organic family farm. There is no financial outlay for the farmer – Nature's Path owns the land and a portion of the value of the crop. The farmer purchases the seeds, farms the land and owns the majority of the value of the crop. Nature's Path receives first right to the crop if it is something they use in their products.

"This approach strengthens our support of, and connection with, the organic farmers in our supply chain, a group we are committed to," said Dag Falck, Organic Program Manager at Nature's Path. "It not only helps to ensure the transition of more organic farmland, but allows us to aid in the revitalization of rural communities and family farms. We are excited to refine this model throughout the coming year and expand it to other areas in the future, including the U.S." "We have the utmost respect for organic farmers and are truly dedicated to assisting them," said Arran Stephens, Founder and CEO of Nature's Path. "So rather than purchasing and farming our own land and competing with these great farmers, we decided to team up with them to achieve a win-win for everyone: the farmers, Nature's Path and the organic consumer."



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10 Meat

Lloyd's BBQ

30 Years of Fully-Cooked Dinners From the Meat Case

Have you ever wondered who invented the world's first fully-cooked dinners for the refrigerated meat case? Today, there's no doubt that convenience is king, but 30 years ago, Lloyd Sigel was cooking up a big idea.

In 1978, Lloyd Sigel wanted families to enjoy barbeque ribs at home so they didn't have to go to a rib joint every time a craving hit. So, he pioneered a new category by developing a unique vacuum-packed, fully cooked barbeque rib - ready to heat and eat in minutes.

This year, Lloyd's BBQ Company celebrates its 30th anniversary with a nostalgic look at the genesis of this iconic brand. Praised for creating the first fully-cooked dinner for refrigerated meat cases, Lloyd's BBQ Company now ranks highest among its competitors.

Honoring its tradition of innovation and new ideas, the brand is recognizing its history while looking toward the future. Now owned by Hormel Foods, LLOYD'S® is reformulating its tubs this year based on consumer feedback, introducing a meatier recipe while still maintaining the traditional great-tasting, bold flavors. The brand will also celebrate its anniversary with an ongoing "Feed the Need" advertising campaign and a public relations "Picnic Anytime" campaign with Family Manager Kathy Peel.



Tennessee Pride Introduces All Natural Breakfast Sausage



Odom's Tennessee Pride Sausage Co. Inc. has announced the introduction of its first All Natural breakfast sausage. The USDA says in order for a breakfast sausage to be classified as "All Natural," it cannot contain artificial ingredients, and must be minimally processed. The introduction of the mild one-pound package of Tennessee Pride breakfast sausage meets these stringent guidelines.

According to Larry Odom, the president and CEO of Odom's Tennessee Pride, "Our sole business has always been breakfast sausage. Throughout the years, we have introduced several new products, such as a complete line of sausage and biscuit sandwiches, and fully cooked links and patties, because consumers were looking for a more convenient form of our product. The all natural segment has shown strong growth, with sales of natural products of \$56.7 billion in 2006, up 9.7 percent (Source: The Natural Foods Merchandiser Report 6/6/07). Our All Natural breakfast sausage will attract new users to the category."

The new All Natural sausage package is an eye-catching green, which will help the consumer to recognize this product.

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Whole Foods to Begin Carrying SoLean® Breakfast Line

Natural Harmony Foods, Inc., a Fort Lauderdale, FL-based healthy food company, announced that their full breakfast lineup of SoLean® grab-n-go products will be stocked by all Whole Foods Markets in the Florida region.

"Whole Foods is the premier Natural foods retailer in the country. We're very pleased that they will be stocking our full breakfast line of SoLean Brand products. We hope that sales success in Florida will lead to these products being stocked by all Whole Foods in the country in the coming months," said NHF CEO Sam Dewar.

The SoLean brand breakfast products consist of the All-American Stuffed Sandwich, Southwestern Stuffed Sandwich, and the Sausage, Egg & Cheese Breakfast Muffin. This expansion into Whole Foods comes just two months after the SoLean breakfast lines' initial launch into all 217 Super Target stores nationwide.

Dr. Siegal's Cookie Diet Brings Hunger-Controlling Diet Shakes to Retail

During a recent appearance on the national TV show FOX Business Happy Hour, Dr. Siegal's® Cookie Diet™ creator Dr. Sanford Siegal and his son Matthew, president and CEO of Dr. Siegal's Direct Nutritionals, LLC, announced that Dr. Siegal's diet shake mixes are now on sale at CookieDiet.com. Dr. Siegal's shake mixes contain the same secret, hunger-controlling amino acid protein formula that he mixes by hand in his private bakery and bakes into his famous cookies.

Dr. Siegal's Cookie Diet shake mixes are packaged in Weekly Boxes containing 21 individual shake pouches and cost about \$2.65 per shake. Flavors include chocolate, vanilla, strawberry, pina colada and crème brûlée. A shake can be prepared in about sixty seconds by mixing the contents of one pouch with water and ice in a blender.

"For many years, my patients in South Florida have found my shakes to be a refreshing alternative to my cookies, especially in summer," said Dr. Siegal. "One shake is equal to two cookies and many people rely on both products for hunger suppression. For example, you might have a shake first thing in the morning and then four cookies throughout the day. When it's really hot out, however, some people prefer three shakes and no cookies."

"Even though our diet shakes are very popular with Dr. Siegal's patients, we know that the general public associates the Dr. Siegal's Cookie Diet brand with hunger-controlling weight loss cookies. We weren't expecting demand for the shakes at retail to be as great as the feedback we've received from consumers and resellers suggests," said Matthew Siegal.

In his own practice, Dr. Siegal's patients eat six cookies during the day to control hunger and then a reasonable dinner at night. One shake can be substituted for two cookies. Most patients who faithfully follow his instructions lose 12 to 15 lbs. per month. Those who are not his patients and buy his products online or in stores are directed to consult their own doctor before starting any kind of reduced-calorie diet.



Kroger Helps Sponsor Riley Hospital for Children in Unique NASCAR Fashion

NASCAR Nationwide Series driver Brad Coleman received a helping hand from 27 special children and their parents from Riley Hospital for Children during the Kroger 200 at O'Reilly Raceway Park in Indianapolis on Saturday, July 26. Primary sponsor of the No. 27 Ford Fusion, Kimberly-Clark, has created a unique initiative to help celebrate a 10-year partnership between Kroger and Riley Hospital for Children where handprints represented 27 patients and their parents on Coleman's No. 27 Ford Fusion.

A change from the familiar paint scheme, the race car was adorned with numerous multi-colored handprints and the names of the 27 patients and their parents, along with the slogan "Making a difference, HAND in HAND." Altogether there will be 63 people represented on the car. This was the only car in the Nationwide, Craftsman Truck or Sprint Cup Series events at Indianapolis to feature a special paint scheme that includes patients of Riley Hospital for Children.

"We were very excited that these children would be a part of such a memorable event," said Jason Mueller, Communications Manager for Riley Children's Foundation. "I know that these families have been through a lot and are grateful for the opportunity provided by Riley's loyal partner Kroger, along with the help of Kimberly-Clark."

"It was inspiring to have these children featured on our race car and I enjoyed spending some time with them during the 'NASCAR party' at the hospital," said Brad Coleman, driver of the No. 27 Ford Fusion. "I know these families are truly grateful for the generosity of Riley Hospital for Children and was thrilled to be a part of such a one-of-a-kind program."



■ NASCAR Nationwide Series driver Brad Coleman, who's No. 27 Huggies / Kroger Ford Fusion featured 27 handprints representing 27 Riley Hospital for Children patients and their families, points to Benji Eash's handprint on his race car. Coleman visited with Riley Hospital for Children patients before the Saturday, July 26 NASCAR Nationwide Series Kroger 200 race at O'Reilly Park.



■ Driver of the No. 27 Huggies / Kroger Ford Fusion, Brad Coleman, visited with Riley Hospital for Children patients before the Saturday, July 26 NASCAR Nationwide Series Kroger 200 race at O'Reilly Park. Coleman's race car featured 27 handprints representing 27 Riley Hospital for Children patients and their families, some of whom are featured in the photo above. (Featured above: James Norman, Ethan Perkins, Ashlynn Glover, Trevor Miller, Brad Coleman, Allison Folz, Ty Miller, Nick Long, Trent Miller, Stephen Bariteau (Vice President Development Riley Children's Foundation) and Dr. Michele Sayasani (Hospitalist Program).)

Payroll Cards Help Lower Retailers' Administrative Costs

Provide a Convenient Solution For "Unbanked" Employees

Discover Network payroll programs are employer-branded cards that offer a convenient, cost-effective and safe way to pay employees.

Discover Network payroll cards are similar to a direct deposit transaction, although no checking account is needed. Funds are automatically loaded onto an employee's ready-to-use card, which can be used at ATMs for cash access and for purchases and to pay bills

anywhere Discover Network debit or credit cards are accepted.

Safer than cash and less expensive than checks, payroll cards offer employees the immediacy of cash without the risk. With their pay already securely preloaded onto a payroll card, employees minimize the need and the risks associated with carrying large sums of cash. And, Discover Network payroll cards can be quickly and easily replaced if lost or stolen.

Since no credit check is required, an employee's pay can be loaded onto a card, regardless of credit history. Instead of cashing paychecks and purchasing money orders at expensive currency exchanges, an employee's pay is automatically reloaded onto the pay-



roll card each pay period, saving the employee money on costly check-cashing fees.

Discover Network payroll cards also provide a comprehensive record of every transaction, giving employees better control over their expenses. They can check balances, track spending and manage accounts anytime of the day or night—online or over the phone.

Discover Network payroll cards help employers save money by reducing the cost of processing a paper check, which averages from \$1 to \$2* and eliminating the expense to replace a lost or stolen check, which can cost \$8-\$10 per check.*

Discover Network payroll cards also help employers avoid the ship-

ping or postage fees associated with paying off-site employees, while minimizing the risk of theft, loss and fraud.

As a flexible alternative to traditional payroll options, Discover Network payroll card programs provide cost savings, security and peace of mind to employers and employees alike. Discover Network payroll cards also provide issuers and program managers with an opportunity to generate revenue through features including 100 percent real-time authorizations which help prevent overdrafts, while creating lasting and loyal relationships with cardholders and their employers.

*Source: Prepaid Card Solutions, January/February 2007.

Dairy & Deli



Nature's Premium Debuts Full Line of Wholesome Deli Meats & Cheeses

Nature's Premium Brand is launching a new line of 100% natural, pre-sliced deli meats and cheeses to appeal to the growing natural market.

This complete line of turkey, ham, roast beef and salami meats, and Swiss, Pepper Jack and Colby cheeses offer delicious, wholesome options with clean ingredient statements and best-in-class nutritional benefits. For example, rather than using artificial binders, Nature's Premium Brand uses rice flour and other natural ingredients to provide consistent, sliceable products. Instead of offering "chopped and formed" components, Nature's Premium products are all sliced from whole-muscle pieces.

As with all of Nature's Premium offerings, the pre-sliced deli meat line offers the following consumer benefits:

- No antibiotics... Ever
- No growth promotants... Ever
- No preservatives, gluten, MSG or allergens (except cheeses, which contain milk)

Nature's Premium products support retailers who are increasing their all-natural offerings and making their stores a destination for affluent natural shoppers. These consumers' willingness to pay a premium price for high-quality, responsibly raised meats is evidenced throughout the market.

Nature's Premium is promoting its all-natural meats and cheeses with the "Get Real" campaign, which features informative brochures, signage and a website (www.naturespremiumbrand.com) that helps educate consumers about natural foods with facts, recipes and more.



Lucini Italia Introduces Premium Organic Stravecchio Parmigiano Reggiano



Lucini Italia™ is turning its discerning eye to the crown jewel of Italian cheese: Parmigiano Reggiano. After winning critical acclaim for its professional quality olive oil and other gourmet products, the company is introducing the first certified organic, individually boxed Stravecchio Parmigiano Reggiano for the American market this fall.

Handcrafted in small batches in Parma, Italy, Lucini Organic Parmigiano Reggiano is a Stravecchio cheese which means it has been carefully aged for at least 36 months. The result is an ideal crystallized texture, a delicate salty flavor, and pleasant hints of hazelnut and almond.

Like French Champagne, Italian Parmigiano Reggiano carries the "Denominazione di Origine Protetta" (D.O.P.) designation which requires that the variety be produced only in specific regions of Italy including areas of Bologna, Mantua, Modena and Parma. The D.O.P. label is a guarantee of origin as well as a testament to the traditional Parmigiano Reggiano process perfected by artisan Italian cheese makers over centuries.

Available nationwide this fall, the new Lucini Organic Stravecchio Parmigiano Reggiano will retail for the suggested price of \$25 per piece. While hand cutting the cheese wheels naturally produces irregularities in the shape of individual wedges, every box of Lucini Parmigiano Reggiano is guaranteed to contain at least 8 oz of cheese.

Crack Heard Around the World



■ Andover, MA



■ Vancouver, BC



■ Atlanta, GA



■ Kensington, UK



■ Overland Park, KS

Whole Foods Market Wheels in a Guinness World Record

Breaking into a wheel of our 24-month aged Parmigiano Reggiano is like "cracking open happiness." There is a centuries-old art to opening the cheese wheels by using official tools (five different types of knives) so the internal crystalline structure and crumbly texture is left intact.

To honor this tradition and celebration of this beloved cheese, Whole Foods Market's cheesemongers at its 270-plus stores attempted a Guinness World Record on Saturday April 12 by demonstrating the traditional method of breaking into hundreds of wheels of Parmigiano Reggiano simultaneously.

Shoppers turned out in droves to witness the shot at "Most Parmigiano Reggiano Wheels Ever Cracked at the Same Time," and to enjoy samples and pairing ideas. Check out these photos of Whole Foods Market's cheese departments across the globe celebrating this king of cheese.



■ Palm Beach Gardens, FL

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14 Guest Editorial

Life is a Circus:

How to Juggle Your Life and Keep it in Balance

By: DR. NANCY D. O'REILLY



NANCY D. O'REILLY

Mary is an Ivy League graduate, with top honors in accounting. She recently became a Certified Public Accountant and landed a job in one of the city's top accounting firms. She prepared herself for a future as a partner in the firm. Married to her college sweetheart, Mary believes all of her hopes and dreams are coming true! Ted is her talented

attorney-husband, who has also hit his career stride and is counting the days until he becomes a full partner. Both of them want a family and a house. Perfection is something they both seek, and they both believe with hard work, patience and diligence, everything is possible. Sounds wonderful, doesn't it?

Unfortunately, reality has hit Mary and Tom hard. They work long hours and barely have time to eat together, much less time to talk about their hopes and dreams for the future. Mary feels pressure to meet deadlines at work and is finding her hours only increase as the work keeps piling up. She arrives home tired and irritable, avoiding the chores that await her. Tom also has deadlines and feels pressure to be a top-performer at work. He is expected to bring in new business and take care of existing accounts. After a long day at work, he arrives home to find Mary as irritable and overwhelmed as he is. Instead of sharing their thoughts and trying to relax with each other, they are both pre-occupied with their chaotic schedules. Does this situation sound familiar?

Mary and Ted know they must find some kind of resolution before their marriage and livelihoods are compromised by the stress they feel. Mary, a great multi-tasker, has started looking into different kinds of resources they might benefit from. Her friends tell her it is time to get some help around the house and not feel guilty about it. Ted takes Mary's lead and starts asking friends and colleagues about social activities that he and Mary can share together.

Finally! The situation is on its way to being resolved. Both Ted and Mary are finding ways to juggle their work and home responsibilities. What can you do to improve your own life circus?

Here are some of tips you can implement to find more peace and less chaos in your schedule:

1. Take care of you. Are you being accountable for your own care? Not just physical, but mental and emotional health are important, too. When was the last time you saw your doctor, got a haircut or went to the gym? Create a list and start making a change for the better. Join a local fitness club, get involved with community service, find a church or social organization to build relationships. Eat right, exercise, reduce your stress levels and find time to socialize and renew old friendships. Take up new hobbies or renew your interest in old ones. You can even go online and connect!

2. Outsource your household responsibilities. You can start off by calling a cleaning service! After all, hiring someone to help with chores and cleaning could reduce your workload and give you more free time to do the stuff you actually enjoy like

spending time with family and friends. Many companies offer different kinds of support personnel to do chores like dusting, mopping, cleaning, laundry and even some light shopping. You can even hire someone on a weekly or monthly basis. Don't feel guilty about it, either! Everyone needs extra help at one point or another.

3. Hire someone for your outside chores. Mowing the grass, cleaning up the yard and doing household repairs can take up a lot of spare time, even if they're done during the weekend. If you want to spend more time with loved ones or friends, or even find time for the hobbies you once loved doing, look into a yard service or hire a neighborhood kid to help.

4. Review your job responsibilities. You may be spending extra time on duties that could easily be passed on to an assistant or secretary. If there isn't already a support staff in place, confer with your boss or supervisor to see if there is budget to hire someone for this kind of help. Maybe you can find a part-time intern who is willing to help, in exchange for college credit or an hourly wage. Review your job on regular basis and assess where you want to be.

5. Work with your colleagues. When you offer to help your co-workers with their client accounts and projects, don't feel guilty about asking for their help when you need it. If you are taking on more tasks and projects than you can handle, not only can this backfire with your boss, it can negatively affect those around you, such as your colleagues and clients. Know your limits ahead of time; if there is a huge project that needs to be finished in a week, plan ahead and ask help when necessary.

6. Take a look at your remaining household responsibilities. Consult with your partner or spouse about the jobs you prefer doing and make a list of who does what. Ted loves the stock market and loves to invest, so he's in charge of investments and retirement funding. Mary, being an accountant, wants to see everything balanced and she will pay the bills, adjust the family budget and balance the checkbook. Talk weekly about how the plan is working and if it needs to be "tweaked," you can easily make changes as needed.

7. Make time for the important stuff. Set goals for both work and personal fulfillment, and consult with your spouse or partner. Ted and Mary are already planning on a second honeymoon in Europe. They both agree it's time to renew their vows and talk about those "hopes and dreams" again. They've even talked about their plans for a family and who will take time off from work.

ABOUT THE AUTHOR

NANCY D. O'REILLY, PsyD, is a clinical psychologist, researcher and founder of the online resource *WomenSpeak.com*, based on a decade of research. A member of the American Psychological Association with more than 25 years of experience, Dr. O'Reilly counsels clients on topics ranging from mental health and stress to relationships and careers. She is author of the forthcoming, "Timeless WomenSpeak About Feeling Youthful At Any Age," and hosts a radio program, called "Timeless WomenSpeak." For more information, visit her website: www.women-speak.com or call: 417-886-7061.



TALENTED YOUNG ACTOR Adrian Alonso, known for his role in "Under the Same Moon," takes on a new role as Mensajero Tang (Tang's Little Messenger). Adrian is pictured holding Tang products which include its famous orange as well as one of the seven new flavors, strawberry.

Tang Partners with Major League Soccer

To Provide Young Latinos with the Ultimate Summer Experience

Tang has announced a partnership with Major League Soccer (MLS) to present "Verano MLS Presentado por Tang," offering young Latinos and their families an exciting summer experience. The soccer program sets the stage for the talented, 14-year-old actor Adrian Alonso, who takes on the role as Mensajero Tang (the Tang Messenger). Alonso will bring the excitement from the soccer field to Hispanic homes and share the news about new Tang flavors.

"Verano MLS Presentado por Tang" provides young people ages eight to 12 with a free opportunity to play soccer twice a week and receive professional training while creating a connection between participants and their favorite MLS stars. The program also serves as the platform for the debut of seven new Tang flavors. Introduced under the tagline "Los Sabores que te Llevan a Casa" (The Flavors That Take You Home), the new Tang flavors are: Horchata, Jamaica, Mango, Strawberry, Lime, Pineapple and Orange.

"Verano MLS Presentado por Tang" enables young Latinos to celebrate their heritage through their passion for soccer, all while experiencing the new Tang flavors," said Robyn Kestenbaum, brand manager for Tang. "Tang is evolving just like Latinos living in the U.S. We understand that the Latina mother is passionate about experiencing new things with her children, yet wants to share her traditions with them whether it's through soccer or familiar flavors."

The fun-filled experiences young people will share on the soccer field are what Alonso hopes to capture as Mensajero Tang. Most recently seen in the critically acclaimed film *Under the Same Moon*, Alonso serves as the link between the participating young people on the soccer field, the moms at home and the new Tang flavors. He will participate in on-field events in Dallas, Houston and Los Angeles and find out what young people have to say about the latest flavors.

"Mensajero Tang is a fun project because I get to tell moms what we kids like and what we think about the new Tang flavors," said Alonso. "The new flavors are great and the best thing is that I get to enjoy them and share them with friends on the soccer field, playing a game I love."



ZonePerfect Dark Chocolate Nutrition Bars

The Healthy Way to Indulge

ZonePerfect Dark Chocolate Nutrition Bars bring the dark chocolate trend to the nutritious snacks category. They provide balanced nutrition for busy people who refuse to sacrifice great taste. ZonePerfect Dark Chocolate Nutrition Bars contain 180-190 calories per serving and are an excellent source of protein (12 grams per serving), rich in antioxidants (Vitamins C & E, and Selenium) and a good source of 19 essential vitamins and minerals. ZonePerfect Dark Chocolate Nutrition Bars contain an ideal balance of carbohydrates, protein and fat to keep on-the-go consumers satisfied. ZonePerfect Dark Chocolate Nutrition Bars are sold individually and in multi-packs to five and twelve bars.

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Grocery



New Ragu Fresh & Simple Pouch

Microwavable Sauce in a Pouch From Ragu Debuts

With new Ragu Fresh & Simple microwavable pouches, having a hot, nutritious meal on the table for the family is faster than saying "Drive-Thru."

According to a recent survey by Ragu, 57% of moms said it's difficult to find a meal for their family that is both nutritious and convenient to prepare in under 30 minutes. That's why Ragu has developed the next evolution of pasta sauce, Ragu Fresh & Simple pouch, packaged in a 90-second microwavable pouch, leaving no messy pots to clean or half-empty jars in the fridge. With new Ragu Fresh & Simple pouches, quick, wholesome weeknight meals are as easy as "clip it, pop it, pour it" — simply clip the corner of the pouch to vent, pop it in the microwave, pour the sauce directly onto pasta, and toss out the empty package.

"Ragu continuously seeks ways to make our products more convenient and healthy for busy families," said Donna Barker, Marketing Director for Unilever. "We



are proud to have created a product with the great taste and wholesome goodness of traditional Ragu, updated for the changing needs of today's on-the-go families."

Like Ragu traditional sauces, Ragu Fresh & Simple pouch products are all-natural with no artificial additives or preservatives. Plus, kids still get a full serving of veggies in every 1/2 cup of sauce without any added sugar. Ragu Fresh & Simple pouch products are also a good source of Fiber, Vitamins A, C and E, contain lycopene, and have no cholesterol, trans or saturated fat per serving.

"We all lead frantic lives, but we shouldn't forgo nutritious home-cooked meals because of it," commented TV Food Network's Robin Miller. "Until now, quick and healthy were mutually exclusive mealtime goals. With Ragu Fresh & Simple pouches, moms like myself, are provided an easier way to make smaller meals faster without sacrificing the great taste kids want with the nutrients they need."

Ecover Drives Sustainability Home with New Car Wash & Wax Product



Green means go for new Ecover ecological Car Wash & Wax and Car Glass & Interior Cleaner launching to retail in August. The phosphate-free, low-foaming cleansers use the power of nature to clean and degrease any hot rod, land yacht or hybrid. New ecological Ecover Car Wash & Wax retails for a MSRP of \$5.00, Ecover Car Glass & Interior Cleaner retails for \$6.00.

To naturally remove dirt, oil and grease, plant and mineral-based ingredients including surfactants derived from coconut, carnauba wax, and citric acid come factory standard in the new Ecover Car Wash & Wax and Car Glass & Interior Cleaner. Wash & Wax product leaves behind a protective plant-based wax coating.

And as with all Ecover products, Ecover Car Wash & Wax and Car Glass & Interior Cleaner quickly and completely biodegrade with minimum impact on aquatic environments.

Friskies® Selects® Indoor



New Cat Food Line Features Premium Recipes for New Indoor Cats

Capitalizing on the growth of the indoor cat food category, Friskies brand cat food is introducing the first line of wet indoor formulas with mass distribution in retail channels nationwide.* New Friskies Selects Indoor, which features high quality ingredients and healthy benefits for indoor adult cats, began shipping nationally in June 2008.

The new line of wet cat food features eight "Select" recipes that are reminiscent of entrées prepared from scratch. Each entrée showcases the inclusion of grains and greens. And, every spoonful of Friskies Selects Indoor delivers health benefits for indoor adult cats, including promoting healthy weight and hairball control.

"While the dry indoor cat category continues to show solid growth,

there currently is no widely available wet indoor cat food for consumers who do their primary shopping in mass merchandise and grocery store retail outlets," said Rebecca Schulz, Brand Manager for Friskies. "Considering that many cat owners actually prefer to feed wet food over dry and that nearly 75 percent of Friskies consumers own indoor cats, our goal with Friskies Selects Indoor is to meet their need by introducing this high quality, premium indoor wet cat food."

Made with real salmon, turkey, chicken, beef or ocean whitefish, the new Friskies premium recipes are inspired by the way health-conscious consumers live and eat today. The new line of wet indoor formulas features eight recipes and three new "texture" experiences in-

cluding the following:

- Three Casserole Entrées have a thick gravy stock and naturally irregular morsels to create a homemade-like texture;
- Two Loaf Entrées feature visible grains and garden greens;
- Three Grill Entrées feature the look of shredded meat or poultry cooked in its own natural juices.

Friskies Selects Indoor is being supported by an aggressive marketing campaign that includes national television and print advertising; national FSIs; and in-store merchandising support. The new line of indoor cat food has a suggested retail price of \$.79 to \$.89 per can.

*Change to AC Nielsen 2003-06/14/2008



Walkers Introduces Three New Shortbread Thins

Walkers Shortbread, the award-winning family bakery in the Highlands of Scotland, is introducing three new almost featherweight Shortbread Thins in Lemon, Raspberry and in traditional Pure Butter versions. Loyal fans of the delectable buttery Walkers taste will rejoice in the three new delightfully crisp versions of their favorite cookie.

The Pure Butter Thins have the same world famous full rich taste of the brand's traditional shortbread cookies.

Each of the Lemon Thins has a flower inspired design on it and offers the traditional shortbread taste with a refreshing tang of Sicilian lemon for an extra zing.

Pieces of real raspberry add texture and fresh fruit sweetness to the Raspberry Thins, which boast a Celtic style design.

The Shortbread Thins, available in 4.2 oz rectangle cartons at a SRP of \$5.99, feature Walkers signature red tartan plaid and elegantly display the cookies inside. The image on each box cover varies. Sprigs of yellow flowers are displayed on the Pure Butter Shortbread Thins box, while the Raspberry Thins carry the image of succulent red raspberries and moist wedges of lemon adorn the Lemon Thins.

Famous Chicago Barbeque Spot



The Smoke Daddy Launches Retail Line of Barbeque Sauces

One of Chicago's most renowned neighborhood barbeque joints, The Smoke Daddy has launched a retail line of their famous barbeque sauces for those seeking to enjoy the flavors found at The Smoke Daddy at home. The signature sauces will lead the way for additional products to be introduced into the marketplace within the next year.

Retailing from \$4.00 to \$6.00 per 19 ounce bottle, the sauces are available in three signature flavors: Smoke Daddy Original, Smoke Daddy Sweet and Smokey and Smoke Daddy Mustard Q. Each sauce is created from natural ingredients and complements the flavors of a variety of meats and chicken. The sauces are also a great base for salad dressing, dipping sauce, and sandwich spreads.

"We are thrilled to be able to offer our signature sauces outside of The Smoke Daddy, allowing people across the country a taste of Chicago's favorite barbecue" commented Josh Rutherford, co-owner of The Smoke Daddy.

Since opening in 1994, The Smoke Daddy has been a mecca for barbecue in Chicago and the Midwest. The Dunlavy Restaurant Group took ownership of The Smoke Daddy in 2002. Since then, The Smoke Daddy has gained national recognition from the likes of Rachel Ray and Bobby Flay of the Food Network for its approach to barbecue, which includes smoking meat and vegetables every day using the finest hickory, apple and cherry wood.

The Smoke Daddy expects to see national offerings of the sauce by the fall of this year. The introduction of additional items such as Smoke Daddy Mojo Rub, Smoke Daddy BBQ Chips, and Smoke Daddy Bloody Mary Mix is planned for 2009.

Beer is Again America's Alcohol Beverage of Choice

According to a new Gallup poll, beer's lead over wine and spirits has returned to double-digits for the first time since 2002, particularly among adults between the ages of 30 and 49 who tried wine for a few years then shifted back to beer.

The annual Consumption Habits poll, released recently on Gallup's Web site, shows that in combined data from Gallup's 2004 and 2005 Consumption surveys, drinkers between the ages of 30 and 49 were about as likely to prefer wine as beer. Now, drinkers in this age bracket have shifted back to beer, with an average of 47 percent in the combined 2007-2008 data saying they most often drink beer. Drinking preferences among adults ages 21-29 have remained stable in recent years, with the majority showing a wide preference for beer.

"This poll shows what we've always known — that trends will come and go but beer is here to stay," said Bob Lachky, executive vice president, Global Industry and Creative Development for Anheuser-Busch, Inc. and leader of "Here's To Beer," a two-year-old campaign that toasts Americans' appreciation for beer. "More Americans are learning — or relearning — how to appreciate the wide variety of beer styles available and how easy it is to pair beer with all types of food, which is also attracting new adult consumers to the beer category."

Beer continues to represent the largest segment in the alcohol beverage category in volume and dollar sales, accounting for 56 percent of all alcohol beverage servings.

Flowers Acquires ButterKrust in Florida

Continued from PAGE 1

foods for retail and foodservice customers. Flowers operates 36 bakeries that produce a wide range of bakery products marketed throughout the Southeastern, Southwestern, and mid-Atlantic states via a direct-store-delivery network and nationwide through other delivery systems. Among the company's brands are Nature's Own, Whitewheat, Cobblestone Mill, Sunbeam, Blue Bird, and Mrs. Freshley's.

Food Retailers and Manufacturers Face Dilemma with Rising Food Prices

Continued from PAGE 2

margins as consumers become more accepting of price increases," said Pat Conroy, vice chairman and Deloitte's US Consumer Products Leader.

In the longer term, global food price stability should return, although there is a big "if" in this scenario. Conroy notes: "If market forces are permitted to function, food production will expand, land efficiency will increase, and prices will ultimately come back down. However, agriculture is one of the last bastions of intense government involvement in the market."

"Therefore, retailers and suppliers must prepare for various scenarios, including the worst with continued increases in commodity prices and slowing consumer spending. They must exhibit flexibility, minimize costs, maintain multiple supply chain choices and clearly differentiate from competitors."

Year Round BBQ Grilling At All-Time High

Gas Grill Ownership, More Men Cooking Contribute To Trend

BBQ grilling is no longer just a summertime activity as an increasing number of Americans fire up their grills year round, according to The NPD Group, a leading market research company.

NPD's 22nd annual "Eating Patterns in America" report shows that outdoor grill usage in America is at an all-time high; nearly double what it was 20 years ago. In 1985, 17 percent of households used a grill at dinner at least once during an average two-week period throughout the year; in 2007, it was 38 percent.

Top Ten Foods Grilled

1. Burgers (any, with or without bun)
2. Steak
3. Chicken
4. Hot Dogs
5. Pork Chops
6. Potatoes
7. Vegetables
8. Other Pork Cuts
9. Sausage
10. Seafood

"While summer still accounts for the highest consumption levels of grilled food, grilling has increased the most in the other seasons of the year," says Harry Balzer, vice president at NPD and author of the firm's report on "Eating Patterns in America."

The increase in year round grilling coincides with the increased ownership of gas grills, according to Balzer. The majority of households have an outdoor grill (76 percent)

and the grill of choice is one that uses gas — 75 percent of grill owners have a gas grill.

In 2007, NPD estimates grill sales grew by 3.2% (unit sales) from the previous year (2006).

"Grills and other outdoor living products continue to be a bright spot in an otherwise challenging market," says Mark Delaney, director of NPD's Home industry sector. "There's a BBQ grill designed to fit the needs and budget of every consumer, helping to make this category the most popular outdoor entertaining item owned."

Balzer also attributes the steady rise in grilling with the increasing number of men cooking at home. "This is the one cooking appliance men are more likely to use than any other appliance in the home," he says.

According to NPD's latest data, 41% of men say they always do the grilling, while only 17% of women say they always do the grilling. "There is no doubt we are a nation of grillers," says Balzer. "It's convenient, saves time, tastes good, and, perhaps most important to women, the man does it."



Tea Professionals Honored

At a special celebration held at the Millennium Broadway Hotel in New York City recently, the Specialty Tea Institute (STI) recognized the first group of tea professionals to complete its Level Three Tea Certification Program. A total of 15 students graduated from the program after completing a series of foundation and advanced courses requiring a total of 80-100 hours of class and study time.

Each student was awarded the title of Certified Tea Professional (CTP) and received a "diploma" awarded by their instructors: Donna Fellman, Phil Parda, Yoon Hee Kim, and Suzette Hammond.

The President of the Tea Association, Joe Simrany was also on hand to personally congratulate the students and wish them well with all their future endeavors. The Chairman of STI, Richard Guzauskas, sent the students a message of congratulations for all of their work and dedication in the program.



GRADUATION DAY - Karen Hartwick, Gretchen Iler, Gillian Niblett, Amy Lee and Mohammed Hanif.



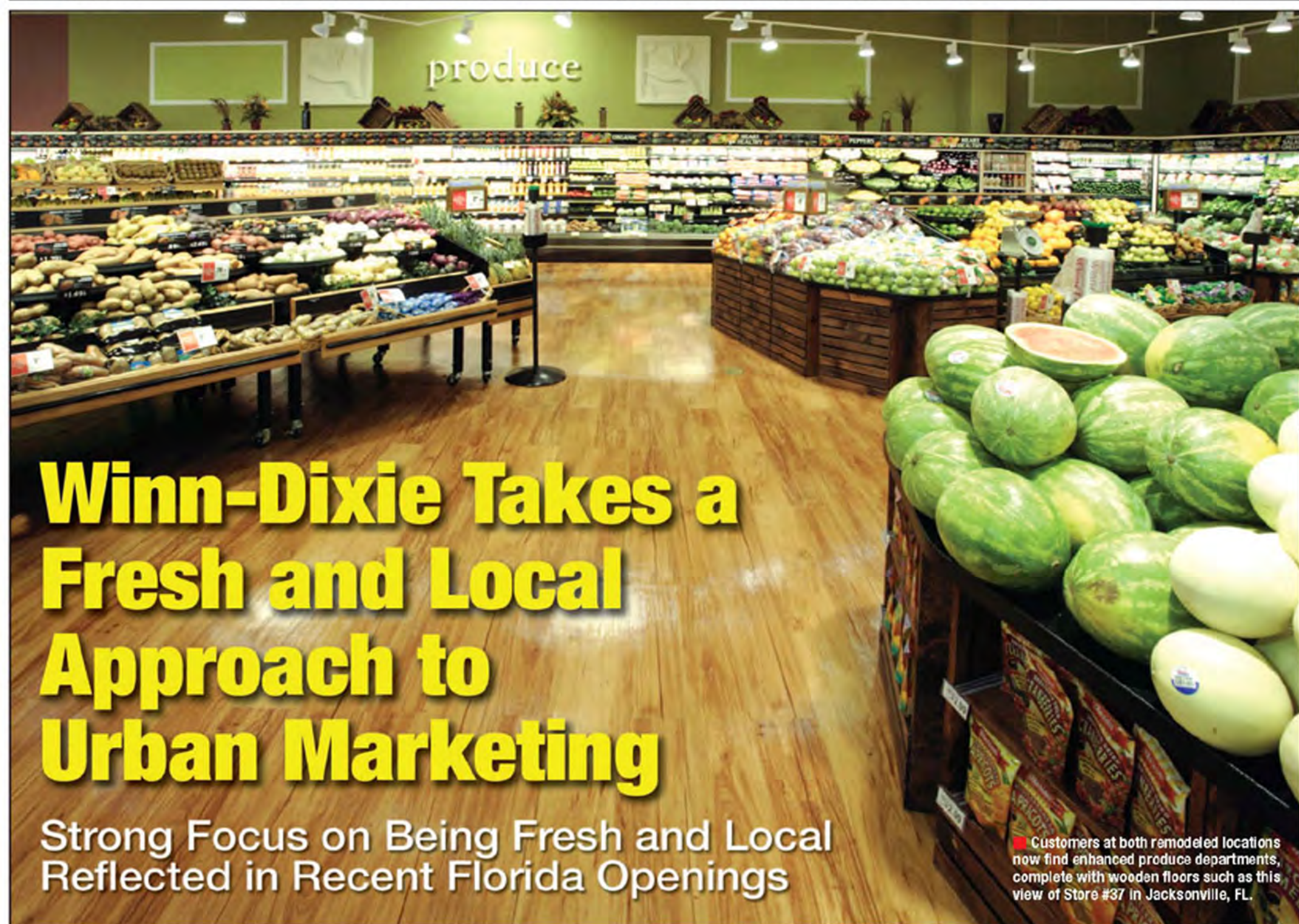
CAROL HERNDON

Food Lion Names Carol Herndon as CFO and Chief Adm. Officer

Food Lion LLC has promoted Carol Herndon to Chief Financial Officer (CFO) and Chief Administrative Officer. Herndon will continue to have senior leadership responsibility for all of Accounting & Analysis, as well as Information Technology. In addition, she will now be accountable for Corporate Development, which includes real estate, store development, mergers and acquisitions, construction, maintenance, equipment procurement and energy management.

Herndon's career at Food Lion began when she joined the organization as a financial controller in 1989. She has also served as corporate controller, director of Accounting, vice president of Information Technology and, most recently, as executive vice president of Accounting & Analysis and Information Technology for Food Lion LLC, and Chief Accounting Officer for Delhaize America, Inc., Food Lion's parent company. Prior to joining Food Lion LLC, Herndon was a manager with Ernst & Young in Winston-Salem, N.C.

Herndon holds a bachelor's degree in Business Administration with a concentration in Accounting from the University of North Carolina at Chapel Hill and is a Certified Public Accountant. She and her husband, Mike, reside in Salisbury, N.C., with their two children, Carson, 15, and Bailey, 9.



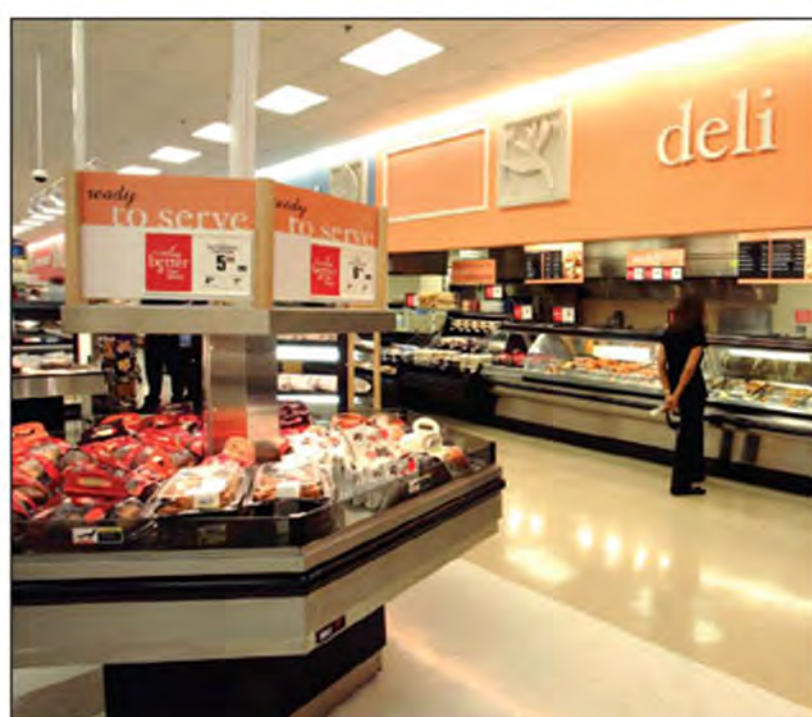
Winn-Dixie Takes a Fresh and Local Approach to Urban Marketing

Strong Focus on Being Fresh and Local Reflected in Recent Florida Openings

Customers at both remodeled locations now find enhanced produce departments, complete with wooden floors such as this view of Store #37 in Jacksonville, FL.

Winn-Dixie Stores, Inc. President, CEO and Chairman of the Board, Peter Lynch believes that a solid business plan with a strong focus on being fresh and local is key to helping the 521-store chain achieve its vision of becoming a leading neighborhood grocer in every market it serves. Under Lynch's leadership, Jacksonville, FL-based Winn-Dixie entered into, and emerged from, Chapter 11 in a record-setting 21 months. Today, the new company, which is immersed in an aggressive store remodel program, has identified five key segments to target when merchandising and marketing their stores.

Jim Carrado, Vice President-Neighborhood Marketing, is responsible for developing the right product mix for the company's Hispanic, Kosher, Affluent, Resort and Urban stores. He does so by incorporating specific shopping preferences into a core merchandising plan. "It's



The deli department at Store #214 in Liberty City now features kiosks with a variety of ready-to-serve meal solutions.

no longer effective to follow a one-size-fits-all approach," Carrado told TODAY'S GROCER. "We must evaluate the consumer base at store level and provide a product mix that is tailored to each neighborhood we serve."

Carrado goes on to point out that within any particular segment, there are differences that are dictated by the needs of the community. A clear illustration of this point can be seen in the recent remodels of two of the



Mark Sellers, Jacksonville Regional Vice President; Ron Williams, District Manager; Juan Mott, Store Director; and Peter Lynch, Winn-Dixie President, CEO & Chairman of the Board officially open the downtown Jacksonville store #37 with a ribbon-cutting ceremony on July 9.

company's Urban stores. Store #214, located at 1150 N.W. 54th Street in Liberty City, a community in northwest Miami, serves neighborhoods that are predominantly African-American and Hispanic. Store #37, located in

downtown Jacksonville, serves a diverse clientele that runs the gamut of the socio-economic spectrum from low income to affluent.

"Our concern at each of these locations was developing the right product mix," said Carrado. "We could remodel the stores, but without changing our merchandising to reflect the neighborhood, we would not see the best return on our investment."

The Liberty City location presented many challenges for the grocer, including a customer-base that had all but given up on the store. The grocer tackled this head-on by combining community outreach and consumer research with an extensive remodel to make the location "right" for the neighborhood.

At the grand opening ceremony, City of Miami Mayor Manny Diaz and City Commissioner Michelle Spence-Jones, praised Winn-Dixie for honor-



The Wine & Beer aisles at the Jacksonville store offer customers a wide selection to choose from.



The newly-added seafood department in the Jacksonville location is well-stocked with a variety of products. As an added service to customers, Winn-Dixie offers on-site seasoning and/or steaming.



■ JACKSONVILLE Mayor John Peyton speaks at the store's grand opening celebration. He congratulated the Jacksonville-based grocer for its dedication to the city and its commitment to getting better all the time.



■ Winn-Dixie Regional Grocery Merchandiser Don Plese [second, right] pictured with George Eberhart, Willie Prince and John Deleu, Flowers Foods.



■ Store #37 is the only full-service grocery store serving downtown Jacksonville. The contemporary store front was designed to reflect the urban architecture of the area.

ing their commitment to Liberty City by delivering a state-of-the-art supermarket for the community to enjoy. New features in the 53,000 sq. ft. location include an expanded produce department that includes a large organic selection, a custom sub-sandwich shop, wood-burning rotisserie, wing bar and a brand new floral department. In addition, the store is now merchandised to meet the needs of its shoppers.

The downtown Jacksonville location, which is the only full-service grocery store serving downtown, presented a different set of challenges because of its age and size. At 30 years old and just over 27,000 sq. ft., the store was in need of a complete renovation.

Again, the grocer followed its business model of using community outreach, consumer research and an extensive remodel to address customer concerns and create a uniquely different shopping experience from the outside in.

The new store features 2,500 additional square feet, a brand new glass and brick exterior, new color palette, new lighting and a police stop station for Jacksonville Sheriff's Dept. officers.

Bright lighting and landscaping throughout the parking lot and a cart containment system, which prevents shopping carts from being wheeled off the premises, have also added to customers' comfort and security. Product mix was carefully evaluated and the store is now merchandised to appeal to the many demographic segments who shop there.

"The challenge of merchandising to such a diverse audience in such a small space called for very careful planning and evaluation," said Carrado. "At the end of the day, we are getting better all the time at Urban Marketing and I believe that we have created a fresh and local shopping experience for our customers in Liberty City and downtown Jacksonville."



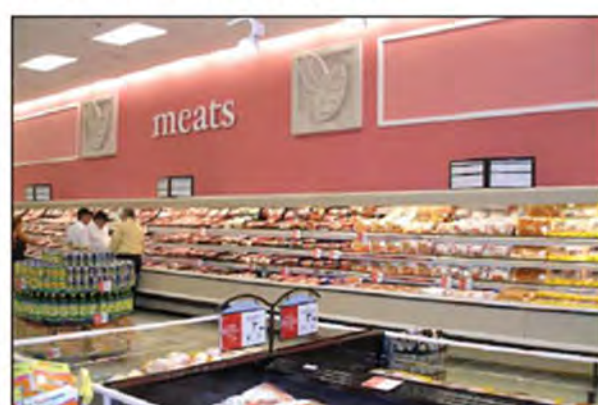
■ AT THE LIBERTY CITY GRAND OPENING to conduct a seafood cooking demonstration, featuring Glory Foods products, were broker sales representative Jim Nelson, Alliance Sales Produce Sales Merchandiser, and Chef David Francis.



■ WINN-DIXIE Chairman and CEO Peter Lynch pictured with Store #214 Manager James Morris, District Manager Walt Grossman, and Regional Director Randy Rambo.



■ A view of part of the frozen food department in the newly remodeled Liberty City store.



■ The expansive Meat Department at Store #214 in Miami's Liberty City.



■ WINN-DIXIE Meat Merchandiser Mike Duckworth, District Manager Tony Jorges, and Winn-Dixie V.P. Neighborhood Marketing Jim Carrado in Miami.



■ WINN-DIXIE Chairman and CEO Peter Lynch addresses those gathered at the Liberty City Grand Opening.



■ IN CELEBRATION of the Liberty City Grand Opening, the Winn-Dixie Foundation presented a check for \$5,000 to the Liberty City Optimists Club.



■ THE PRODUCE DEPARTMENT at Store #14 in Liberty City features an expanded selection of fresh fruit and vegetables, including a large organic section.

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GEOGRAPHICAL ADVANTAGES

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Mentley, FL
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New Orleans, LA

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Ice Cream
Frozen Meat
Bakery/Deli

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22 Beverage



Sun Shower™ Introduces All Natural 100% Super Juice Line

Strength, Defense and Stamina are not the names of new super heroes, but three of the five products in Sun Shower's™ new line of all natural 100% Super Juices.

Sun Shower's™ all natural 100% Super Juice line consists of five single-minded nutritional benefit driven products: Stamina, Defense, Heart Healthy, Revitalize and Strength. Each 64 ounce plastic bottle contains eight servings. With two servings of fruit and/or vegetables and only 120 calories per 8 ounce serving, they're great for the entire family. All five products are fortified with "Life-guard™" Protection.

Stamina (Grape Apple) —

Fights fatigue and enhances energy. Charged with electrolytes and powerful antioxidant vitamins A, C, & E. Fortified with 20-plus essential vitamins, nutrients, amino acids, electrolytes and herbs.

Strength (Orange Crème) — Fuels and repairs muscles. This powerhouse is packed with 20 grams of protein per eight ounce serving and contains essential amino acids to help keep your body moving. Fortified with 15-plus essential vitamins, nutrients, amino acids, electrolytes and herbs.

Revitalize (Apple Kiwi Mango) — Restores balance and essential elements for your body. Boosts immune system and pro-

motes longevity. Charged with electrolytes and fortified with 25-plus essential vitamins, nutrients, amino acids, electrolytes and herbs.

Defense (Fruit & Veggie Berry) — Immunity booster which fights stress and fatigue. Provides increased energy and is fortified with 25-plus essential vitamins, nutrients, amino acids, electrolytes and herbs.

Heart Healthy (Tropical Passion) — Contains essential B vitamins and bioflavonoids to promote heart health. Fights stress and fatigue with powerful antioxidant vitamins A, C & E. Fortified with 15-plus essential vitamins, nutrients, amino acids, electrolytes and herbs.

Santa Cruz Organic Goes Fair Trade With Launch of Flavored Teas

Four New Flavors Blend Sipping With Social Justice



Santa Cruz Organic®, certified organic products pioneer and pacesetter, unites fair trade tea and organic fruit juice in its latest innovation. By partnering with Choice Organic Teas®, maker of certified organic and Fair Trade Certified™ teas, Santa Cruz Organic creates a flavorful and environmentally friendly new lineup.

Santa Cruz Organic uses a trinity of brewed Choice Organic Teas — green, white and black — to create four robust blends:

- **Santa Cruz Organic Lemon Tea:** a sophisticated splash of 'not-too-sweet' lemon flavor.
- **Santa Cruz Organic Peppermint Tea:** a peppermint with enough cooling power to tackle dry desert heat and muggy southern nights.
- **Santa Cruz Organic Raspberry Tea:** a well-balanced raspberry, ripe with mid-summer flavor.
- **Santa Cruz Organic Mango Tea:** smooth mango able to outshine any tropical concoction.

Both Santa Cruz Organic and Choice Organic Teas consider environmental stewardship to be an essential ingredient in all of their products. One hundred percent of the energy used in production is offset by Green-e certified renewable energy certificates. Every purchase of Fair Trade Certified tea offers consumers quality tea and provides workers and their families the opportunity to take an active role in improving their lives.

Santa Cruz Organic will begin national distribution of its teas this September. Sold in 32-ounce bottles, the new flavored teas' suggested retail price is \$2.79-\$3.29.

Nutrisoda Now Available in 12 oz. Bottles

Ardea Beverage Company, creators of Nutrisoda® has announced the launch of its nutrient-enhanced functional beverage in clear, 12 ounce glass bottles. The new packaging will provide a distinct, premium single serve offering while containing meaningful levels of vitamins, minerals, amino acids and other nutrients to help you look and feel your best. All eight Nutrisoda varieties contain zero sugar, zero aspartame and zero to few calories.

The five varieties available in bottles are IMMUNE (sparkling tangerine and lime), CALM (sparkling wild berry and citron), FOCUS (sparkling mango and peach), ENERGIZE (sparkling mandarin and mint) and RADIANT (sparkling pomegranate and blackberry). All Nutrisodas have a unique wellness benefit and feature lightly sparkling, crisp, natural fruit flavors. Their clean, fresh taste makes them a perfect complement to food, ideal as a mixer and great by themselves.

"People love Nutrisoda, so to satisfy growing consumer demand, we are providing another convenient packaging choice," said Richard Wilson, president and general manager of Ardea Beverage Company. "The premium bottle design will help drive trial in more channels and reach more consumers."



Function: Night Life

New Drink Supports Sexual Health

Function Drinks announced the launch of their newest product, FUNCTION: NIGHT LIFE, a physician's take on supporting sexual health. Function: Night Life employs the plant extract macuna pruriens and the amino acid, tyrosine, to provide the building blocks necessary for healthy dopamine levels, the neurotransmitter associated with reward and desire. Epimedium, niacin and cnidium help support healthy circulation. Function: Night Life's proprietary formula is a unique way to address sexual health, an important part of a complete healthy lifestyle.

"The desire for sexual health is universal and our customers are certainly no different," says Dr. Alex Hughes, Function Drinks co-founder & president who leads new product development for the brand. "Function: Night Life is as good as it gets for sexual health given our current understanding of physiology, science, and production capabilities in beverages. We continue to honor our commitment to delivering the most innovative products on the market and take pride in making formulations with concrete relevant functionalities accessible to everyone."

100% natural Function: Night Life is the eighth functional platform in the Function Drinks product line and is available in passion fruit guava. Function Drinks are distributed nationwide.



Full Throttle Debuts Full Throttle Hydration Drink

Once again, Full Throttle® is inviting guys to "Go Full Throttle or Go Home" — this time with the launch of Full Throttle Hydration, a new, non-carbonated energy drink packed with electrolytes and charged with Full Throttle's special energy/vitamin blend. As the brand's first non-carbonated energy drink, Full Throttle Hydration provides thirst-quenching taste and maximum drinkability. Its tropical mix flavor is now available in 16-ounce aluminum cans throughout the Southeast.

"Full Throttle Hydration is as refreshing and easy to drink as a sports drink, with the charge of Full Throttle energy," said Rafael Acevedo, Senior Brand Manager, Energy Drinks, Coca-Cola North America. "It gives guys the extra 'kick' they need to take their day 'Full Throttle.'"

Full Throttle Hydration will join the rest of the product line in carrying the tagline, "Go Full Throttle or Go Home." Other Full Throttle products include Full Throttle Original, Full Throttle Unleaded, Full Throttle Blue Demon and Full Throttle Fury.

Full Throttle will give Hydration drinkers a chance to experience kiteboarding head-on through the Full Throttle Hydration Video Contest. Videos showcasing how Full Throttle Hydration helps users to "Go Full Throttle or Go Home" can be submitted through September 30, 2008 to www.fullthrottleenergy.com. One grand prize winner will receive \$10,000 and the ultimate kiteboarding trip for two to learn from renowned Kiteboarder and co-founder of Eclipse Kites, Dimitri Maramenides.

New Rosenberger's Lemonade Iced Tea Hits the Shelves

Rosenberger's Dairies, a Delaware Valley dairy company since 1925, has expanded its line of beverages to include a refreshing summertime favorite: Lemonade Iced Tea.

The new Lemonade Iced Tea, available in half-gallon plastic containers is a half and half blend of lemonade and iced tea and will be sold in retailers' refrigerated cases.

"We're excited to be able to offer our customers a variety of products and we believe that the new Rosenberger's Lemonade Iced Tea is a welcomed addition to the existing family of Rosenberger's beverages," said Lynne Bohan, a Rosenberger's spokesperson. "We know how much our consumers love their lemonade and iced tea, and this product combines both of those flavors in a refreshing way."



Eight out of ten Americans are striving to eat healthier and Sprouts Farmers Market continues its commitment to healthful eating with a brand new market in Dallas County. The new Texas natural foods store, located in Richardson (1343 W. Campbell Rd.), joins existing markets in Plano, Flower Mound, Southlake, Frisco, Dallas & McKinney with a new location in Murphy scheduled to open October.

Selected as the 15th best city to live by Money magazine in 2006, Richardson is a perfect fit for the latest Sprouts Farmers Market. "We are excited to be part of the community of Richardson with the opening the seventh Sprouts store in the Dallas area. We've had many folks in the community stop by and let us know they are thrilled about our Richardson debut. Their enthusiasm for our great mix of fresh produce, healthier grocery items and all natural meats and fish is wonderful. I encourage the folks of Richardson to come down for a visit....we welcome you!" Dennis Morrison, Richardson Store Manager, Sprouts Farmers Market, told TODAY'S GROCER.

The 30,816 sq. ft. market is the anchor in the Pavilion East Shopping Center. "The community of Richardson has expressed great interest in a Sprouts market of their own. We appreciate the enthusiasm of our customers and pleased they will have the opportunity to experience Sprouts Farmers Market and all we have to offer. As the seventh store in the Texas region, we are excited to introduce Sprouts and our high quality produce, healthy foods and great prices" explains Doug Sanders, Senior VP & COO for Sprouts Farmers Market.

"We are excited and overwhelmed by the community support for our Richardson opening in Texas and look forward to providing our customers with healthy foods at a great value," Sanders said.

"In today's economy, Sprouts is well-positioned to offer consumers the two things they are looking for with their food purchases: Fresh, healthy foods for their families at great prices. At Sprouts, we take great pride in the fact that food dollars go further, and we are helping consumers meet their goals of healthy eating and spending less." Sprouts invites local residents to

Sprouts Farmers Market Sprouts Up in Richardson



■ SPROUTS FARMERS MARKET opened this 30,816 sq. ft. unit July 18 in the Pavilion East Shopping Center in Richardson, Texas. Sprouts specializes in farm fresh produce purchased from local growers whenever possible.

"Feel Great in '08!" Sprouts Farmers Market is one of the nation's largest specialty grocers with 26 stores and dedicated to honoring the demand for more natural foods.

Further 2008 expansion is planned for Colorado (Westminster, Parker, Ft. Collins), Dallas/Ft. Worth (Murphy) and Southern California (Seal Beach) later in the year.



■ TOP SPROUTS: Scott Wing, Co-founder & Board Member, Shon Boney, CEO, Co-founder & Board Member, Stan Boney, Chairman of the Board, and Kevin Easler, Co-founder & Board Member.



DOUG SANDERS
Chief Operating Officer



BRAD DENTON
Chief Financial Officer



■ Members of the Richardson Chamber of Commerce are all smiles as they get a first look at their new Sprouts Farmers Market and a chance to go shopping!



■ SPROUTS TEAM MEMBERS on opening day with members of the Richardson Chamber of Commerce.



■ A BIRD'S EYE VIEW of the center store showing grocery, natural groceries, and dairy department.



■ Shoppers can select 'just the right amount' in the Bulk Foods departments.

24 Strictly Natural



■ "Oatmeal on the Run"



Country Choice Organic Introduces Certified Organic Oatmeal Bars

As busy families search for healthy on-the-go foods, their expectations around taste and convenience remain high, and they are unwilling to sacrifice when it comes to flavor and quality. With this in mind, Country Choice Organic has created a healthful organic treat packed with flavor: introducing Oatmeal on the Run. Oatmeal on the Run's soft and chewy 'grab and go' oatmeal bars are available in three flavors — Oatmeal Raisin, Maple, and Apple Cinnamon.

Country Choice Organic thinks its latest offering is perfectly suited for today's hectic lifestyles. "Oatmeal on the Run is a nutritious and satisfying breakfast because there's a bowl of instant oatmeal baked into every moist, delicious bar," says John DePaolis, Chief Cookie Officer at Country Choice Organic. "Enjoyed as an out-the-door breakfast or on-the-go snack, our Oatmeal on the Run is a simple way for consumers to go organic."

Suggested MSRP for the five count package is \$3.99 (natural stores) to \$4.19 (grocery). Additionally, a nine count convenience store pack/display is now available in each of the three flavors to allow resale of individual bars; each single pouch will retail for an MSRP of \$.99.



■ Komal's Kazana Bars

Pure and Healthy Way to Satisfy Hunger and Boost Energy

Komal Herbals, the maker of premium quality Ayurvedic-inspired all natural products, has announced that select Northeastern Giant Eagle stores have added its Kazana Super Nutrition Bars to store shelves. Locations include Giant Eagle stores that carry an organic and natural products section in Pennsylvania, Ohio and West Virginia.

Inspired by the principles of Ayurveda, a natural health-care system that originated in India more than 5,000 years ago and uses the inherent principles of nature to bring the body back into equilibrium, Komal Herbals' new line of Kazana Super Nutrition Bars are made using all natural ingredients.

Each 1.58 ounce bar contains Praas — a powerful tonic made with the ancient Himalayan super fruit Amalaki (Amla berry), plus raw fruits, nuts, seeds and spices to create an antioxidant rich, wholesome super food bar that invigorates the mind and body.

Packed with protein and vitamins, Kazana Super Nutrition bars are less than 210 calories each (calories vary by flavor) and are rich in heart-healthy Omega fats. Kazana Super Nutrition bars are an excellent way to satisfy hunger and provide a natural source of energy.

Kazana Super Nutrition Bars are available in 5 fla-



VORS:

■ **CHAI.** Indian Chai flavor made from the highest quality blend of herbs and spices — a real treat for the discerning Chai lover.

■ **MANGO COCONUT.** Tropical flavors are refreshing, original, and a surprising treat for the taste buds. Pack a bar in your child's lunch to give them the energy they need for the day.

■ **PICTACHIO.** The combination of pistachios and a secret spice delivers a powerful and satisfying pistachio flavor like you have never tasted before.

■ **CASHEW CURRY.** A unique savory sweetness flavored with exotic Indian spices packed full of nutrients.

■ **COCOA CHIP.** Pure, dark chocolate and nuts is a dream come true for the true chocolate lover and it's a great way to treat yourself to chocolate without the guilt.

"Our daily nutritional needs are diverse — and consumers

need variety when choosing a nutritious snack," says Hasmukh Parekh, President of Komal Herbals, Inc. "We are delighted that our entire line of Kazana Super Nutrition Bars have been added to the select store shelves at Giant Eagle stores. With so many great flavors to offer, there's something for everyone with great taste and nutrition you come to expect from Komal Herbals."

Mellace Family Brands Extends Line of Snacks

Mellace Family Brands, a snack food innovator known for diverse product lines has announced the launch of Mama Mellace's Naturals, a line extension of all natural nuts and fruit snacks to its Mama Mellace's Old World Treats brand. The natural, healthy snacks are oven-roasted for more crunch with no added oils, no butter, no cholesterol, no trans fat and no preservatives.

"The Mama Mellace's Old World Treats brand is all about simple, homemade goodness and natural ingredients," says Mike Mellace, president and chief executive officer. "With this line extension of Mama Mellace's Naturals, we continue to build on that promise by making an uncomplicated snack,

simply better."

Mama Mellace's Naturals feature three new offerings including Sea Salt Almonds, Sea Salt Cashews, and Fruit and Nut Mix. All of the nuts in the new line are oven-roasted for a better quality snack compared to the industry standard of oil-roasted nuts. The Fruit and Nut Mix is made with real fruit, including dried blueberries and orange-cranberries, which are blended with almonds, cashews and yogurt chips. The products are packaged with portability and snacking in mind. Mama Mellace's Naturals are featured in three or four-ounce pillow pouch bags and 9 or 8.5 ounce reusable and microwave safe tubs.



Sprouts Farmers Market Launches New Website

Sprouts Farmers Market announces the launch of its new and revamped customer-focused website. The website provides customers with a friendly, easy-to-use format enabling them to view Sprouts weekly ads, access health information, healthy recipes, and sign up online for events and lectures.

The website, designed to help customers achieve vitality and maximum health, includes tools that provide customers with a better shopping experience through educational resources. Customers can access information on topics including natural remedies to help combat fatigue, ease allergy symptoms, manage menopausal symptoms with holistic methods and improve digestion.

"Our customers tell us that our



stores are fun to shop, and they enjoy the unique experience of finding great values on healthier foods.

We wanted to convey that same concept with our new Website design. I think we've accomplished

this and more, with enhanced and expanded information that our customers want to find on our site" explained Doug Sanders, Sr. VP and Chief Operations Officer for Sprouts Farmers Market.

Resources on the new site also include in-depth information for each of Sprouts food departments, health & wellness tips, foods in season, news & announcements, food origins, recipes, and career opportunities. In 2007, Sprouts hosted nearly 850 events educating customers on a variety of topics and even more exciting events to come in '08 & '09!

"As the corporate nutritionist for Sprouts, I am excited to have our customers have access to credible health information to help them live healthier lifestyles through our new website design" said Patti Mil-

ligan, M.S., R.D., C.N.S. "We have extensive health and wellness events in our stores and customers tell us they love the fact that Sprouts offers them not only healthier food selections, but also the education on how to utilize the products for healthier living! Our new website design will enhance our mission in this area," continues Milligan.

Sprouts Farmers Market, one of the nation's fastest growing retailers, will open seven locations in summer and fall 2008. The roll-out includes new stores in Texas (Murphy, Richardson, McKinney), California (Tustin, Seal Beach), and the natural grocer's first locations in Colorado (Westminster, Parker, Ft. Collins).

Their website is located at www.sprouts.com.

Consumer Price Index Registers Highest Jump in 26 Years

Continued from PAGE 2

cent rate in the first three months of 2008. This brings the year-to-date annual rate to 5.5 percent and compares with an increase of 4.1 percent in all of 2007. The index for energy increased at a 29.1 percent SAAR in the first half of 2008, accounting for around half of the advance in the all items CPI-U during that period. Energy commodities increased at a 34.7 percent rate and energy services rose at a 20.1 percent rate.

The food index rose at a 6.8 percent SAAR in the first half of 2008, accounting for about one-sixth of the overall CPI-U increase in the period. The food at home index increased at an 8.7 percent annual rate in the first half of 2008, compared to a 5.6 percent increase for all of 2007. Four of the six major groups accelerated over last year. The increases ranged from annual rates of 15.5 percent for the index for cereal and bakery products to 5.2 percent for the index for meats, poultry fish and eggs.

The CPI-U excluding food and energy increased at a 2.5 percent SAAR in the second quarter after rising at a 2.0 percent rate in the first three months of 2008. The advance at a 2.3 percent SAAR over the first six months of 2008 compares with an increase of 2.4 percent in all of December in the

The index for food at home went up 1.0 percent in June, with indexes for four of the six major grocery store food groups sharply accelerating.

shelter and medical care indexes and a larger rate of decline in the apparel index more than offset acceleration in the indexes for recreation, education and communication, and other goods and services. The shelter index increased at a 2.2 percent SAAR after increasing 3.1 percent in 2007 while the apparel index declined at a 1.9 percent rate after falling 0.3 percent in 2007.

The food and beverages index rose 0.7 percent in June. The index for food at home increased 1.0 percent, following a 0.3 percent rise in May. Four of the six major grocery store food group indexes accelerated in June. The index for fruits and vegetables, which was virtually unchanged in May, rose 2.8 percent in June. The index for fresh vegetables rose 6.1 percent in June and the indexes for fresh fruit and for processed fruits and vegetables increased 0.8 percent and 1.2 percent, respectively. The index for dairy and related products increased 1.6 percent in June after a 0.1 percent decline in May. The index for

meats, poultry fish and eggs rose 0.8 percent in June after a 0.1 percent increase in May. The beef and veal index increased sharply for the second month in a row, up 1.7 percent in June after a 1.5 percent increase in May. The pork index turned up, increasing 0.6 percent in June after declining 0.8 percent the previous month. The index for eggs increased 1.4 percent in June after a 3.8 percent decrease in May and is 23.2 percent higher than in June 2007. The index for nonalcoholic beverages and beverage materials rose 0.2 percent in June after a 0.9 percent decline in May. The two decelerating groups were cereals and bakery products, increasing 0.5 percent in June after a 1.6 percent rise in May, and other food at home, up 0.4 percent in June after a 0.5 percent increase in May. The indexes for food away from home and for alcoholic beverages increased 0.5 and 0.1 percent, respectively.

The index for housing rose 0.5 percent in June, the same increase

as the previous month. The index for shelter increased 0.3 percent, following a 0.2 percent rise in May and a 0.1 percent increase in April. Within shelter, the indexes for rent and owners' equivalent rent increased 0.4 and 0.3 percent, respectively. The index for lodging away from home increased 0.7 percent in June. The index for household energy registered its fifth consecutive large increase, increasing 2.1 percent in June. The index for fuel oil rose 10.4 percent for the second consecutive month and is 78.0 percent higher than in June 2007. The index for electricity, after increasing for three consecutive months, declined 0.1 percent in June. The index for natural gas increased sharply for the fifth consecutive month, rising 4.9 percent in June and is up 21.5 percent over the last 12 months. The index for household furnishings and operations was virtually unchanged in June after increasing

0.2 percent in May.

Medical care costs rose 0.2 percent in June, and are 4.0 percent higher than a year ago. The index for medical care commodities—prescription drugs, nonprescription drugs, and medical supplies—increased 0.1 percent in June after a 0.7 percent decline in May. The index for medical care services increased 0.3 percent in June after a 0.5 percent increase in May. This reflected a deceleration in the index for professional services, which increased 0.3 percent in June after a 0.7 percent increase in May. The index for hospital and related services increased 0.4 percent in June.

The index for other goods and services increased 0.4 percent in June. The index for tobacco and smoking products rose 1.5 percent, accounting for over 80 percent of the increase in this group. The index for personal care increased 0.1 percent.

Leaders React to Food Inflation Numbers

Consumer Price Index for June saw the highest jump in 26 years. At a time when the cost of living is so high, consumers need not suffer the strain of high food prices—prices inflated in large part by U.S. food-to-fuel policies which have driven up commodity prices to record highs. Food inflation is rising at more than twice the rate of core inflation, settling at a seasonally-adjusted annualized rate of 6.6 percent, about three times the 2006 rate. The cost of dairy products jumped by 1.6 percent, while meat, poultry, fish and eggs rose .8 percent. Beef rose sharply up 1.7 percent. In a time of economic hardship for many Americans, Congress must act to control the ethanol policies responsible for driving up the cost of food.

Statement by J. Patrick Boyle, President & CEO, American Meat Institute

"The price for beef, pork and dairy products has risen dramatically over the past few months. According to today's CPI, beef has risen 1.7 percent, pork by 0.6 percent and dairy by 1.6 percent. These new data don't even fully account for the damage to animal feed corn caused by the recent Midwest flooding, so we can expect prices to get even worse in the coming months. Thanks in part to U.S. food-to-fuel mandates diverting over one-third of American corn to ethanol production, the stores of grain in this country are at historic lows. Congress has held many hearings on this topic, and now action is required to fix America's food-to-fuel policies."

Statement by Joel Brandenberger, President, National Turkey Federation

"The consumer price data released today again confirm what we have been seeing for months—higher prices for American families thanks to our misguided food-to-fuel policies. The dramatic diversion of corn to our nation's gas tanks has led to exponentially higher feed costs for America's turkey growers and processors, putting businesses at risk and ultimately harming consumers. The outlook may get even worse as we learn more about the full impact of last month's floods in the Midwest. Turkey growers can only absorb these higher costs for so long, and we fully expect numbers like today's to continue and perhaps worsen until Congress rethinks food-to-fuel policies."

Statement by Scott Faber, Vice President for Federal Affairs, Grocery Manufacturers Association

"Today's CPI numbers are unsurprising given the fact that we are diverting over one-third of America's corn to produce ethanol. Corn prices are holding at record levels over \$7 a bushel and recent flooding in the Midwest has not yet been fully accounted for in the inflation data we're seeing now. Unless we quickly change course on food-to-fuel policies, we can expect to continue seeing ever-higher food prices and a worsening situation for our families and small businesses. Congress has taken some steps toward rethinking the current policy, and the time has come to make a change in the right direction."

Statement by Richard Lobb, Communications Director, National Chicken Council

"At a time of economic stress, it is incredible that the U.S. government should be contributing to food price inflation, but that is exactly what it is doing through the misguided food-to-fuel ethanol program. Today's CPI report clearly shows inflation in the food products tied to corn. It is high time that Congress reformed this wasteful and inflationary program."

Statement by Lee Sanders, Senior Vice President, Government Relations & Public Affairs, American Bakers Association

"Today's CPI numbers confirm what America's bakers and consumers have known for the past year: food prices are rising, and they are rising quickly. The price of wheat has risen 173 percent over the past year, making it nearly impossible for bakers to provide their products at last year's prices. It is possible for Congress to act now to ease the pressure on America's bakers and consumers by revisiting the misguided ethanol policies driving the current commodity crisis in which we find ourselves. American consumers count on affordable, wholesome baked goods to feed their families, and The American Bakers Association will continue to push Congress and other policy makers to implement more balanced policies to ease the current crisis."

Agreement Expands S.W.S. Activities in Pacific NW

Continued from PAGE 1

In a related transaction, the Partnership has agreed to purchase certain wine and the spirits distribution rights from Alaska Distributors in the States of Alaska, Washington and Idaho.

In three related senior management moves, the Southern/Odom partnership announced that Michael McLaughlin has been appointed Vice President, General Manager of the group's Pacific Northwest six-state brokerage operations as well as Alaska's Spirits Division. McLaughlin previously served as Southern Wine Spirit West's Vice President of the Control States division in the Pacific Northwest. Additionally, Adam Hilpert has been named Executive Vice President, General Manager to oversee the wine wholesaling division in Washington, Oregon, Idaho and Alaska. Hilpert formerly served as Vice President, Sales at the Odom Corporation. Finally, James Allen, formerly Executive Vice President, General Manager, Wines, Southern Wine & Spirits of New York, has been named Executive Vice President, Managing Director, Fine Wine, of the Southern-Odom Pacific Northwest Group and will also work closely with all current and prospective wine suppliers and trading partners.

Wayne E. Chaplin, President and Chief Operating Officer of Southern Wine & Spirits of America, Inc., said, "We are excited about our expansion into the Pacific Northwest and joining with John Odom and his team at The Odom Corporation. Their established operations, experience and reputation in the Pacific Northwest market-

place are all well recognized within our industry and will serve as a foundation for our joint venture's future growth and expansion." Chaplin added, "Establishing a more optimized Pacific Northwest distribution system is a critical part of our overall supplier- and customer-centric growth strategy; John and his professional team are a perfect complement to our company's capabilities."

John Odom, President and CEO of The Odom Corporation said, "We are thrilled to work with the Southern family. Over the past ten years we have invested heavily to expand our territory and market share in the Northwest, which adds value for our suppliers and customer partners. Our agreement accelerates our strategic initiatives, as well as those of Southern Wine & Spirits." Odom added, "Across our Pacific Northwest markets, we look forward to expanding our industry-leading wine capabilities; for example, our announced entry into the Oregon wine market exemplifies the commitment and resources that Southern and Odom combined will bring together to benefit both our retail customers and suppliers alike. Moving forward, we will not only rely on Southern Wine & Spirits of America's unrivalled regional and national supply chain expertise, but also Odom's local market knowledge in order to build a world-class supply chain, sales and distribution organization."

Further describing the Southern/Odom vision, Chaplin emphasized: "Southern has been in the spirits brokerage business since early 2006 in the Pacific Northwest, setting the stage for this next phase of establishing a

leading wine business with the Odom Corporation. Based upon Odom's current portfolio, together we plan on adding to it with other strategic suppliers many of whom we already service in various key markets elsewhere around the country."

Looking at the accord from the supplier's perspective, Chaplin and Odom stated: "Both Adam and Jim will work closely with suppliers throughout the Pacific Northwest to strategically support them in those markets in order to provide the best customer service and the most comprehensive local go-to-market support. We will also draw on the best people and ideas from both organizations to help implement these various initiatives, which will assure the future success of this agreement. Working together, we also look forward to exploring other strategic opportunities across the Pacific Northwest."

Referring to the experience and talent present in the combined entity today, Brad Vassar, Executive Vice President, General Manager of Southern Wine & Spirits of America, Inc., stated: "We have a strong bench of experienced executives from both organizations, which provides our partnership with an extremely effective sales and distribution operation. We will be drawing upon and looking to promote individuals from the Southern Wine Spirits West group, the Odom Corporation, experienced people working in the Pacific Northwest as well as from the Southern Wine & Spirits of America team to fill many of the new positions of responsibility throughout our Pacific Northwest venture."

26 Frozen Foods



New Zealand Natural Ice Cream

Well-Kept Secret from Down Under Hits U.S. Shores

New Zealand Natural ice cream has arrived on U.S. shores. First developed to cater for the creator's wife who had an allergy to any artificial colorings or flavoring, New Zealand Natural ice cream contains only the finest and freshest ingredients the world has to offer. The brand made its US debut in 2007, where it has created quite a following in the entertainment community. New Zealand Natural ice cream recently sponsored Global Green's Pre-Oscar Event, Lauren Conrad's fashion show after party event, and was Steve Carell's dessert of choice at the recent after-party for the premiere of the film *Get Smart*. The brand was Charlize Theron's ice cream of choice during the shoot of Columbia Picture's *HANCOCK* in which a scene is shot of Theron eating the ice cream! Celebrity fans of



New Zealand Natural ice cream include Salma Hayek, Will Smith, Steve Carell, Adrian Grenier, Lauren Conrad, Denise Richards and many more.

New Zealand Natural ice cream is manufactured under the strictest hygiene standards. The ingredients are made with fresh dairy cream from cows that feed on the green unpolluted pastures of the 'land of the long white cloud.' At the ice cream stores, one can experience the pure adventure in scooped ice cream, frozen yogurt, sorbets with dozens of flavors such as Hokey Pokey, Chocolate Ecstasy, and Mango Sorbet. Smoothies, shakes and Chillos (ice blended drinks mixed with their own specially designed espresso, chocolate and vanilla mixes) also add variety.

Seafood



Seafood Consumption Declines Slightly

The average American ate 16.3 pounds of fish and shellfish in 2007, a one percent decline from the 2006 consumption figures of 16.5 pounds, according to a NOAA's Fisheries Service study.

Americans consumed a total of 4.908 billion pounds of seafood in 2007, slightly less than the 4.944 billion pounds in 2006. The U.S. continues to be ranked the third largest consumer of fish and shellfish, behind China and Japan.

Shrimp remained the top choice for seafood in the United States at 4.1 pounds per person, a slight decline of 0.3 pounds from 2006. Of the total of 16.3 pounds consumed per person, Americans ate 12.1 pounds of fresh and

frozen finfish and shellfish, down 0.2 pounds from 2006. Canned seafood, primarily canned tuna, remained at 3.9 pounds per person. Americans consumed five pounds of fillets and steaks, down 0.2 pounds from 2006. These include Alaskan pollock, salmon, flounders, and cods. The remaining 0.3 pounds is cured seafood such as smoked salmon and dried cod.

The nation imports about 84 percent of its seafood, a steadily increasing proportion. Imports accounted for only 63 percent of U.S. seafood just a decade ago.

"While NOAA works to end overfishing and rebuild wild fish stocks, the U.S. also needs more sustainable domes-

tic aquaculture to help meet consumer demand for healthy seafood and narrow the foreign trade gap," said Jim Balsiger, acting NOAA assistant administrator for NOAA's Fisheries Service. "The National Offshore Aquaculture Act of 2007, pending before Congress, would provide a clear permitting process for businesses and individuals to develop safe, sustainable aquaculture in U.S. federal waters."

At least half of the seafood imported to the U.S. is farmed. Aquaculture production in the rest of the world has expanded dramatically in the last 30 years and now supplies half of the world seafood demand, according to the United Nations Food and Agriculture Orga-

nization.

America's aquaculture industry, though vibrant and diverse, currently meets only 5 to 7 percent of U.S. demand for seafood. Most of that is catfish. Marine products such as U.S. farmed oysters, clams, mussels and salmon supplies 1.5 percent of American seafood demand.

"Expanding U.S. aquaculture would provide consumers with more affordable, locally and regionally produced, safe and healthy seafood," said Balsiger. "The development of domestic aquaculture will complement our wild fisheries and help revitalize waterfront economies."

Garner Wal-Mart Supercenter Yields New Grocery

The new Wal-Mart Supercenter on Fayetteville Road in Garner, NC, a community of about 30,000, located just south of Raleigh, has been specially designed to fulfill the shopping needs of the local community with features that include the latest electronics, special home décor vignettes and a new approach to fresh food and produce. The Supercenter, located at 4500 Fayetteville Road, opened Wednesday, July 16, following an early morning grand opening ceremony.

Wal-Mart announced last month an effort to source more locally grown fruits and vegetables in order to keep produce prices down and offer affordable selections that are fresh and healthy. Partnerships with local farmers have grown by 50 percent over the past two years across the nation, cutting shipping costs and providing fresh food offerings.

"We will have a variety of our state's favorites from sweet potatoes to Mt. Olive Pickles and Curtis hot dogs," Store Manager Kimberly Kirkland told TODAY'S GROCER. "Our shoppers will also appreciate new layout of the Supercenter which makes it convenient to shop for everything from groceries to lawn and garden supplies."

According to Kirkland, the relocation added more than 84,000 sq. ft. to the store and a multitude of prod-

Newly-relocated Store Continues 18-year Commitment to North Carolina Community

ucts, services and conveniences for shoppers. The store's complete grocery department is stocked with essentials for summer picnics and backyard parties where shoppers can pick up delicious appetizers, side dishes and chicken at the deli, order custom cakes at the bakery and stock up on dairy, fresh produce and seafood selections.

Customers getting an early start to back-to-school shopping will find everything they need for the classroom, including computers and other electronics, school supplies and affordable apparel.

As part of Wal-Mart's commitment to the communities in which they operate, the newly relocated store is continuing its support of the area by giving \$18,000 in grants from the Wal-Mart Foundation to local charitable organizations. That support includes a \$5,000 grant to the Boys and Girls Club of Wake County to assist with Project Learn, its after-school tutoring program.

"Studies have shown that students who are exposed to extra curricular learning opportunities



■ The Garner, N.C., Wal-Mart Supercenter carries a variety of North Carolina favorites, including Mt. Olive Pickles. Pictured in front of the local favorite is Grocery co-manager Kendrick Jacobs.

perform better on basic skills like reading and math. We are thankful for Wal-Mart's contribution and support to the Boys and Girls Club of Wake County," said Vice President of Operations Hugh McClean.



■ WAL-MART opened a new Supercenter outside of Garner, N.C., July 16, replacing a smaller store while continuing its 18-year commitment to the community.

"This donation will give more than 150 local students the chance to participate in classes ranging from art to music."

Several local schools also received grants including Garner High School, North Garner Middle School, Timber Drive Elementary School and the Morehead School for the Blind.

The new Supercenter was constructed with energy-efficient technology and environmentally friendly features to reduce energy and water consumption and minimize waste.

The store features skylights that harvest daylight and reduce the amount of energy required to light the store by up to 75 percent daily. LED lighting throughout the store operates 70 percent more efficiently than traditional fluorescent lighting. Part of the cement used in the store's concrete flooring is made with recycled materials and the floor's finish reduces the need for chemical cleaners.

Plastic hangers, aluminum cans and office paper are sandwiched between cardboard, bundled into

bales and sent to recycling centers. The new store is also committed to offering products that are sustainable and affordable.

The new Supercenter features a Wal-Mart MoneyCenter to offer customers convenient access to low-cost money services, including check cashing, money orders, bill payment and money transfers. The store is open from 6 a.m. to midnight, seven days a week.

STORE STATS Garner Wal-Mart Supercenter

Store facts:

- ▶ Location: 4500 Fayetteville Road, Garner, N.C.
- ▶ Originally opened in 1990
- ▶ 203,819 sq. ft. Wal-Mart Supercenter, gaining an additional 84,600 square feet
- ▶ Store manager: Kimberly Kirkland



■ STORE MANAGER Kimberly Kirkland and 19-year Wal-Mart associate Joe Coker (front) join other long-time associates and representatives from the Chamber of Commerce to cut the ribbon to the new Supercenter.



■ Wal-Mart announced earlier this summer an effort to source more locally grown fruits and vegetables in order to keep produce prices down and offer affordable selections that are fresh and healthy. Pictured: Store Manager Kimberly Kirkland (left) and Erika Henderson, a visiting co-manager.



■ Wal-Mart's partnerships with local farmers have grown by 50 percent over the past two years across the nation, cutting shipping costs and providing fresh food offerings.



■ As part of Wal-Mart's commitment to building environmentally friendly stores, the Garner, N.C., Supercenter uses recycled materials in its concrete flooring and the floor's finish reduces the need for chemical cleaners.

Publix Lakeland Div. and Customers Raise Nearly \$176,000 to Fund Local Non-Profits

Publix Super Markets and their customers raised nearly \$176,000 through the six week holiday season Food For All program. The Food For All fundraiser appeared in all Publix Lakeland division stores from November 18 through December 29, 2007. During the fundraiser, customers were offered the opportunity to make a \$1 \$3 or \$5 contribution when paying for their groceries. The coupon was scanned and the amount is added to the customer's bill.

Nine community based non-profit organization's received funding from the 2007 holiday program including; the Agape Food Bank, America's Second Harvest of Tampa Bay, The Salvation Army of Hillsborough County, All Faiths Food Bank, Harry Chapin Food Bank of Southwest Florida, Mayor's Feeding Program, Meals on Wheels Plus, Suncoast Food Bank and the Volunteer Way.

"Our Food For All program raises much needed funds for local non-profit agencies. Thanks to the generous

support of our customer's Publix funded nine worthy anti-hunger charities, each is doing excellent work in our communities," Shannon Patten, Media and Community Relations Manager for Publix Super Markets, told TODAY'S GROCER.

Since 1988, Publix Super Markets Lakeland Division has raised more than \$2.9 million in partnership with Food For All and funded dozens of local non-profit agencies.



■ **ALL FAITHS FOOD BANK:** Wendy Smith, All Faiths Food Bank Representative, Shannon Patten and Terry Ball.



■ **AGAPE FOOD BANK:** Greg Chambless, Agape Food Bank Representative and Shannon Patten.



■ **AMERICA'S SECOND HARVEST OF TAMPA:** John Reina, America's Second Harvest Representatives, Shannon Patten and Jim Bushee.



■ **HARRY CHAPIN FOOD BANK OF S.W. FLORIDA:** David Barth, Harry Chapin Food Bank Representative, Shannon Patten and Gerry Brown.



■ **VOLUNTEER WAY:** Tom Daniels, Dennis Bauld, Shannon Patten, Volunteer Way Representative, Jack Daniel and Eric Cooney.



■ **MAYORS FEED THE HUNGRY PROGRAM:** Wendy Smith, Mayor's Feed the Hungry Program Representative, Shannon Patten and Terry Ball.



■ **Meals on Wheels Plus:** Tim Henning, Shannon Patten, Meals on Wheels Representatives and Roger Hincley.



■ **SALVATION ARMY (HILLSBOROUGH COUNTY):** John Reina, Shannon Patten Salvation Army Representative and Jim Bushee.



■ **PUBLIX SUPER MARKET EXECS** present check to Suncoast Food Bank Representatives.

Coin-Op Kiddie Rides Get New Life as Grocers' Marketing Tool

Whatever happened to those coin-operated rides you use to put a dime in decades ago when you were a kid?

Sometimes a classic piece of Americana - in this case, the kiddie ride - can get new life as a creative marketing tool. Savvy marketers are using them to attract kids...create a fun, memorable atmosphere...and a host of other marketing twists.

The following words from a vintage kiddie ride advertisement are just as true about the power of a ride as they were in the 1950s when they were written: "Yes, here's the ride that wins first place...in the hearts of Junior America! That's why a ride is just about the greatest promotional idea available to grocery stores today...that's why leading grocers are so enthusiastic about the job it's doing in building traffic, good-will, and publicity...and in producing day-in, day-out sales and profits!"

Kiddie Rides USA in Denver, CO restores these nostalgic icons. KRUSA is the only stand alone kiddie ride company left in



America. They sell these kiddie rides to very diverse customers - e.g.: grocery stores, ice cream shops, furniture stores, restaurants, car dealerships, etc. Anywhere there are kids, you can make a business standout with a kiddie ride for the youngsters.

Grocers find a kiddie ride can produce two unrelated benefits depending on the intentions of the store.

First, a kiddie ride is a "bribe" tool. If a parent is suspecting their child is about to throw a tantrum, then a kiddie ride can be



a simple bribe tool for the parent. The parent would comment to the child, "If you don't behave, you won't get to ride the ride when we're done."

What is good child behavior worth to a grocer? Certainly, a parent that doesn't have a nagging and whining child will probably spend more time in the store aisles loading their cart with even more items. Also, nothing is more disturbing to all store patrons than a disruptive child.

A second major benefit that can be reaped from a kiddie ride is priceless goodwill. If



a store chooses to vend the ride for say a penny, nickel, or dime, the parent, who is use to the more common \$.50 or \$.75 price for a ride, is left thinking how nice it is to have a little reward for the kids after shopping at such a cheap price.

While they were created originally as vending machines, the real earning power today of a kiddie ride isn't in how many quarters are in the coin box each week, but in how effectively grocers can use this classic amusement ride to build goodwill with kids and their money-spending parents.



Pharmacy 29

Supermarket Pharmacies Deliver Strong Results in Changing Market

In a volatile marketplace, supermarket pharmacies continue to post strong and steady performance figures, according to Supermarket Pharmacy Trends 2008, which was released July 16 by the Food Marketing Institute (FMI). Among the key findings:

- The median number of prescriptions dispensed per day was 126 in 2007, comparable to 125 in 2006 and up from 120 the previous two years.
- Median weekly prescription sales per store rose to \$46,000, from \$42,000 in 2006.
- Prescription sales as a percentage of total store sales held steady at 9.4 percent, compared with 9.5 in 2006, although above the 9.0 percent reported in 2005 and 6.0 percent in 1997.
- The generic drug share of prescription volume increased to 63.5 percent, from 58.0 percent.

"Pharmacies are strategically essential to food retailers," said Catherine Polley, FMI vice president, pharmacy services. "The health and wellness initiatives that many supermarkets emphasize are anchored in the pharmacy. Phar-

macists bring expertise and credibility that help these initiatives succeed."

Supermarket Pharmacies Offer Broad Range of Health Services

Supermarket pharmacists offer a growing array of health and wellness services, often working closely with other healthcare specialists such as dietitians and nurse practitioners. Nearly half of food retailers (48.1 percent) provide health seminars, disease management programs, health-focused shelf tags and store tours of healthy products in at least some of their stores. Significant numbers also offer:

- Walk-in clinics, 38.5 percent.
- Nutrition counseling, 32.7 percent.
- Health-focused recipes, 30.8 percent.
- 340B drug programs (reduced pricing for the uninsured), 19.2 percent.

Medication Therapy Management Services Growing

More supermarket pharmacies are offering medication therapy management (MTM) services, responding to the growing use of medicines and the need to guard



against adverse effects and interactions.

As many as 83.6 percent of companies offer or plan to offer MTM programs, up from 72.0 percent in 2006. Nearly half (49.1 percent) offer these services — including 12.7 percent in all their stores, and 34.5

percent plan to offer MTM programs. The medical conditions most often treated with these programs are:

- Diabetes, 95.0 percent.
- High blood pressure, 60.0 percent.
- Heart disease, 50.0 percent.

- High cholesterol, 50.0 percent.

Addressing the Pharmacist Shortage

Supermarket pharmacies, as with other parts of supermarket and warehouse operations, remain challenged in recruiting and retaining staff. More than one-third (37 percent) fill the gaps by hiring contract workers for various periods of time. Companies provide a wide range of benefits to pharmacists; in fact, more than half offer:

- Performance bonuses, 69.8 percent.
- Additional vacation, 66.0 percent.
- Signing bonuses, 60.4 percent.
- Continuing education reimbursement, 52.8 percent.

These and other measures help control turnover. Among full-time workers, the turnover rate for pharmacists is 5 percent and for technicians 8 percent, compared with 14 percent for all supermarket employees. Among part-timers, the difference is even greater: 4 percent and 10 percent for pharmacists and technicians, respectively, compared with the overall supermarket turnover rate of 61 percent.

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Food Lion's Surf Point Wine Wins Awards

Food Lion LLC's private brand wine, Surf Point, recently received recognition at the San Francisco International Wine Competition. Surf Point's Pinot Grigio received the gold medal, and the other award winning wines were Surf Point Merlot (silver medal) and Surf Point Chardonnay (bronze medal).

The San Francisco International Wine Competition is the largest, and one of the most influential, international wine competitions in America. The competition is judged by a prestigious panel of nationally recognized wine experts and is based on a blind, consensual procedure, ensuring that its rigor and integrity remain one of the nation's most respected competitions. This year, more than 1,150 wineries entered submissions from 21 countries.

Surf Point Wine is made and developed on California's mid-coast from grapes acquired from Sonoma Valley.



Le Mistral Returns to its Roots



Grape Growers for Joseph Phelps' "Le Mistral" Will Now Produce and Bottle the Wine

Joseph Phelps Vineyards has announced that as of the 2007 vintage, Le Mistral wines will be produced and bottled in Monterey by the Le Mistral Vineyard, whose owners have grown the grapes for the highly acclaimed wine for the past eleven years in Monterey County. Phelps winemakers Ashley Hepworth and Damian Parker continue to consult on Le Mistral and

the wine will still be available to Phelps Preferred Club members.

"This is a great day for lovers of Le Mistral," says Randy Pura, whose team has grown the grapes for Le Mistral for over a decade, and who owns and operates Ventana Vineyards. "We love this wine and we love what Joseph Phelps has done with it, and now it is time for the wine to come home to its roots here in Monterey. With the Phelps team as winemaking consultants, the only change we expect to make is that the grapes will travel minutes instead of hours from the vineyard to the winery."

"This makes all the sense in the world," says Bill Phelps, Chairman of Joseph Phelps Vineyards. "Great wines are made in the vineyard and the Le Mistral Vineyard team has a tremendous track record of growing quality fruit. The wine has been a benchmark for Rhone varietals grown in California, and we are committed to maintaining that standard."

No changes are planned in the distribution of the wine, neither through the current distributor network nor through the wine club for Joseph Phelps Vineyards. "Our first priority is to make sure that the existing customers of Le Mistral continue to get their fair share of this wonderful wine," says Pura, "and we look forward to introducing it to our club members at Ventana Vineyards as well."

Founded in 1972, the winery and home vineyards of Joseph Phelps are located in Spring Valley near St. Helena, on a 600-acre ranch that is characterized by rolling hills, California native oaks, and 100 acres of vines.

September Proclaimed California Wine Month

Governor Arnold Schwarzenegger has declared September 2008 California Wine Month for the fourth consecutive year. In the proclamation, the Governor lauds the state's wine community as one of the largest and most successful wine producing regions in the world. California's wineries and winegrape growers produce \$19 billion in retail sales in the U.S. They attract national and international tourists, and preserve natural resources by using innovative and environmentally friendly practices for winegrowing and winemaking.

"Every bottle of California wine served across the globe reflects our excellence and serves as an ambassador for our fantastic lifestyle, cuisine and culture," declares the Governor in the proclamation.

In a national TV campaign, the Governor, First Lady Maria Shriver and wine and culinary personalities are all featured promoting California as the "Capital of Culinary Travel."

"We are proud to be recognized by the Governor for the positive impact California wine has on the state, the nation and the world," said Robert P. (Bobby) Koch, President and CEO of Wine Institute. "California vintners and growers are invested for the long term in the land and our communities. We take great pride growing and producing outstanding wines inspired by our diverse regions and made possible by the artists, entrepreneurs and families that our industry attracts."



California First Lady Maria Shriver and Governor Arnold Schwarzenegger.

Florida Beer Company's

Kelly's Hard Cider Takes Home Beer Award

For the sixth time, in as many tries, Florida Beer Company's Kelly's Hard Cider has won a medal at the prestigious North American Brewers Association Competition. This year a bronze medal was awarded to the Florida based brewery for its multi-award winning hard cider.

The competition was held in early June and Kelly's Hard Cider won the bronze medal in the Draft Cider category of the competition. The North American Beer Awards competition is limited to commercially produced beers from active breweries. Beer entered in this event was judged by the traditional method of determining how closely the beer meets the style definition for the category in which it is entered. The event is conducted as a blind sampling followed by rank ordering of the entries within a category.

"Once again, it feels great to be acknowledged by your peers for producing a high quality, great tasting product," said Jim Massoni, President of Florida Beer Company. "Next year we are looking to claim the top spot again."



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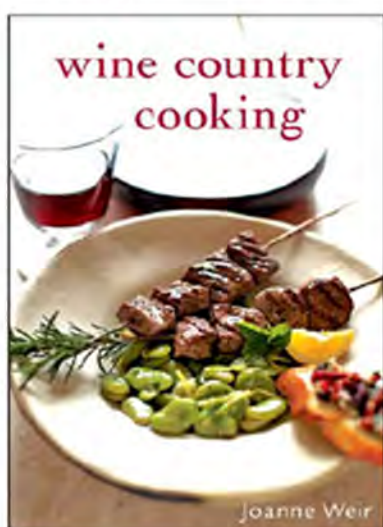
32 BookReview

Wine Country Cooking

By JOANNE WEIR

In the fall, when grapes ripen and the warm days of summer still linger, the wine harvest begins. It's the perfect time to enjoy a relaxing meal with family and friends, filled with laughter and big, bright platters of food. With its Mediterranean-inspired meals plus world-class wine pairings, *Wine Country Cooking* captures the fresh flavors of Napa and Sonoma in this lushly photographed cookbook.

In *Wine Country Cooking*, nationally known chef and PBS television personality Joanne Weir presents a lifestyle of casual yet gracious eating, drinking, and entertaining. Home cooks can greet their guests with Feta Preserved in Fruity Virgin Olive Oil with Summer Herbs and a glass



of rosé; share a leisurely meal of Salmon with Asparagus and Blood Oranges while sipping Pinot Noir; then indulge in Coffee-Honey Brûlée



JOANNE WEIR

with a late harvest Reisling.

"Wine country" is not just in California, it's both an attitude and a latitude. The thirty-eighth parallel, which runs through California's wine country, also extends through Spain, Italy, Greece, and Turkey. It's no surprise, then, that you'll find similar landscapes planted with olives and citrus, tomatoes and garlic, rosemary and basil, and of course, wine grapes. It's also no wonder that this part of the world inspires cooking—more specifically "wine country cooking."

No matter where one lives, *Wine Country Cooking* will have people eating, drinking, and enjoying wine country style year-round.

JOANNE WEIR is an award-winning food writer, cooking teacher, television host, and professional chef based in San Francisco, California. Her most current television series, *Joanne Weir's Cooking Class*, is in its second season and airs regularly on public television nationwide. She is the author of seventeen cookbooks.

Wine Country Cooking by Joanne Weir • \$22.50 paperback 7.5" x 10" • 240 pages • full color.

Enlightened Cakes

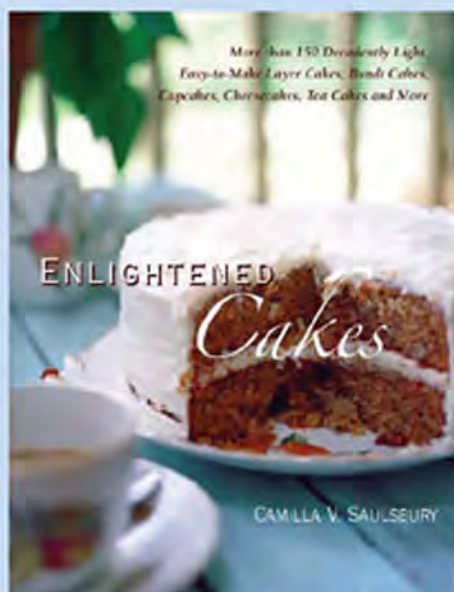
Prize-winning Chef, Camilla Saulsbury Dishes Up Some Extraordinary Cake Creations

Over the last couple decades, food has done at least one of two things. The typical diet has sacrificed quality for an easier preparation process or sacrificed healthy ingredients for cheaper, processed ones. Unfortunately, in most dishes nowadays, both these sacrifices have been made. With a great new book, culinary extraordinaire Camilla Saulsbury is solving the problem for at least one course, the best course. Dessert!

Saulsbury's latest addition to the "enlightened" cooking series, *Enlightened Cakes* from Cumberland House Publishing, cuts the fat and ups the flavor. In addition to a healthier, more traditional approach to preparation, Saulsbury's new book also contains a cake for every occasion.

Another perk, these cakes are not hard to make. The recipes are straightforward, the ingredients commonly available, and the techniques geared toward the home baker. All have been field tested and each follows well-recognized "enlightened" guidelines for healthy eating, including no more than 10 grams of fat per serving, utilization of healthy fats and oils, and incorporation of whole grains whenever possible. Best of all, each of these recipes can be mixed, assembled, and in the oven in less than ten minutes!

Saulsbury is quickly becoming known for her expertise of culinary creations. She has won numerous national recipe contests, including the grand prize at the Great American Chicken Bake-Off and the 2006 Build-a-Better-Burger contest. Her recipes have appeared in *Southern Living*, *Better Homes and Gardens*, *Vegetarian Times*, *Cooking Light*, and *Sunset*, to name a few. A native of the San Francisco area, she earned her doctorate from Indiana University and now lives in Texas.



OCT. 29 -
NOV. 2



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At home, in the car, on the move — there's music for it all! Now parents and future "Idols" alike can enjoy a collection of beloved songs sung by the original artists in a brand-new series of CDs, the Universal Music Family collection.

From Stevie Wonder to Marvin Gaye, Ella Fitzgerald to the Jackson 5, the Universal Music Family collection includes six CDs featuring many of music's greatest icons singing songs that will entertain children without driving parents crazy! Parents can relive the music they love and introduce a whole new generation of today's kids to favorite songs and performers. The series also introduces kids to the glorious genres of jazz and Motown as well as the fun of the '80s, the best of Broadway, and great traveling songs. Each CD is age-graded to help quickly determine the best collection of songs for children. Universal Music Family CDs come in special EcoPaks™ - "Kid, Parent & Earth Friendly" packaging that is 100% recyclable. So now you can enjoy music with the whole family while helping the environment, too!

Each CD includes free temporary tattoos of the eye-catching label art.

The CD titles are: Future Idols, Jazz Lullaby, Miss Ella's Playhouse, Motown for Kids, Totally '80s for Kids, and Songs for the Car.



Attendees to Hispanic Retail 360 Summit

Miami Stores Host Tour Members

Visitors Learn Cutting Edge Tactics to Win the Latino Consumer

Visitors from across the country – and around the world, converged on South Florida July 28-30 to examine the latest cutting edge tactics aimed at wooing Latino consumers. Focal point was the Hispanic Retail 360 Summit held in Miami, Florida. Here, they were able to gain insight from speakers from Target, Home Depot, Best Buy, Coca Cola, and other experts in the field at the 4th Annual Hispanic Retail 360 Summit event.

Keynote speaker for the gathering was Greg Cunningham, Target Stores' Director of Multicultural Mar-



■ TOUR MEMBERS participating in the Hispanic Retail 360 Summit store tour are pictured with their hosts from Winn-Dixie Stores, Inc. – District Manager Tony Jorge and Store Director Carlos Ortega (center, right).

keting. Much of Target's success is owed to its early acknowledgement of Latinos as an emerging ma-

jority and of the Hispanic market "as a marketplace opportunity, not just as marketing opportunity." Cunningham added, "You can't just treat it as a niche market."

"We tried to think about the Hispanic market not only as a marketing opportunity but much more cross functionally: How does this emerging majority affect our community relations effort? How does it affect our merchandising marketing, corporate diversity and supplier diversity relationships and strategies?"

Target is building a relationship with Hispanic consumers by "putting their specific name and address on an invitation [to shop with Target], and we're really making it more personal," he said.

To build a successful relationship with Hispanic shoppers, the retail-

er has built its core strategy on three main pillars: respect, relevance, and differentiation.

Conference attendees included representatives from such retailers as Advance Auto Parts, Best Buy, CVS, Family Dollar, Hy-Vee Supermarkets, Kroger, Navarro Discount Pharmacies, SUPERVALU, Publix, Wal-Mart, Winn-Dixie, and others.

As in past years, the Summit included a guided store tour to view best practices by Miami-area retailers who serve the Hispanic community. This year visits included stops at a Winn-Dixie, Publix Sabor and a Sedano's.

In addition, a new research study conducted by the Retail Group of Nielsen Business Media and Market Segment Research was unveiled at the conference.



■ WINN-DIXIE District Manager Tony Jorge (right) speaks with tour members visiting Winn-Dixie Store #283 [Westchester] as part of the Hispanic Retail 360 Summit Conference last month in Miami.



■ WINN-DIXIE Store #283 Director Carlos Ortega (second, left) and tour member Chris Hinkle, Alliance Associates (second, right) pictured with representatives from Badia Spices, Inc.: Hector Gonzalez, Nelson Tarke, and Al Mena.

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34 Technology



Forces Shaping The Future of Food Retailing



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

I've been my household's food shopper for well over two years. This isn't by choice. My wife runs a retail business and has no time to go to a grocer. As the primary shopper, I decided to monitor my shopping activities and spending. After 80 weeks of doing so, I finally tallied my shopping logs. And, I was amazed at what I found. For this column, I'd like to share some of my observations and conclusions from those interesting results.

First of all, I consider grocery shopping a serious endeavor. It's a battle of me against the retailer. My weapons of choice: newspaper coupons, downloaded coupons, a shopping list, the retailer's frequent shopper program, watching weekly ads, meal planning, and a willingness to forsake national brands in favor of private label products.

I also don't do much fill-in shopping. This probably has a lot to do with our meal planning, discipline buying and eating regi-

men. We're empty nesters, so we're not pressured by children and their various food impulses. About twice a month one of us will stop by a local boutique food retailer to get a hot meal to go, but that's only when we don't have time to prepare a meal.

Like most consumers, food shopping is not something I enjoy. I don't like spending valuable weekend hours in a supermarket. Perhaps this is one of the reasons why I don't do much food grazing. Going to one supermarket for a majority of my food buying saves time and is economical. Once in the store, I don't want to waste time waiting for service or going through the checkouts.

Now for the numbers. In those 80 weeks of shopping, I've spent \$8,753.60 at my neighborhood supermarket. Of that amount, \$750 was spent on gift cards, and the rest on merchandise. I only returned one item, and it was worth \$6.75. I didn't break out private label purchases from national brands, but suspect about 30 percent of the food items bought were private labels. My tendency to go with private labels

has as much to do with quality as with costs. My supermarket happens to have a great private label program.

During this period, I redeemed \$840 worth of coupons. With my supermarket doubling coupons under 50 cents, I actually saved \$1,210. In other words, coupons reduced my grocery bill by about 12 percent. I also lost three coupon pouches.

And, in all 80 weeks, I never went to a cashier. My entire weekly grocery shopping was done at self-checkout terminals. Some industry reports indicate that about 20 percent of all food purchased in the United States is now done at a self-checkout terminal. The manager at my neighborhood market thinks 40 percent of all his store's transactions are at self-checkout.

There are many factors that influence a consumer on where they spend their food dollars. I found that, for me, the most important factors are private label programs, competitive prices, shopping convenience (self-checkout), acceptable meat and produce, and a customer relation-

ship management program. My supermarket meets these minimum requirements.

Note my use of "customer relationship management" instead of the more commonly used "loyalty program". I dislike the word loyalty when describing my patronage of a certain retailer. To me, loyalty is what you get when you buy a dog. As a consumer, I find it unrealistic for someone to think I should be loyal to any one brand. I may choose to give a majority of my business to my favorite grocer, but it's not because I'm loyal to them; it's because their value proposition is better than the competing retailers.

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.

■ Paperless Coupons:

BI-LO Offers One More Way to Save

As shoppers rush to find some relief from rising food and gasoline prices, BI-LO supermarkets tout the region's only paperless coupons in its stores this summer. BI-LO is offering paperless, instant coupons in its 220 stores.

EZ-PIC is a paperless coupon advertised on retail store shelves and redeemed electronically at check-out—eliminating the hassle of paper coupons.

"EZ-PIC offers BI-LO shoppers one more way to save in our stores," explains Mike Mannion, director of sales planning and corporate brands. "In addition to our everyday low prices and BONUSCARD specials, this new technology provides instant coupon savings

on items shoppers purchase every day—but without the hassle of paper coupons."

EZ-PIC is redeemed instantly every time shoppers purchase featured products during the one-month promotional period. Rather than paying for the costly overhead and waste associated with paper coupons, a growing number of progressive manufacturers have begun offering their coupons through EZ-PIC. A completely electronic transaction, the proliferation of electronic coupons means the preservation of our forests.

A patented technology of Unicus Marketing, EZ-PIC technology changes the way coupons are used in retail stores.

NCR and e-Play Expand Consumers' Options for Delivery of Digital Entertainment

Consumers Can Rent, Buy, Sell and Trade Movies Through Kiosks Featuring Innovative Bare-Disc Handling Technology

NCR Corporation has joined in an exclusive licensing agreement with Columbus, Ohio-based e-Play, LLC, a move that adds bare-disc technology to NCR's existing global self-service technology portfolio, expanding consumer self-service options for delivery of digital entertainment.

The new platform allows bare movie or game discs to be vended and returned—cases or sleeves are not required—and offers the option of checking discs for quality. This innovative technology presents added revenue opportunities for retailers and other enterprises, through kiosks that can each inventory up to 4,200 discs in a few square feet—freeing valuable shelf and floor space while helping control shrink.

The technology also creates a better experience for consumers, improving access to merchandise and providing a convenient self-service option for buying, selling and trading used media, along with offering a large number of titles from which to choose.

NCR plans to integrate e-Play's bare disc technology into its NCR Xpress Entertainment portfolio, which includes a multichannel software platform—allowing consumers to interact via the Internet, their mobile devices or kiosks—and hardware options ranging from DVD vending to digital download kiosks. Planned future enhancements include support for other types of digital media.

e-Play is currently working with a national retail chain to conduct a multistore pilot in Georgia, North Carolina and Ohio of kiosks that enable self-service buying, selling and trading of movies.

"We are excited to partner with NCR, the leader in self-service across multiple industries, with thousands of customer service engineers around the world," said e-Play Co-Founder and Chief Executive Officer Alan Rudy. "This collaboration will greatly enhance e-Play's plans for growth as an ISO in the kiosk marketplace. NCR's experience in designing user-friendly solutions, coupled with e-Play's leading-edge technology—which can significantly increase kiosk inventory capacity beyond the capability of currently available units—will provide businesses with more innovative choices in the ways they deliver digital media to consumers."



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ECO Restaurant Chiswick, West London, England

London Restaurant Launches UK's First "Pregnancy Pizza"

A London pizza restaurant has launched the UK's first range of pizzas designed specifically for pregnant women. The Pregnancy Pizzas were devised by owner Charmaine Wasif for the ECO restaurant in Chiswick, West London.

Charmaine launched the pizzas last month after receiving requests from pregnant women craving bizarre toppings which normal pizza restaurants refused to cater for. "Within one week three pregnant women came into the restaurant asking if I wouldn't mind putting toppings on their pizza which aren't on our usual menu. 'My view is the customer is always right, and although I haven't had kids myself, I knew that pregnant women sometimes like some-

thing out of the ordinary to eat."

Charmaine's first request was for an Ice Cream Pizza which combines mozzarella, ham, cranberries and pistachio ice cream. "It's become one of my own personal favorites. Somehow it works," said Charmaine. "As long as it's food and is good quality, I'll put anything on the pizza a pregnant woman wants."

The Pregnancy Pizza range now has eight different pizzas, devised by Charmaine based on the many requests from pregnant women, with advice from nutritionist Dr Sarah Schenker. Dr Schenker, who is pregnant herself, said: "The ingredients on the Pregnancy Pizzas include foods which will provide plenty of important nutrients vital for the health of the mother and the grow-

ing baby. 'Pregnant women are often unsure about what's safe to order on a menu, particularly with cheeses so this will be a hit with expectant mothers.'"

The range includes:

ICE CREAM PIZZA - Mozzarella, tomato, caramelized banana, honey roast ham, dried sultanas and cranberries, fresh mint and dill and a scoop of pistachio ice cream.

BAKED BEANS & SULTANAS - Mozzarella, tomato, baked beans, sultanas, okra, prunes, olives, capers, fresh dill, topped with fresh rocket.

STEAK & SEEDS - Mozzarella, tomato, grilled steak (well done), crispy pancetta, toasted sunflower seeds.

MOZZARELLA & AVOCADO - Bianco - Mozzarella, chopped tomato, fresh coriander, avocado, parsley and pumpkin seeds.

GRILLED AUBERGINE AND LENTIL - Mozzarella, tomato, grilled aubergine, broad beans, puy lentils, baby spinach.

FIorentina - Spinach, egg, onion, olives, mozzarella, tomato sauce, garlic & olive oil.

FRESH SALMON & SOUR CREAM - Mozzarella, tomato, fresh salmon, sour cream, capers, dill, fresh watercress.

ECO is located at 144 Chiswick High Road, Chiswick.



ECO RESTAURANT OWNER - Charmaine Wasif with one of her signature "Pregnancy Pizzas."



HEAD CHEF Ahmos Wasif (Charmaine's cousin) prepares ECO's sourdough pizza crust.





CandyShoppe 37

Milky Way Marks 85th Anniversary as America's First Filled Candy Bar

Mars Snackfood US has announced the celebration of the 85th Anniversary of Milky Way®, the first ever "filled" candy bar in the USA. Created in 1923 in the kitchen of Frank Mars, the original Milky Way bar — a now comforting combination of milk chocolate, nougat and caramel — sold for a nickel and was an overnight success for Mars. Designed to replicate the taste of malted milk shakes, which were the rage of the roaring '20s, Milky Way was named after a famed malted milk drink of the day — not the Earth's galaxy, as many contend. Today the Milky Way bar can be found nationwide in all retail outlets.

"While Milky Way boasts an out-of-this-world taste, it's true that the original bar was named after malted milk shakes," said Michele Kessler, vice



president, marketing, Mars Snackfood US. "In fact, the brand's first tagline was A Chocolate Malted Milk in a Candy Bar." While America's tastes changed and soda shops declined in popularity, the Milky Way bar remained a favorite of candy lovers nationwide. "Milky Way truly is one of America's most iconic candy bars," Kessler added. "The brand's classic combination of milk chocolate, nougat and caramel remains as beloved now as it was more than eight and half decades ago."



TAKING THE ANNIVERSARY ON THE ROAD

To help celebrate the Milky Way brand's 85th Anniversary, a refurbished 1970's era station wagon will be cruising the country this summer on the Milky Way Road trip, bringing Country Karaoke, family photos and product sampling to fairs and festivals across the USA.

In addition, Milky Way is sponsoring the Great American Country Tour Bus as it cross-

es America, stopping at concerts and popular music festivals. Now in its third year, the GAC Tour Bus will stop at some of the biggest country music events of the summer during its 27,000-mile trek across 25 states. Music fans can sample Milky Way products while enjoying music by their favorite country artists.

AN ANNIVERSARY WORTH CELEBRATING

Milky Way started its candy life as part of a chocolate pair — the original Milky Way bars came in both the chocolate flavor consumers know and love and a less known, but equally loved, vanilla flavor.

Milky Way's vanilla sibling has had a long and storied history. After 13 years as a pair, the vanilla version was renamed Forever Yours® and sold under that name until 1979. Responding to popular demand, Milky Way reintroduced a vanilla and bittersweet candy bar under the name Milky Way Dark Bar (renamed Milky Way Midnight Bar in 2000).

Today, there are three flavors of Milky Way bars: the original Milky Way Bar, Milky Way Brand Milk Chocolate Covered Caramels, and Milky Way Midnight Bar. These flavors are available in regular bars, Fun Size®, 2 To Go and Minis. Regular 2-ounce Milky Way Bars retail for \$.75.

M&M'S Announces 2008 Halloween Million Dollar Contest

Building on the success of the 2007 M&M'S® Brand Halloween Promotion, Mars Snackfood US will launch The Halloween Million Dollar Contest on Aug. 15. The national sweepstakes will "treat" one lucky person to a \$1 million prize, and an instant win game will award 20,000 other prizes.

Consumers can enter UPC codes from participating products at HalloweenMillion.com and be directed to that brand's "room" in the Million Dollar Mansion. Each room will have "clickable" items which, when clicked, will reveal Instant Win Messages to lucky consumers. Instant win prizes range from free product coupons to \$1,000 M&M'S branded VISA® debit cards, and all participants are entered in the sweepstakes for the \$1 million grand prize.

While the 2007 Halloween Promotion featured only the M&M'S Brand, The Halloween Million Dollar Contest will include seven



brands from Mars Snackfood US: M&M'S Brand, SNICKERS® Brand, 3 MUSKETEERS® Brand, TWIX® Brand, MILKY WAY® Brand, SKITTLES® Brand, and STARBURST® Brand. The Halloween Million Dollar Contest will be supported by an extensive advertising

campaign, including television, print, radio and online. In-store merchandising opportunities include promotional Display Cases and promotional POP.

The promotion will end on October 31, 2008.

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38 People Places & Things



Giant Food Honored As Employer of the Year

Giant Food was recently recognized as Employer of the Year by the Marriott Foundation for its role in hiring young adults with disabilities. Giant was honored for its participation in the Marriott Foundation's Bridges...from school to work program which was established to enhance employment opportunity for young people with disabilities.

"Giant is very proud and honored to receive the '2008 Employer of the Year' award in recognition of our commitment to providing young adults with disabilities meaningful employment opportunities within our stores," said Giant's Senior Director of Diversity Jeanine Jones.

Over the years, Giant has worked closely with the Bridges staff to place several young adults from the Bridges program into entry level positions in their stores. Giant has hired 21 Bridges' young people in seven of its stores over the past 18 months. Giant Store Managers work with the Bridges employee representatives to provide program participants with ongoing training and support with the goal



■ **GIANT FOOD** Senior Director of Diversity Jeanine Jones accepts her company's "Employer of the Year" award presented by the Marriott Foundation. Giant Food received the honor in recognition of its contributions toward hiring young adults with disabilities.

of creating job advancement opportunities.

"We're thrilled that through Bridges, and employers like Giant Food, people with disabilities are able to achieve their career goals," said Richard Marriott, chairman, Marriott Foun-

dation for People with Disabilities and chairman of Host, Hotels & Resorts.

The Employer of the Year award was presented to Giant at the Marriott Foundation's annual gala held in Washington DC on June 17.

Nation's Top Chefs Compete in 'Culinary Olympics' in Germany

As U.S. Olympic athletes are training and preparing for the 2008 Beijing Olympic Games, another team is honing its skills and preparing for a culinary competition of international proportions. American Culinary Federation (ACF) Culinary National Team USA will travel to Erfurt, Germany, to represent America against teams from more than 40 nations in the Internationale Kochkunst Ausstellung (IKA) International Culinary Art Competition, more commonly known as the "culinary Olympics," October 19-22.

ACF Culinary National Team USA, which boasts three certified master chefs (CMC), of which there are only 61 in the country, is a top contender on the world culinary stage. These six chefs are prepared to represent American cuisine and take home the gold. Chefs dedicate years of practice and training to the competition that takes place every four years. The team currently meets in New York City every three weeks perfecting and developing their recipes in preparation for the competition.

ACF Culinary National Team USA members include:

- **EDWARD LEONARD**, CMC, American Academy of Chefs (AAC), ACF Culinary Team USA manager and executive chef, Westchester Country Club, Rye, NY.
- **RICHARD ROSENDALE**, certified executive chef (CEC), ACF Culinary National Team USA captain and executive chef/owner, Rosendales, Columbus, Ohio.
- **JOACHIM BUCHNER**, CMC, executive chef, Chevy Chase Club, Chevy Chase, MD.
- **JAMIE KEATING**, certified chef de cuisine (CCC), chef/owner, Gourmet Events and the RiverMill Event Center, Columbus, GA.
- **MELISSA K. ROOT**, pastry chef, Payard Patisserie & Bistro, Las Vegas.
- **DANIEL SCANNELL**, CMC, executive chef, Carnegie Abbey Club, Portsmouth, RI.

The team's history at IKA is long and distinguished. When Americans began competing as an official team in 1956, they were clearly the underdogs. However, American cookery soon established itself as world-class cuisine. The 1960 team captured the first world championship honor for the United States, and ACF Culinary Team USA repeated the distinction in 1980, 1984 and 1988 by taking the prestigious hot-food competition all three times and establishing a new world record for the most consecutive gold-medal wins. The team's most recent IKA win came in 2004, when the team took home the gold medal in hot-food cooking, reestablishing ACF Culinary National Team USA as the leader in international cooking.



■ **CHEF RICHARD ROSENDALE**



■ **CHRISTIAN HAUB**

Executive Chairman of A&P

Jewish Labor Committee Honors Christian Haub

Christian W. E. Haub, Executive Chairman for The Great Atlantic & Pacific Tea Company, Inc., has been awarded the prestigious 2008 Annual Human Rights Award, presented by the Jewish Labor Committee (JLC), for his outstanding human rights efforts to preserve the quality of work-life for employees.

Haub is among three honorees that received this prestigious recognition at an awards ceremony dinner held July 9 in New York City. In attendance at this year's presentation were members of local, national, and international trade unions, the JLC Executive Board, allied community organizations and Jewish agencies, as well as board members, vendors and other associates from honorees' invitation lists. Haub spoke at the ceremony in acceptance of his 2008 Human Rights Award.

"I am honored to receive this prestigious award on behalf of A&P from the Jewish Labor Committee and to be recognized for the work and dedication of our associates - who drive our business growth," said Christian W. E. Haub, Executive Chairman, A&P.

Disney On Ice

A Disneyland® Adventure Coming to Birmingham

Relive favorite Disneyland® memories when Disney/Pixar's The Incredibles meet Mickey Mouse, Minnie Mouse and other beloved Disney characters and experience famed Disneyland attractions like the Haunted Mansion, "It's a small world" and Pirates of the Caribbean in the Disney On Ice spectacular, a Disneyland Adventure.

Produced by Feld Entertainment, this one-of-a-kind, action-packed production visits Birmingham, AL from Wednesday, October 29 through Sunday, November 2 for nine performances at the BJCC Arena. Tickets go on sale August 1. Tickets are \$68.00, \$55.00, \$32.00, \$24.00 and \$15.00 and do not include \$1 facility fee. A new seat has been added this year—VIP



dining at \$68. These seats are floor level and include a meal.

As the park gates open, Disney characters fill the arena with excitement. Audiences swing with Baloo through the Jungle Cruise, fly like a space ranger through Space Mountain® with Buzz Lightyear and accompany Snow White and Cinderella during the Main Street USA® parade. And just when things get a little too crazy, audiences help everyone's favorite super family—The Incredibles—save the day.

Tickets for Disney On Ice presents a Disneyland Adventure are available through Ticketmaster by visiting www.ticketmaster.com/bhamdoi or by calling 205-715-6000. To learn more about Disney On Ice, visit www.disneyonice.com.



Mike And Ike Presents \$100,000 To Alex's Lemonade Stand Foundation

At this year's annual telethon for Alex's Lemonade Stand Foundation, Just Born, Inc. and its Mike And Ike® Candy Brand presented the Alex's Lemonade Stand Foundation with a \$100,000 donation, the first in a multi-year commitment to this foundation.

Alex's Lemonade Stand Foundation is a unique foundation that grew from a young cancer patient's front yard lemonade stand to a nationwide fundraising movement to find a cure for childhood cancer. Since Alexandra "Alex" Scott (1996 - 2004) set up her first lemonade stand at the age of 4, millions of dollars have been raised towards fulfilling her dream of finding a cure for all children with cancer.

Pictured in the photograph are Kathy Bassiniski, Just Born's Vice President of Brand Development and Corporate Services, and Liz and Jay Scott, parents of Alexandra Scott and co-founders of Alex's Lemonade Stand Foundation.

Purple Beverage Company Parties Like an All Star

All-Star Week Celebration Brings Together Yankee Legend Mariano Rivera, Angels Outfielder Torii Hunter and Rapper Talib Kweli

All-Star pitcher and New York Yankees legend Mariano Rivera joined forces with Los Angeles Angels of Anaheim star outfielder Torii Hunter and rapper/hip hop artist Talib Kweli to put on an All Star Week celebration in New York. The event, hosted by Purple Beverage Company, July 14, was designed to celebrate All Star Week and honor the company's baseball partners.

"We're excited that so many people came out to celebrate All Star Week with us," said Ted Farnsworth, CEO of Purple Beverage Company. "Celebrities and guest attendees were introduced to our signature beverage, Purple, while also enjoying a great party."

A packed house of sports stars and VIP guests were treated to an open bar of All Star-themed Purple cocktails like the "Purple Angel Rita" and "Café Closer," and to a special, private performance from rapper Talib Kweli, who is credited for his socially conscious rap lyrics.



■ **YANKEES RELIEVER** Mariano Rivera (right) and Purple Beverage Company CEO Ted Farnsworth (left) walk the Purple Carpet at Purple's All Star Celebration on Monday, July 14, following the Home Run Derby.



■ **LOS ANGELES ANGELS OF ANAHEIM** outfielder Torii Hunter (right) and a friend pose for photos on the Purple Carpet for the Purple All Star Celebration on July 14 at Pink Elephant in Manhattan.



■ **Hip hop legend Talib Kweli** performs to a packed crowd during the Purple All Star Celebration, sponsored by Purple Beverage Company on July 14.



■ **GARY SOBKOWIAK**



■ **ROGER DUNN**



■ **JOE HARGADON**



■ **JACK PROVENZANO**

KeyImpact Promotes Four

KeyImpact Sales & Systems, Inc., a leading food service sales agency has announced the promotions of four members of its senior management team. Eric Frost, COO of KeyImpact made the announcement.

"Our company has experienced incredible growth in the past 18 months and continues to do so. These four individuals have all demonstrated a talent for building profitable businesses that benefit both KeyImpact and our principals. Their proven skill in smart fiscal management, motivating staff and strengthening customer relationships will help continue to drive the growth of our company, to add value to the businesses of our principals and to our customers," said Frost.

The four promotions are:

GARY SOBKOWIAK, VP of Independent Sales, from VP Gordon Food Service Segmented Business Unit. Sobkowiak joined KeyImpact in May 2007 through the merger of KeyIm-

pact and his company, We Market Success, Inc. of Grand Rapids, Michigan. Sobkowiak has over 30 years of experience in the food service industry. In his new role, he will oversee markets in Kentucky, Indiana, West Virginia, Ohio, Tennessee, Alabama, Michigan, Illinois and Wisconsin, as well as KeyImpact's non-commercial business. He will maintain his responsibilities for the Gordon Food Service Segmented Business Unit and will report to Eric Frost.

ROGER DUNN, VP of Independent Sales, will add responsibility for the Nashville, Tennessee and Alabama markets to his current market supervision of Indiana, West Virginia, Ohio, Kentucky and Knoxville, Tennessee. Dunn, who has over 35 years of industry experience, first joined the KeyImpact management team in December 2006 merging his company, The Dunn Group of Louisville, Kentucky with KeyImpact. Dunn will report to Gary Sobkowiak.

JOE HARGADON, VP of Independent Sales reporting to Eric Frost, currently oversees markets in New England, Upstate New York, Metro New York, Pittsburgh, Eastern Pennsylvania and New Jersey, Baltimore/Washington and Virginia. He will now add responsibility for the North Carolina and South Carolina markets. Hargadon started his career as an Account Executive with KeyImpact nearly 15 years ago and has held various management positions within the company during that time.

JACK PROVENZANO was named Director of Independent Sales, from Market Manager for Central Florida. His responsibilities include management of Georgia and Central Florida markets, reporting to Eric Frost. Provenzano joined KeyImpact in March 2008, through KeyImpact's merger with Southeast Sales and Marketing. He brings with him over 20 years of food service industry experience.

A&P Expands Online Shopping Service

Now shoppers throughout Northern New Jersey can save precious time, and a trip to the local grocery store, by enjoying the convenient online shopping service offered by their local A&P. The service, which features a same-day delivery option, provides a convenient solution for today's fast-paced lives — for busy moms, dads, young professionals and all who simply don't have the time to get to the supermarket. The service has been expanded to now include customers in Bergen, Hudson, Passaic, Essex, and Union counties.

While some other grocers fulfill online or-

ders from a centralized warehouse, A&P has developed a shopping model, whereby a "Personal Shopper" is responsible for selecting groceries directly from an A&P store location. Trained in providing impeccable customer service, these "Personal Shoppers" hand-pick each and every item on the shopper's list and carefully pack it for delivery. From fresh-baked breads, to fresh fruits and vegetables, to high quality meats and poultry, customers can rest assured that their order will be picked and delivered exactly as ordered.

In addition, to make sure dairy, meats and

other refrigerated items don't spoil in the hot summer months, A&P features a proprietary "Chill Chain" to ensure that all cold items are kept at the proper temperature throughout the entire delivery process.

"We are thrilled to be expanding our same-day online shopping service to customers in Northern New Jersey," said Jennifer MacLeod, SVP, Marketing and Communications.

Shoppers simply log on to www.apfreshonline.com, and click the online shopping icon to begin the experience. Orders placed in the morning can be delivered the same day to a home, or even a workplace.



Mirassou Winery Announces 'I Do with Mirassou' Winner

Mirassou Winery has announced the winner of its annual "I Do with Mirassou Contest": Rebecca Firstz of New York, New York. Rebecca and her fiancé, Bradley Williams, have won \$10,000 toward the cost of their wedding, plus a day of dream wedding planning with Brides.com Executive Editor, Anna Pezik. The couple also will be recognized at an event co-hosted by Mirassou and Brides.com in September.

COMING EVENTS

AUGUST

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

21-22 ASSOCIATED GROCERS OF FLORIDA Dancing with the Deals Food Show. Sheraton Miami Mart Hotel, 771 NW 72nd Avenue, Miami, FL 33126. For additional information, contact John D. Weal: 954-876-3005; JWeal@agfla.com.

SEPTEMBER

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, or 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.

26 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.

11-12 7TH ANNUAL TASTE OF ATLANTA. For more information, visit www.tasteofatlanta.com.

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

19-23 SIAL "THE GLOBAL FOOD MARKET-PLACE" - Paris-Nord Exhibition Center, Paris, France. For further information contact IMEX Management, Tel: 704-365-0041; Fax: 704-365-8426; Email: 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 www.pma.com/FreshSummit/.

NOVEMBER

11-12 KOSHERFEST 2008, Meadowlands Exposition Center, Secaucus, NJ. For information, visit www.kosherfest.com

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

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Minute White Rice, Whole Grain Brown Rice, Premium Rice, Boil-in-Bag Rice and a variety of Ready to Serve Rice products complete a full line of convenient, quality rice products. Minute offers fast and easy products for everyone!

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Riviana Foods Inc., Houston, Texas

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