

TODAY'S GROCER

© TGLLP / Volume 52 No. 3

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NACS Chairman Says—



NEWLY-ELECTED NACS Chairman Sonja Hubbard accepts the gavel from 2007-08 NACS Chairman Richard Oneslager.

Industry's Respect Must Be Continually Earned

When NACS was founded in 1961, the convenience and petroleum retailing industry didn't fit any molds, and didn't get much respect, said NACS 2008-09 Chairman Sonja Hubbard in accepting the gavel as the new NACS Chairman during her NACS Show General Session address on October 7.

"How things have changed," noted Hubbard, CEO of Texarkana, Texas-based E-Z Mart Stores Inc. "Today, we've earned

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Sam's Club Announces Plans for New Type of Warehouse Club

Mas Club to Open in 2009

Sam's Club announced October 28 during the Wal-Mart Stores Inc. Annual Analyst Conference plans to open a membership warehouse club with an expanded assortment of imported products from Mexico. Mas Club is slated to open during the first half of 2009 in Houston at 8711 North Freeway.

"Mas Club will cater to the wants and needs of Hispanic families and entrepreneurs."

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IT'S ALL ABOUT YOUR STOCK:

Stocking Shelves and Stocking Lives

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MIKE FULLER
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■ **PARTNER OF THE YEAR** - Billy McPherson and Jerry Dyvig of Advance Brands; Manny Garcia CEO, PAFB; Jack Milam, Advance Brands, and Candi Mondejar, PAFB.

Advance Brands, Receives PAFB "2008 Partner of the Year" Award

Pan American Food Brokers, Inc., Miami, FL, has named Advance Brands, L.L.C. as the recipient of the "2008 Partner of the Year Award". Advance Brands, Edmond, Oklahoma, are the makers of fully cooked chicken, beef and pork products known nationwide as Fast Fixin' & Fast Classics. Accepting the award on behalf of Advance Brands were, Billy McPherson National V.P. of Sales & Marketing, Jerry Dyvig National Director of Retail Execution, and Jack Milam Regional Sales Manager for the South East. The award was presented at the Pan American Food Broker's Annual Company Celebration & Awards Ceremony, held in Miami on September 24.

"This award is a culmination of a voted by everyone on the Pan Am team. The criterion for the award is who has been the best partner during the previous year? This award says thank you in a very special way. When you enjoy doing business with a company, it makes your day go by a little easier and improves the quality of your business life. So, I hope to give out a lot more partnership awards in the years to come and thank you again advance!" said Manny Garcia, President and CEO of Pan American Food Brokers, Inc.

Wal-Mart Announces '09 Growth Plans

Wal-Mart Stores, Inc. presented its plans for global store and club growth at its annual analyst and investor meeting on October 28. The company's strategic plan continues to focus on capital efficiency and improved return on investment. Higher levels of free cash flow - which Wal-Mart defines as net cash provided by operating activities, less capital expenditures - enable the company to continue investments for future returns and growth.

"We are operating from a position of strength, with the strategy of moderating store growth and increasing operating cash flow," said Tom Schoewe, executive vice president and chief financial officer. "This provided significant free cash flow to invest in our business, while delivering returns to our shareholders through dividends and share repurchases."

Total capital spending for the fiscal year 2009, ending Jan. 31, 2009, is projected to be approximately \$13 billion, down from approximately \$14.9 billion last year. Worldwide capital spending is projected to be \$13 to \$14.5 billion during the fiscal year ending in 2010. New stores and clubs, including relocations and expansions, remain part of the Company's growth strategy.

In the fiscal year ending January 31, 2009, the company expects to add 42 to 43 million square feet globally, compared to approximate-

ly 46 million square feet added in the prior year. During the fiscal year ending in 2010, consistent with its capital efficiency model adopted last year, Wal-Mart expects to increase global square footage between 34 and 36 million square feet.

"By instituting its capital efficiency model, Wal-Mart was far better prepared for current economic conditions," Schoewe explained. "We will continue to prioritize projects that make the most efficient use of capital and drive higher returns."

In the United States, Wal-Mart will continue to focus on supercenter growth, but in fewer numbers than in recent years. The company expects to open 166 supercenters in the United States in fiscal year 2009, including expansions and relocations of discount stores, which compares to 191 supercenters added in fiscal year 2008. Wal-Mart plans to open between 125 and 140 supercenters in fiscal year 2010, also including expansions and relocations.

"Supercenters continue to have the highest rate of return of our U.S. formats," Schoewe said. "We have designed new supercenter formats that occupy less square footage and incorporate sustainable building practices that make them more efficient."

"We will continue to invest in our

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No Frills Supermarkets Rewards Customers in Tough Times

A Council Bluffs, Iowa native of 63 years with seven children and another seven great grandchildren took the grand prize in a customer appreciation campaign that also awarded gift cards to more than 300 customers.

Store employees beamed as long-time customer, Iva Stokes, received No Frills gift cards worth \$3900 to use over the next year. It turned out that the 69-year old winner of the grand prize drawing had shopped at the very first No Frills Supermarket since 1980 when it opened. Stokes, who recently lost her job, told local newspaper and television reporters that she had never won a contest in her life.

No Frills Vice President of Marketing, Lonnie Eggers, says the in-store campaign to give customers at every store an opportunity to win a \$50 gift card, as well as a chance to win a year's worth of groceries, came from a desire to reward loyal customers when many are struggling with an uncertain economy.

"It's heartwarming to see this prize make a difference to a loyal No Frills



■ **LUCKY CONTEST WINNER** - Lonnie Eggers, No Frills Vice President and Bob Kimball, store manager, pictured with shopper Iva Stokes, who won a year's worth of groceries.

customer. That's what it's all about. Our customers have appreciated our commitment to low prices and very good to us. We wanted to give back." In addition to the grand prize, 20 customers from each No Frills Super-

market won \$50 gift cards. The two week customer appreciation event involved thousands of customers.

The sale of No Frills to its seven member executive management team was finalized in July.

Holiday Shoppers Planning to Make a Budget and Check it Twice

In the event that retailers needed yet another reminder that this holiday season will be challenging, consumers are happy to oblige. According to NRF's 2008 Holiday Consumer Intentions and Actions Survey, conducted by BIRG Research, U.S. consumers plan to spend an average of \$832.36 on holiday-related shopping, up a paltry 1.9 percent over last year's \$816.69. This represents the lowest increase in planned consumer spending since the survey began in 2002.

Though shoppers choose to visit stores for different reasons, consumers say one factor will play the biggest role in buying decisions this year: price. According to the survey, 40.0 percent of

shoppers say that sales or promotions is the largest factor when determining where to shop, while another 12.6 percent state that everyday low prices are most important. Other consumers rated selection (21.5%) and merchandise quality (13.4%) as the primary factor. Only a handful of consumers said they are making buying decisions based on a convenient location (5.6%) or helpful customer service (5.2%) this year.

"Retailers are going into this holiday season with their eyes wide open, knowing that savings and promotions will be the main incentive for shoppers," said NRF President and CEO Tracy Mullin. "No one is canceling Christmas because money is tight, but con-

sumers will be sticking to their budgets and looking for good deals when deciding where to spend this holiday season."

As in previous years, gift giving is the largest component of shoppers' budgets. This year, the average person will spend \$466.13 on gifts for family, \$94.52 on friends, \$26.70 on co-workers, and \$43.50 on other gifts. For the first time in the survey's history, people say they plan to spend less on gifts for family members (\$466.13 in 2008 vs. \$469.14 last year). Spending is expected to be particularly weak among young adults, as 18-24 year-olds plan to spend \$50 less on gifts than one

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Food Execs Urged to Step Up or Be Left Behind in Consumer-Controlled Future

'YouTube™' Generation' Will Demand Accountability, Sustainability and Transparency From Food Manufacturers and Marketers

Looking toward the year 2020, Lori Colman, CEO of Chicago marketing firm Colman Brohan Davis urged international food industry executives attending the Healthy Foods Summit in London on October 7 to step up their efforts around accountability, sustainability and transparency or run the risk of be-



■ **LORI COLMAN**

ing left behind in the consumer-controlled future.

In her presentation, "Marketing to the YouTube™ Generation: Are you

Scared or Prepared?," Colman discussed this new generation as well as insights from her firm's "2008 Future of Foods Panel™."

"Kids who are ages 8 to 18 today — the adults of 2020 — will expect information instantaneously from shared digital networks, word-of-mouth and viral sources, social sites, smart phones or other devices," Colman said. "They've grown up green and already express a point of view about healthy eating and sustainability. They and their networks — not companies — will control messaging about a brand."

She indicated food manufacturers and marketers need to commu-

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The Readers' Choice in the Food Industry

TODAY'S GROCER LLC. PUBLICATIONS

ISSN 1529-4420

Serving the Food Industry Since 1956

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Each month over 19,000 copies of TODAY'S GROCER are distributed to chain and independent retailers (of all sizes) at both head-quarter and store levels, as well as manufacturers, brokers, wholesalers, distributors, and other allied members of the trade.

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Front-of-Pack

New Nutrition Labeling to Help Shoppers Make More Nutritious Choices

Program Intended to Bring Clarity and Consistency to the Marketplace

To help Americans make smarter nutrition choices and improve public health, a diverse group of scientists, academicians, health organizations, food and beverage manufacturers and retailers have created a new, voluntary front-of-pack nutrition labeling system called the Smart Choices Program™.

The Smart Choices Program was motivated by the need for a single, trusted and reliable front-of-pack nutrition labeling program that U.S. food manufacturers and retailers could voluntarily adopt to help consumers make more nutritious food and beverage choices that fit within their daily calorie needs.

The Smart Choices Program will begin appearing on food and beverage packaging next year.

The Smart Choices Program was developed under the leadership of The Keystone Center, a non-profit organization that specializes in creating consensus solutions to public health problems. The Smart Choices Program includes a symbol that identifies more nutritious choices within specific product categories and provides calorie information that identifies calories per serving and servings per container on front-of-pack, with the intent to help people stay within their daily calorie needs.

Several companies have stated that, although not all the details are yet settled, they are likely implementers of the Smart Choices Program. These include Coca-Cola (US),

ConAgra Foods, General Mills, Kellogg Company (US), Kraft Foods, PepsiCo, Unilever (US) and Wal-Mart. Companies that have joined The Keystone Center's Food and Nutrition Roundtable recently, including Nestle, are in the process of reviewing the program elements and assessing possible implementation of the program.

"This effort has been extraordinary on two levels," said coalition participant Eileen T. Kennedy, DSc, RD, Dean of the Friedman School of Nutrition Science and Policy at Tufts University. "First, it's been a tremendous accomplishment to achieve consensus among a diverse group of influential stakeholders. Second, we've created a program that shows real promise in assisting people in making positive dietary changes to help enhance public health."

The coalition worked collaboratively to develop the science-based nutrition criteria for the Smart Choices Program, relying on the Dietary Guidelines for Americans and additional sources of authoritative guidance from consensus science, including FDA standards and reports from the Institute of Medicine and other groups. To qualify for the symbol, products cannot exceed standards for specific "nutrients to limit" and, for most categories, must also provide positive attributes: "nutrients to encourage" or "food groups to encourage." Specific qualifying criteria were developed for 18 different product categories, such as beverages, cereals, meats, dairy and snacks.

- Nutrients to limit: total fat, saturated fat, trans fat, cholesterol, added sugars and sodium
- Nutrients to encourage: calcium,

potassium, fiber, magnesium, vitamin A, vitamin C, vitamin E

- Food groups to encourage: fruits and vegetables, whole grains, low-fat or fat-free dairy

Products that qualify for the Smart Choices Program symbol also will display calorie information on the front of the package, which clearly states calories per serving and number of servings per container. The goal is to help people stay within their daily calorie needs and make it easier for calorie comparisons within and across product categories.

Research indicates that a single, at-a-glance labeling system on the front of food packages would help simplify the shopping and selection experience, said coalition participant Susan Borra, RD, president of the International Food Information Council Foundation.

"Consumers said they felt one uniform standard across product categories and brands provided clarity, credibility and assurance that foods were more nutritious choices," she said.

The Smart Choices Program is intended to provide consumers with a consistent message no matter where they shop or what brands they buy. The Smart Choices Program symbol and calorie information will begin appearing on packages in mid-2009.

The coalition is dedicated to transparency, making its process and nutrition criteria publicly available. Additionally, the program was designed to be flexible and adaptable — allowing for revisions as new public policy, dietary guidelines and authoritative science emerges, as well as encouraging innovation for food and beverage products.

Mars Snackfood U.S. Named the 'Official Candy' of Six Flags Theme Parks

Mars Snackfood US and Six Flags, Inc. announced a major expansion of an existing sponsorship agreement, naming the manufacturer's products as the "Official Candy" and the "Official Ice Cream Premium Novelty" for all Six Flags Theme Parks in the country. During the five-year agreement, Mars Snackfood US will have exclusive marketing rights for all pre-packaged candy (both sugar and chocolate-based) for in-market promotion and in-park advertising on the Six Flags Media Networks.

"Now families can enjoy their favorite Mars brands while creating special memories at these fantastic theme parks," said Todd Lachman, president of Mars Snackfood US. "We are thrilled to greatly expand our partnership with such a strong organization like Six Flags."

"This expansion of our relationship with a valued partner and trusted brand like Mars speaks volumes," said Mark Shapiro, Six Flags President and CEO. "Our parks are delivering affordable, family-friendly entertainment that's resonating with consumers in today's challenging economy, and companies like Mars clearly recognize the value and unique experiential marketing vehicles that are available inside our gates."

Maintaining its Starburst title sponsorship of all Tornado Water Rides and Splash Zones, Mars Snackfood US also will sponsor two Thrill Rides in each theme park. In addition, the Starburst Concert Series, which includes VIP Starburst Seating and a national promotion where the winners have meet-and-greets with artists, will continue at multiple parks.

The sponsorship will provide Mars Snackfood US with expanded brand exposure, including signage in the parks, retail promotion and co-marketing benefits, in-park sales of confections and ice cream products and the opportunity to sell licensed M&M'S Branded merchandise in three Six Flags Theme Parks.



Sabra Go Mediterranean Teams With Chef Colombe Jacobsen

Sabra, a leading manufacturer of refrigerated Mediterranean dips and spreads, has teamed with Chef Colombe Jacobsen, star of the hit TV show "The Next Food Network Star" and host of "Conscious Cooking" on the Food Network. Jacobsen, who specializes in Mediterranean cuisine, will contribute recipes



■ CHEF COLOMBE JACOBSEN

and cooking tips to the recently revamped Sabra website, as well as participate in Sabra events and assist in developing new products.

"I'm excited about joining Sabra and look forward to sharing some of my favorite Mediterranean recipes on the Sabra website," said Chef Colombe Jacobsen. "Sabra uses authentic Mediterranean recipes and fresh, healthy ingredients in their products, which complements my culinary style and I am thrilled to be part of the new product development team. I can tell you that Sabra fans will soon have even more to rave about!"

A graduate of the National Gourmet Institute, Chef Colombe Jacobsen's culinary perspective focuses on high quality, fresh ingredients. Through extensive travels to France, Spain, Italy, Morocco and Turkey, she has developed an appreciation and an understanding of the Mediterranean's authentic flavors, local produce and traditional cooking techniques. Jacobsen recently appeared on the Food Network in season 3 of "The Next Food Network Star"; she is best remembered for her creatively healthy approach to everyday meals that she will now be sharing with Sabra fans. In addition, Jacobsen also hosted the Food Network series "Conscious Cooking," a show focused on providing quick and easy tips to maintain a "casually healthy" but fun lifestyle in the face of a day's challenging eating decisions.

Winn-Dixie and the Latino Nutrition Coalition Working Together to Fight Diabetes

In the Latino Community

Winn-Dixie Stores, Inc. and the Latino Nutrition Coalition (LNC), are teaming up to tackle the rise of diabetes in the Latino population in Florida. Their efforts revolve around the free distribution of *Camino Mágico* pamphlets — a bilingual supermarket guide aimed at helping shoppers make better choices while at the supermarket. The free guide will be available in selected Winn-Dixie stores in South and Central Florida starting November 1.

The *Camino Mágico* brochure offers nutrition advice, recipes, and fun facts, as well as simple lifestyle changes aimed at preventing chronic diseases such as diabetes and obesity. Diabetes is currently one of the largest health threats facing the Hispanic community.

"We are always committed and concerned about the total health and wellness of our customers and their families. This initiative helps us to strengthen our excellent relationship with our Hispanic neighbors," said Andrea Rodríguez, Winn-Dixie multicultural marketing specialist.

"Traditionally, Latin American cuisine is a healthful option and at Winn-Dixie, we work hard to make sure the proper ingredients are always fresh and in stock. We hope this program will continue building our rich Hispanic culinary traditions by making it possible for Hispanics to continue cooking healthy meals and staying in shape."

"The LNC has joined forces with Winn-Dixie because they understand the differences associated with the cultural aspects of food and health concerns of the Latino community," said Kezia Frayjo, LNC program manager. "With tools such as *Camino Mágico*, the LNC and Winn-Dixie hope to provide the community with easy-to-understand information about good nutrition related to chronic disease prevention."



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Steak-umm Adds Burgers to Product Lineup with Three SKUs

Steak-umm Company LLC is beefing up its well-known premium sandwich steak brand with a new line of Steak-umm Burgers. The frozen, ready-to-cook, 1/3-pound burgers are made from USDA-inspected beef chuck, packed six to a box, and available in an Original version as well as Sweet Onion and Real Cheese varieties with pieces of onion or cheddar cheese mixed into each patty.

The company is supporting the line with an aggressive awareness campaign that will include TV commercials, sponsorship of a NASCAR Sprint Cup car with prominent Steak-umm identification, and a Steak-umm show car with a grill built into the trunk that will be available for store openings and special events.

The MSRP on all three SKUs is \$8.99.

Tennessee Pride Introduces All Natural Fully Cooked Turkey Sausage

Odom's Tennessee Pride announces the introduction of All Natural Fully Cooked Turkey Sausage Patties. The introduction of a turkey product into a line of all-pork products represents a milestone for this 65-year-old, family-run company based in Nashville.

This new product offers a number of unique features. The patties are made with 100 percent turkey, they are fully cooked and have qualified for the "All Natural" label. 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. Tennessee Pride introduced their first All Natural fresh roll sausage in May. Both the new fresh roll sausage and the new fully cooked turkey patties meet these stringent USDA guidelines for the All Natural classification.

According to Larry Odom, the president and CEO of Odom's Tennessee Pride, "The addition of a turkey sausage into our line of all-pork products is a matter of keeping up with the ever-changing consumer. We have offered a complete line of fully cooked links and patties made from pork for several years now. This new turkey product offers a layer of attributes for the consumer. It is fully cooked for consumers looking for a quick breakfast. It has the 'All Natural' designation, which many consumers are looking for today. And it is turkey, which many consumers prefer for either dietary or religious reasons. The fact that the patties have one-third the fat, 20 percent less cholesterol and 25 percent less sodium than our regular fully cooked patties will make this item attractive to many consumers. We expect sales on this unique product to be brisk because of these multiple consumer benefits."

The new All Natural Fully Cooked Turkey Sausage Patties package is an eye-catching green, which is differentiated from the company's other fully cooked product packages. It is being offered to all Odom's Tennessee Pride retail customers nationwide.



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■ Latest Pistachio Study Reveals

Significant Reduction in Markers of Inflammation

An Emerging Risk Factor in Heart Disease

According to new data presented recently at the American Dietetic Association's (ADA) Food & Nutrition Conference & Expo (FNCE) in Chicago, pistachios — when paired with a healthy diet — significantly reduce markers of inflammation at the cellular level when compared to an average American diet. High levels of inflammation are related to the development of heart disease — the number one cause of death in the U.S. — and other chronic conditions. The data conducted by Penn State University was presented on Sunday, October 26.

"In addition to the effect of pistachio-rich diets on markers of inflammation, we also found that diet-induced changes in gene expression may help explain changes in heart disease risk factors following consumption of pistachio-rich diets," says Sarah Gebauer, recent Penn State Ph.D. recipient, currently a post-doctoral research associate, USDA Beltsville Human Nutrition Research Center. "This is a very exciting time for both researchers and the general public. Our continued research surrounding the health benefits of pistachios is leading to significant findings that will inevitably help people reduce common risk factors that may lead to heart disease."



The new groundbreaking study led by Penny Kris-Etherton, Distinguished Professor of Nutrition, Penn State University, examined changes in inflammation-related gene expression (changes varied according to diet) and evaluated the effects of pistachio-rich diets on heart disease risk factors in subjects with moderately elevated LDL-cholesterol ("bad cholesterol").

Participants in this randomized, crossover, controlled-feeding study followed three different diets — one without pistachios, and two with different levels of pistachio consumption (approximately 1.5 oz and 3.0 oz). The study positively supports other recent studies that show a diet rich in pistachios

helps improve heart disease risk factors, in this case, inflammation. It also furthered researchers' understanding of differences in response to diet. Some individuals were responsive to diet changes while others were not. More research is needed to further understand the reasoning behind diet responders versus non-responders. Ultimately, this will lead to a more individualized approach for dietary guidance.

STUDY HIGHLIGHTS

- Diets that incorporate pistachios significantly reduce the expression of inflammation-related genes when compared to an average American diet (higher in total fat and saturated fat).
- Responses to diet changes are variable — some individuals are diet-responsive while others

are not. Further research is needed to better understand reasons for responders versus non-responders.

- Following consumption of the pistachio diets, some individuals had diet-induced changes (diet responders) in cholesteryl ester transfer protein (CETP) — a key protein involved in cholesterol metabolism.
- In diet responders, changes in CETP expression at the cellular level indicated changes in heart disease risk factors in the blood — such as LDL-cholesterol. Results suggest that changes in gene expression may help explain changes in heart disease risk factors following consumption of pistachio diets.

In recent years, other research has shown the beneficial effects of consuming pistachios as part of a daily diet. The larger study conducted by Penn State originally released last spring and presented again in March 2008 showed that eating pistachios may reduce your body's response to the stresses of everyday life.

The University of Toronto has also studied the effects of pistachios on diabetes — another major health issue in America today affecting 20.8 million children and adults — or 7 percent of the U.S.

population (according to the American Diabetes Association). "Glycemic Response of Pistachios — A Dose Response Study and Effect of Pistachios Consumed with Different Common Carbohydrate Foods on Postprandial Glycemia," led by University of Toronto's Dr. Cyril Kendall and Dr. David Jenkins, found that pistachios, when consumed with some common high-carbohydrate foods, may actually slow the absorption of carbohydrates into the body, resulting in a lower than expected blood sugar level. Certain carbohydrates elevate blood sugar levels more quickly than foods that contain higher levels of protein, fiber and monounsaturated fat, like pistachios. In general, foods that do not quickly raise blood sugar are often considered healthier than their more processed counterparts. The study is the first of its kind to examine the effects of pistachios alone and in combination with carbohydrates on blood sugar levels. The study may lead to new treatment methods and management of diabetes.

Pistachios are a naturally cholesterol-free snack that contains just 1.5 grams of saturated fat and 13 grams of fat — the majority of which comes from monounsaturated fat.

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Bravo Opens in Jacksonville

First Store in North Florida Market Debuts

Bravo Supermarkets is celebrating the opening of its first store in the Jacksonville, FL area, located at the intersection of Norfolk and Soutel Road. With this new location there are now 26 Bravo Supermarkets open in the Sunshine State. The Jacksonville Bravo celebrated its grand opening on October 23.

Co-owners of the new store are William and Shannon Green, Malcolm Johnson, and Jessica Williams. Lloyd Carter is the General Manager with Bill Kennedy heading up Produce and Reginald Graham heading up the Meat Dept.

This store is located in the 'Shoppes of Norfolk' along with a Family Dollar and other family-friendly stores. The Jacksonville Bravo provides 16,000 sq. ft. of shopping area to meet all supermarket needs. The new store features the following departments: Self-Service Meat Dept. as well as a Custom Cut Meat Dept., Fresh Seafood, Full-service Deli and Hot Foods with seating and hot foods to go, an extensive Produce Dept. with a large variety of international products, Dairy and Frozen Food depts., Floral Dept, Wall of Values, a large variety of International Foods, and Fresh Bakery. Coming soon will be a full-service pharmacy.

There are 5 checkouts to provide speedy and courteous service to all customers, with an additional customer service checkout that has a number of services (Florida lotto, etc).

The owners are excited to bring the vitality of the Bravo shopping experience to Jacksonville and its surrounding communities. They are committed to bringing Jacksonville consumers the personal service and quality food products that only "hands-on" independent store owners can provide.

The new Jacksonville store provides employment for approximately 30 store associates.



■ **OPENING DAY SHOPPERS** are already discovering the large variety of fresh fruits and vegetables available in the Produce Department at their new Jacksonville Bravo SuperMarket.



■ **BRAVO Owner/Operator William Green** (second, left) receives congratulations from Bravo SuperMarket's Manager-Retail Services Southeast Division **Julio Sanchez**, Vice President-Business Development **Dennis Wallin**, and Retail Counselor **Richard Sanchez** (right).



■ **An attractively merchandised and well-stocked dairy aisle** greets open day shoppers.



■ **The Fresh Meat Department.**



■ **Values abound for North Florida shoppers** at their new Bravo SuperMarket.



■ **Shoppers make their selections from the Produce Department.**



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1-800-248-5727 ext 5301, or
Julio Sanchez,
Manager, Bravo Florida,
1-305-629-3567

Grocery



■ New Endust Free Asks -

Are You Allergic to Dusting?

Endust Free Dusting and Cleaning Spray Gives Allergy-Sensitive Americans the Relief They Seek

Endust® is launching a new product that's nothing to sneeze at — literally. New Endust Free Dusting and Cleaning Spray is the first fragrance-free, hypo-allergenic dusting and cleaning product designed to reduce allergens on surfaces and in the air to help prevent allergic reactions — no other widely distributed furniture sprays address this issue.

"We know consumers are concerned about health and wellness, but the furniture care market doesn't offer any products for people with indoor respiratory issues," said Stan Stoltzfus, director of marketing for Endust Free. "Endust Free is the only hypo-allergenic cleaning and dusting spray available in stores that meets the needs of the allergy-sensitive consumer."

Besides being free of any perfumes or fragrances, Endust Free Dusting and Cleaning Spray has a unique, hypo-allergenic formula that contains less-irritating ingredients and has an innovative dispensing system that features a narrow directed spray to reduce bothersome lingering mist and overspray. The product also has a twist-and-lock cap to protect against accidental spraying.

Besides its health benefits, Endust Free Dusting and Cleaning Spray retains all the cleaning power of the Endust brand to quickly dust and clean for a natural shine. The distinctive packaging has an ergonomic shape for a better, more comfortable grip and its eco-friendly, smaller-sized can uses 14 percent less packaging for less waste. The suggested retail price is \$3.99.



■ Kultrun:

Chile's Chili-Infused Oil with a Kick

Merken Infused Dipping Oil

With a spicy/smoky kick from Chile's most popular native spice, Merken, Chileangourmet has introduced Kultrun dipping oil available at select Whole Foods Market stores nationwide and Williams Sonoma locations across the United States.

For centuries, Merken has been Chile's most popular spice, a blend of dried and smoked red chilis (ají cacho de cabra - or "goat's horn"), toasted coriander seeds, and salt. Kultrun combines extra virgin Chilean olive oil with this versatile spice to give salads, veggies, meat, and poultry an intriguing smoky/spicy dimension. Kultrun is also an excellent dipping sauce all on its own — perfect for a crisp baguette.

"When you buy a bottle of our Kultrun, you are helping to support the over 70 Mapuche families, indigenous inhabitants of Central and Southern Chile, who grow and smoke the ají cacho de cabra chilis used in our oil," says Paulina Peñaño, co-founder of Chileangourmet.

Kultrun is named after the kultrun drum used by the Mapuche medicine women, the Curanderas. According to Mapuche legend, the four quadrants of the drum, which are featured on the Kultrun logo, represent fire, water, earth and sky.



■ Weight Watchers and Dawn Food Products Debut



New Line of Golden Sponge Cakes with a Creamy Filling

With women always on-the-go and in search of a sensibly delicious treat to satisfy those afternoon urges, Weight Watchers and, noted food manufacturer, Dawn Food Products, are introducing Golden Sponge Cakes with Creamy Filling, a more sensible version of the cream-filled mini yellow sponge cakes that became famous in the 1930s.

With only 80 calories, 3 grams of fat and a POINTS® value of only 1 per serving, these individually wrapped yellow cakes filled with a creamy vanilla filling, are a delicious portion-controlled snack. "With a limited selection of sensible yet great tasting snacks available, we want to offer consumers a greater variety of sweet baked goods that would help them stay on track while maintaining a healthier lifestyle," said Hugh Dever, Senior Licensing Manager, Weight Watchers International. "These new Golden Sponge Cakes provide consumers both the convenience and taste they are seeking."

The Golden Sponge Cakes come six per box and have a suggested retail price of \$3.39.



Quilted Northern Ultra Plush Debuts

New Quilted Northern® Ultra Plush premium 3-ply bath tissue is an ultra soft roll that delivers to luxury-seeking consumers two plush, comfortable bath tissue layers with an added layer for strength and absorbency. With three layers of softness, Quilted Northern Ultra Plush delivers three layers of comfort.

Designed with quality and efficiency in mind, the long-lasting roll features a strong, pillowy patterned sheet that is safe for household toilets. Now thicker, stronger and softer, hefty new Quilted Northern Ultra Plush 3-ply toilet tissue cleans comfortably and thoroughly. Quilted Northern Ultra Plush is 100% biodegradable and certified by NSF International as safe for septic tanks.

With a compact roll width of 4.05 inches, Quilted Northern Ultra Plush will be available nationwide in double and mega rolls in multiple pack sizes.

Paul Sorvino's Latest Production: Pasta Sauces!

What does a world-renowned actor do as an encore? "Something I've wanted to do for a long time: Put my family's pasta sauce recipes, that were handed down for generations, in a jar," says Paul Sorvino. The veteran performer of stage and screen has ancestral roots in the Neapolitan region of Italy, an area famous for its extraordinary foods and flavors.



■ PAUL SORVINO

So, beginning this month, that's exactly what the acclaimed actor will do. The "stars" in Sorvino's newest venture will be the authentic Neapolitan sauces themselves: marinara, arrabbiata, puttanesca, and Italian vodka.

Sorvino is certain anyone who tries the sauces will give them rave reviews, particularly because of the all-natural, fresh ingredients he uses. Unlike many sauces in a jar that are made with dried herbs, the ingredients in ours are purely natural, he says. Everything is "simply the finest," a slogan which his company, Paul Sorvino Foods, has trademarked. The slogan, along with the actor's photo, appears on the label of every jar. Among the ingredients in each special sauce: pure olive oil from the Puglia region of Italy, San Marzano tomatoes (considered by many chefs to be the best sauce tomatoes in the world because they were first grown in volcanic soil in the shadow of Mount Vesuvius, believed to act as a filter for impurities), fresh basil, fresh oregano, salt and pepper.

Sorvino, who's been cooking since he was 12 years old — his parents taught him how — says that people today just don't have the time to cook. So when they want pasta, they often reach for a jar. He admits that, although he likes to cook every day, sometimes he, too, reaches for a jar. "And my jarred sauce is unlike anything out there on the market." A former ad agency creative director, Sorvino himself developed the sauces' campaign slogan, "Doesn't it bother you that everything that comes from a jar tastes like it comes from a jar? At least until now."

The vice president of Paul Sorvino Foods, Ronnie Robinson claims: "It's unbelievable that within two weeks of announcing the launch of Paul Sorvino Foods(R) pasta sauces to a small portion of the trade, that almost 1,000 banner stores and five of the largest U.S. sauce distributors have accepted all 4 varieties, along with another 8,500 banner stores in negotiations. It's obvious this is a national brand. That was our goal."

The brands will be on the shelves of Giant Carlsle-PA., Jewel-Chicago, A&P Pathmark, Super Fresh, Waldbaum's-New York, New Jersey, Pennsylvania, Maryland, Delaware and Shaw's of Boston soon for a retail price of \$7.99 per 25 oz. jar. A national consumer print and television campaign will soon follow. Robinson says: "Be ready, America, for many more of the highest quality products from Paul Sorvino Foods."



TODAY'S GROCER

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2008 Retail Container Traffic To Be Lowest Since 2004

Cargo volume at the nation's major retail container ports fell again in October, and 2008 is now expected to be the slowest year since 2004 as the downturn in the nation's economy continues, according to the monthly Port Tracker re-

port released by the National Retail Federation and IHS Global Insight.

Volume is projected to total 15.3 million Twenty-Foot-Equivalent Units for the year, compared with 16.5 million TEU in 2007. That would be a decline of 7.1 percent and the low-

est total since 2004, when 14 million TEU moved through the ports. The estimate is down from the 15.43 million projected a month ago, which would have been a 6.5 percent decline from 2007 and the lowest number since 2005's 15.4

million TEU. One TEU is one 20-foot container or its equivalent.

"Retail sales forecasts this year are the lowest they've been in more than half a decade, and the cargo volume we're seeing reflects those numbers," NRF Vice President for Supply Chain and Customs Policy Jonathan Gold said. "The balancing act between supply and demand is tougher than ever because retailers want to make sure they have enough merchandise on the shelves to satisfy customers and not be forced into unplanned markdowns to move excess inventory once the holidays are over."

U.S. ports surveyed handled 1.33 million TEU in September, the most recent month for which actual numbers are available. The number was down 2.9 percent from August and 9.8 percent from September 2007. October was estimated at 1.36 million TEU, down 5.7 percent from a year ago. If estimates hold true, October will have been the peak shipping month for 2008 but will have fallen significantly short of the 2007 peak of 1.48 million TEU set last September.

November is forecast at 1.26 million TEU, down 8.7 percent, and December is forecast at 1.21 million TEU, down 5.5 percent. January 2009 is forecast at 1.17 million TEU,

down 5 percent, and February – traditionally the slowest month of the year – is forecast at 1.12 million TEU, down 8.3 percent. The first year-over-year increase in months is expected in March, which is forecast at 1.18 million TEU, a 2.3 percent increase from March 2008.

Meanwhile, Port Tracker's congestion rating for the Ports of Los Angeles and Long Beach – the nation's two largest retail container ports – continues at medium because collection of fees for the new Clean Truck Program there begins this month.

"The October startup of the Clean Truck Program regulations did not cause the disruptions we had been concerned about, but collection of fees for the program begins this month and it is not clear that all trucks will be ready," IHS Global Insight Economist Paul Bingham said. "Despite that, weak import demand has reduced pressure for port truck drivers, so capacity should be adequate."

The remainder of the U.S. ports covered by Port Tracker – Oakland, Seattle and Tacoma on the West Coast; New York/New Jersey, Hampton Roads, Charleston and Savannah on the East Coast, and Houston on the Gulf Coast – are rated "low" for congestion, the same as last month.



Curved Floral Cases Create a Unique Display

Catch the Wave in your floral department: Structural Concepts' new curved floral cases combine enticing curves with open reach-in and glass-door cases that invite customers to a better shopping experience.

Wave cases are available with inside (concave) and outside (convex) curves and various glass configurations, and can be mixed and matched to create a unique floral display to fit any available space. Whether you want more display space for hanging buckets, potted and wrapped plants, or floral arrangements in vases, there's a Wave model that will show off your bountiful floral selections and invite sales.

Wave floral cases feature the Fresh Flow® gravity-fill watering system. With Fresh Flow, the stems of your cut flowers are never out of water. Unlike other automated watering systems, instead of completely draining the display, Fresh Flow pumps fresh water into the bottom of each trough, causing the water level to rise and forcing the old water out through an overflow drain tube.

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*Limited and not conclusive scientific evidence suggests that eating about 2 tablespoons (23 grams) of olive oil daily may reduce the risk of coronary heart disease due to the monounsaturated fat in olive oil. To achieve this possible benefit, olive oil is to replace a similar amount of saturated fat and not increase the total number of calories you eat in a day. One serving of Hearts & Minds peanut butter contains 6g of olive oil.

Shamrock Farms Gears Up to Go National

Breaking new territory in the local dairy case, Shamrock Farms has announced plans to introduce its single serve "milk" line at retail in selected national markets. The initial roll out will focus on the Shamrock Farms flavored, on-the-go line and is expected to fuel future efforts for national distribution of the Arizona-based dairy brand.

"We are excited to be moving toward becoming a national dairy brand for families across the country," said Sandy Kelly, director of marketing for Shamrock Farms Dairy Division. "As seen by our successful national partnership with SUBWAY® Restaurants, and other recent regional new product introductions, we have the high-quality product and strong family-friendly brand to be a top choice for consumers."

Based in Arizona, Shamrock Farms is one of the largest family-owned and-operated dairies in the country. One of the first dairies to become a nationally-known brand, Shamrock Farms single serve milk has been gaining notoriety as the official milk of SUBWAY® Restaurants, as well becoming a staple in vending machines and a must-have for school lunches across the Southwest.

"We have a strong brand with on-the-go functionality, compelling graphics, and even a sassy spokesperson, Roxie," said Kelly. "This product delivers fun flavors and the great taste kids love without compromising the nutrition parents demand. Our single serve milk line has proven to be a real stand-out in the dairy case."

Kroger and Marsh will offer on-the-go Shamrock Farms milk in Indianapolis and throughout the Mid-Atlantic: Charleston, WV, Raleigh-Durham, NC, Roanoke, VA, and Richmond, VA.

Featured products in the line include whole white and whole chocolate, as well as 2% reduced fat white, chocolate, strawberry, and vanilla — each in portable, 12-oz. containers. All Shamrock Farms milk is produced without added growth hormone rBST.

A comprehensive marketing plan will support Shamrock Farms introduction into the initial roll out markets, including a full media schedule of print, radio and in-store POS. The company will also sample the product at high-traffic locations and is sponsoring select sporting events in each market.



Sara Lee Deli Launches Four New Deli Meats

Sara Lee has four new deli meats debuting this fall — Sara Lee Fresh Ideas Garlic Herb Chicken and Hickory Smoked Ham that are available pre-sliced, and Sara Lee Fresh Ideas Virginia Brand Ham with Natural Juices and Deluxe Cooked Ham with Natural Juices available in sliced-to-order deli meats.

The Virginia Brand Ham and Deluxe Cooked Ham feature premium, whole muscle meat with natural juices and no fillers.

The suggested retail price varies depending on the region of the country but the national average is \$5.99 for the Deluxe Cooked Ham and \$6.99 for the Virginia Brand Ham.

The Garlic Herb Chicken and Hickory Smoked Ham combine improved quality meats with a fresh approach to packaging without having to wait in line at the deli counter and feature:

- Thinly sliced and folded meat, not shingled and made with no fillers
- Strong, resealable snap-closure tub with sealed inner-pack
- Clear 10-ounce product packaging that fits perfectly in refrigerator deli drawers
- Suggested retail price between \$4.49-\$4.99 per package



Mayfield Introduces Milk With Nutritional Boost For Mind and Body

Mayfield Dairy Farms has announced the launch of new Right Start™ 1% low-fat milk containing DHA Omega-3 to help support a healthy mind and body and 10 grams of protein per serving for healthy energy.

Mayfield Right Start milk with DHA Omega-3 is fortified with a proprietary source of DHA called life's DHA that's great-tasting, and is safe for kids who might have fish allergies.

New Right Start milk with DHA Omega-3 supports a healthy brain, and with 10 grams of protein per serving in 1% lowfat milk and 11 grams per serving in chocolate milk, it also helps provide healthy energy. So, it's a smart way to start a child's day as a delicious, lowfat part of a healthy breakfast.

Right Start is available in both 1% lowfat and lowfat chocolate milk half gallons as well as 8-oz. six packs of lowfat chocolate that are perfect for lunch boxes and on-the-go or after school snacking.



Organic Valley Introduces Whipped Butter

Spread the good news: Organic Valley Family of Farms' butter is now whipped. Presented in convenient and recyclable 8 oz. tubs, the smooth Organic Valley Whipped Butter is available now in select organic and natural food grocers and will be distributed more broadly in the months ahead.

Until now, Organic Valley's salted, unsalted, European style and pasture butters have been available only as sticks.

"While consumers have enjoyed Organic Valley butter in sticks for years, we received a great many requests for an Organic Valley whipped butter in a table ready container," said Tripp Hughes, who oversees product management for Organic Valley. "Consumers have been asking for a lightly whipped butter that is ready to spread across a stack of crispy pancakes or lightly toasted bagel, or spooned on top of a steaming serving of mashed potatoes."

For its first whipped variety, Organic Valley will be offering their salted butter, which it makes by churning pasteurized organic sweet cream to create a perfect butter consistency, lightly salting it during the process, then lightly whipping it at the creamery.



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KIND Plus Nutrition Bar Named 'Best New Product'

While thousands of food products were showcased at the Natural Products Expo East this past weekend at the Boston Convention & Exhibition Center, only one came away with the title of "Best New Product": KIND Plus. The Mango Macadamia flavor of KIND Plus — the first new line of products since the launch of PeaceWorks' original KIND Fruit + Nut Bars — was singled out at the massive tradeshow's New Product Showcase as the best new food item. The contest was sponsored and officiated by the Natural Products Association and The Natural Foods Merchandiser magazine.

"Considering how many products were under consideration, we're both thrilled and humbled," said Daniel Lubetzky, Founder and CEO of PeaceWorks Holdings, the makers of KIND Fruit + Nut Bars. "It's an incredible honor to have industry leaders single out a KIND Snack as the best new food product at a show as large as Expo East."

Introducing six new distinctive flavors like Cranberry & Almond, Almond & Cashew, and Passion Fruit Macadamia, KIND Plus brings enhanced nutrition to the delicious taste consumers have come to expect from KIND by adding targeted supplements like calcium, antioxidants, protein, and Omega-3.

Natural/Organic Tortilla Mfr. Expanding Throughout East Coast and Midwest



Maria and Ricardo's organic tortillas are rolling out at natural/organic retailers and premium food stores throughout the East Coast and Midwest.

All natural and organic food offerings continue to evolve beyond traditional staples to embrace multiple ethnic segments. A prominent example of this is in the tortilla/wraps category, as evidenced by the product line offered by the Maria and Ricardo's Tortilla Factory. Since its creation in 1986, the brand has focused on the sophisticated natural/organic segment.

Maria and Ricardo's Tortilla Factory, created by Harbar, LLC in Canton, MA, started selling at niche natural boutiques and at Bread and Circus before it was acquired by Whole Foods. Besides the traditional organic white flour, Maria and Ricardo's come in whole wheat, multigrain, tomato and basil, spinach and corn. More unique SKUs are expected to be launched by the end of the year.

"Consumers like the thin, soft and pliable textures that hold fillings without cracking or breaking," said Ezequiel Montemayor Sr., CEO of Harbar. "As much as tortillas are used for all kinds of foods, we devote ourselves to surpassing what we call the 'authenticity' test — they need to taste great even when eaten by themselves, just like bread, no disguising the flavors with all sorts of fillings."

"Since they're natural/organic and vegan as well as kosher, they have a strong appeal to consumers," he said.

Despite rising commodity prices, Maria and Ricardo's remains competitive without cutting corners on quality of ingredients. With no trans-fats, cholesterol or hydrogenated oils, and no artificial ingredients, its organic tortillas maintain freshness for 30-plus days.

Harbar manufactures high quality wheat flour and corn tortilla products at its new 40,000 sq. ft. facility in Canton, MA. It also manufactures a traditional tortilla line called Mayan Farm.



Ghirardelli Launches Super-Premium Baking Line

When it comes to desserts, Americans aspire to quality. Exposure to decadent desserts from sophisticated restaurants and chic bakeries has elevated popular tastes, especially for chocolate.

Now home bakers can match the professional quality of ingredients with the launch of a new line of Ghirardelli all-natural Gourmet Baking products, offering the most intense chocolate flavor and best baking performance.

To bring consumers new recipes that are still easy to make, a select group of America's most acclaimed, award-winning pastry chefs have created exclusive recipes especially for the Ghirardelli Chocolate Gourmet Baking products. Recipes can be found on the line's packaging, as well as at <http://www.ghirardelli.com/gourmetbaking>

"Chocolate is the number one selling dessert flavor in America," said Fabrizio Parini, senior vice president of marketing for Ghirardelli. "Home bakers deserve the finest quality, whether it's for a favorite cookie recipe, or a special soufflé. Our new Ghirardelli Gourmet Baking line offers consumers the highest-quality baking chocolate while maintaining ease of use for home bakers who are looking for unparalleled results."

The new Ghirardelli Gourmet Baking products are available in three cacao percentages: 58-percent Cacao Semisweet Baking Chocolate, 72-percent Cacao Extra Bittersweet Baking Chocolate and 100-percent Cacao Unsweetened Baking Chocolate. Sold in premium 10-ounce vertical bags, the baking chocolate will retail from \$3.99 to \$4.49.

La Vita All Natural Crunchy Cookies



Deliver Taste for Consumers Desiring Sugar & Gluten-Free Alternative

La Vita Health Foods, a leader in the healthy gourmet snack food sector, has announced the launch of La Vita All Natural Crunchy Cookies, a new line of sugar- and gluten-free, low fat, dairy-free, prebiotic biscuits that are a good source of fiber. Packaged in colorful boxes with two freshness sealed inserts each containing five 16 gram cookies (total net weight of 6 ounces or 168 grams), La Vita Crunchy Cookies are available in eight delicious naturally-flavored varieties: Almond, Chocolate, Chocolate Chip, Poppy Seed, Raspberry, Lemon, Peanut Butter, Strawberry and Cajun. Launching nationally, La Vita All Natural Crunchy Cookies will have a suggested retail of \$4.99 per package.

La Vita Health Foods founder Zina Minz pointed out that the new line is virtually the only nationally-marketed, delicious biscuit that is diabetic friendly, low glycemic, cholesterol-free, wheat-free, dairy-free, lactose-free, prebiotic, Vegan Certified and Kosher Certified. La Vita All Natural Crunchy Cookies contain no high fructose corn syrup, Maltitol, artificial sweeteners, or preservatives while still maintaining a shelf life of twelve months. All La Vita cookies have a delicate, understated sweetness.



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FEATURE PROFILE: MIKE FULLER

Mike Fuller, Chairman of the Board of the Alabama Grocers Association and owner of Fullers Supermarket in Greensboro, Alabama, has always understood the importance of stock in the grocery business and also in the lives of others. As a young child, Fuller was diagnosed with the kidney disease, nephritis, and he lived in Children's Hospital in Birmingham from the age of one-and-a-half until he was five. Even as a toddler, Fuller began to experience the importance of putting stock in others, showing confidence in them, investing in their lives, and believing in them. It was the stock that his family placed in his doctor that enabled him to use a new treatment to heal Fuller and prevent any further complications.

As Fuller grew up, he watched his father, H.T., manage A&P grocery stores in Bessemer, AL. Fuller spent much of his free time in the store, stocking shelves and working in other areas. Moving to Gadsden as a young teen, Fuller continued to watch his dad flourish in the grocery business as he became a supervisor in the Northeastern Alabama area and eventually retired after 42 years. Fuller learned several important lessons about the grocery business from his dad. He learned that "to treat your customers right because it is easier to keep them happy than to try to get them back after they leave you; to be nice to people on your way up the ladder because you might run into them again on the way down; and to invest and put stock in your employees, trying to instill the values in them that you hold as important."

Although not his original plan, Fuller eventually ended up following in his dad's footsteps, going to work for A&P in 1962. Working both at Republic Steel and A&P to put himself through college at Jacksonville State University, Fuller pursued a career in computer hardware sales. It was during his time in college that he turned his attention toward a career in the grocery business. When Fuller graduated from Jacksonville State in 1970 with a degree in business, minoring in accounting, he entered the management training program with A&P.

Fuller's first management position was as an assistant manager in a Birmingham store. After working at several stores in Birmingham, he was transferred to Tuscaloosa. It was here that Fuller became a store manager. Showing potential to create successful stores, A&P put stock in Fuller's abilities and sent him to Greensboro, AL in 1976 to try to rebuild an ailing store. After two years, the store folded, and A&P informed Fuller that he would have to return to Tuscaloosa.

As Fuller and his wife Brenda deliberated over their next move, they decided that it was time to put stock in all that Fuller had learned during his sixteen years with the A&P, and they purchased the store through Graves Company in Demopolis, Alabama because A&P would not sell to their own people. On November 2, 1978 (Brenda's birthday), Fuller's IGA opened with 8,500 sq. ft. of area and eight employees, not counting the Fullers. Although Brenda was Fuller's helpmate throughout the years, the couple quickly learned that it was smart for them to have their own jobs. Brenda, a bank teller/officer at Citizen's Bank for twenty-five years, offered her accounting and financial abilities to help the store succeed.

Taking Stock

It's All About Your Stock: Stocking Shelves and Stocking Lives



■ MIKE FULLER, Chairman of the Board of the Alabama Grocers Association, pictured inside his store in Greensboro, Alabama.

Fuller's father put stock in his son's dream by traveling to Greensboro several times a month to help in the store. Customers enjoyed visiting with Fuller's dad and recognized his hand-made store signs for the first several years that the store was open. Fuller's employees enjoyed spending time with his dad

until he would come down to manage the store so that the family could go on vacation. Fuller's employees understood that someone who had been in the business for over forty years had his own expectations and ways, and they often tried to placate him out of respect for both Fuller and him.

Shortly after the store opened, Fuller recruited another A&P manager, Joe West, to manage the store. A few years later, Danita Lightning joined the management staff. Along with others in various management positions, both West and Lightning still serve as head management today. Fuller has often felt as if his employees were just an extension of his family. Of course, hundreds of employees have passed through his store over the past thirty years, and there are some who have moved on to successful careers of their own. Like a proud father, Fuller celebrates with his former employees in their achievements. A few of his former employees career choices are a general manager at Sam's Club, a hospital administrator, an ER physician, a thoracic surgeon, a state senator, bank employees and officers, military officers, and several personal business owners.

"Without a doubt, Mike Fuller has been both a mentor and friend to me. He allowed me the experience of my first job. Mr. Fuller enhanced many of the teachings of my grandfather in showing me the value of hard work, the importance of integrity, the necessity of being respectful of others, and the significance of establishing relationships with those with whom one comes in contact in business and in life. Mike Fuller helped make me a better person, and, for that, I am forever grateful." — Christopher Mosley, president and CEO of Chesapeake Health, Chesapeake, VA.

Fuller remained with the Graves Company until they closed in the eighties. He then began to buy stock from Scrivener/Hudson Thompson, changing the store's name to Fullers Supermarket. In the late eighties, Fuller moved to Associated Grocers of the South, where he remains. Today, Fuller's Supermarket covers 24,000 square feet with almost forty employees.

Fuller has been a member of the Alabama Grocers Association for almost twenty years. He was elected to the Board of Directors in 2000 and has served on the Legislative, Convention, and Benefits, Education & Services Committees, and was the vice chairman of the board of directors last year. In July, he was named chairman of the board and will serve in this capacity for the next year. One of his goals as Chairman of the Association is to work to make every grocer in Alabama a member and see the value and importance of what the Association accomplishes for the grocery community.

Having been a part of the Greensboro community for over thirty years, Fuller is known both as a successful businessman, and he is also recognized as one who gives to others. He supports local non-profit boards, area schools and churches, and non-profit organizations. Fuller's desire to put stock in others and help them have opportunities to succeed has moved beyond the city limits of Greensboro to another part of the world. He and Brenda travel to Ukraine twice a year with World of Light Ministries to help support orphanages, churches, and a children's hospital in Kirovograd, an oblast (similar to a state) there.

Fuller has one daughter, Paige. Although she did not follow in her father's footsteps in the grocery business, she will tell you that it is what she learned from her dad in the grocery store that has most impacted her life. She says that Fuller taught her "that she should treat every person with respect, that it is more important to be fair and honest than to prove that you are right, that no obstacle is too hard to overcome, and that giving to others is much more important than anything one can receive." Paige is completing her doctorate at Auburn University, and she is a faculty member at Troy University in Columbus, Georgia. She and her husband, Steve, are also on staff with Young Life Military, and they minister to military teenagers at Ft. Benning, GA.

Looking over his life, Fuller recognizes that most everything he has learned in life not only helped him stock the shelves in his grocery store, but these same principles have helped him recognize the importance of putting stock in others.



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Are You and Your Customers Ready For An Alternative to Barbeque Lighter Fluids?

In 50 years of retailers selling (and consumers buying) lighter fluids, the composition of the product has not changed. Unfortunately, neither have the dangers associated with this type of fire starter and that has led to a safer and "greener" answer.

Burns and chemical poisonings from petroleum-based lighter fluids, usually of infants or small children, continue to clutter injury statistics, according to the U.S. Consumer Product Safety Commission (CPSC). As if that were not enough, throughout the years it has been proven that this same ubiquitous product adversely affects food flavor, causes spontaneous explosions and pollutes the environment each time it is used to ignite a charcoal or wood fire.

Dr. Daniel Perlman, an applied research scientist with Brandeis University, obtained the startling and troubling reports a couple years ago when he began searching for injury data concerning flare-ups when using lighter fluids. "I wanted to know how big a problem fuel flare-up was, as well as the potential danger of accidental ignition inside of the fuel canister."

The research findings were troubling, but not necessarily a surprise since lighter fluid is "a kissing cousin of gasoline." The fuel is easily swallowed by children and, unfortunately, doesn't induce vomiting, he says.

Tipping points in retail trends and product consumption are those moments when change cannot be stopped. Jack McFadden, presi-



dent of thetailgatingpros.com, believes that time has come. He sees the "green" movement is a potential bonanza for products that fulfill the consumer's need to live clean. "It's just a matter of time before it leaches into everything. A product that is on the cutting edge of that movement — I don't see how it can miss."

At TheTailgatingPros website, McFadden tests and features hundreds of products. He now recommends a new method of igniting fireplaces, campfires and charcoal for cooking — without the need for the acid and dangerous liquid petroleum lighter fluids. The product, which was developed from Perlman's research, is called Firejel charcoal and fire-

wood starter. It is a small tub of corn-based, clean-burning alcohol that is placed at the bottom of a charcoal grill or underneath firewood. Once ignited, the gel burns at a high temperature long enough to light charcoal or wood. Since the tub itself is basically candle wax, it melts and burns in the fire.

The portability of the tubs is ideal for backpackers on a long trek into the wild and tailgaters who travel to distant events. Organizations will find it useful — and safe — for jamborees and camping trips. Also, it makes life easier for barbecue devotees and homeowners with fireplaces. In the case of charcoal, only 20 minutes or less is required for the coals to be ready. With firewood, only 5 minutes is needed and no kindling is required. The starter was created by Boston-based entrepreneur Mark Fins, president of Diversified Biotech and of Down Under Enterprises, which makes Firejel.

Despite the documented hazards of lighter fluids, McFadden believes the public's taste for new products is even a greater function of good flavor. Firejel may ride a wave of enthusiasm when food lovers realize there is no longer any need to bite into a charcoal-cooked hamburger that tastes like petroleum.



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Tom's of Maine Announces

New Sensitive Care Deodorant

Tom's of Maine, has introduced a new line of Sensitive Care Aluminum-Free Deodorants. The patent-pending Sensitive Deodorant is now available in three scents: Bay-Lime, Cucumber-Grapefruit and Fragrance-Free.



©Tom's of Maine

Keeping with its long history and commitment to sustainable business practices, Tom's is using an innovative, environmentally friendly, and gentle method called supercritical extraction to draw out the most effective elements from hops, which inhibit the growth of odor-causing bacteria and prevent odor naturally and effectively. The chamomile is extracted in a similar way and is used to soothe sensitive skin. Supercritical extraction does not generate chemical waste!

The new products are dermatologist-tested for sensitive skin and proven to be safe and gentle; they're aluminum-free and as with all Tom's of Maine products no animal products or animal testing is used. The deodorants are Kosher and Halal certified.

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■ Leading Chinese Supermarket Operator –

QKL Stores Opens Two New Locations

QKL Stores Inc., a leading regional supermarket chain in North-east China, has announced the opening of two new supermarkets in Heilongjiang Province.

The company's first new supermarket is situated in Taikang, China, which is approximately 30 kilometers from Daqing and has a population of 100,000 people. As the only modern supermarket in the area, this store location has the potential to attract an additional 300,000 customers living in the adjacent 15 villages. This supermarket opened its doors on September 28, and is the company's second unit comprised of a supermarket and department store. It occupies roughly 108,000 sq. ft. of leased space (the supermarket is approximately 30,000 sq. ft. and the department store is nearly 78,000 sq. ft.) in the commercial center of the city.

The second new supermarket, the Central Street Store located in west Daqing, China, opened its doors on September 30. This new supermarket is located in the commercial and residential center of Ranghulu Daqing, a high income

population area. The supermarket occupies approximately 86,000 sq. ft. on two floors of leased space and carries a wide variety of grocery, fresh food and non-food products. This location contains a higher percentage of non-food products, such as electronics and high-end apparel, to address the needs of our higher income customers. Since the grand opening, the Central Street Store has averaged 7,000 transactions daily at a per-basket average that is approximately 30% higher than the company's average store.

Alan Stewart, Chief Operating Officer, told TODAY'S GROCER, "This is a very exciting time for QKL Stores. We are pleased to have recently opened two new stores including one of our larger format hypermarkets. We continue to focus on maximizing sales and expanding our margin opportunity by opening new supermarkets in central locations that contain a diversified and unique selection of grocery, fresh food, and non-food products. We plan to open six additional new stores by the end of the year, with three slat-



■ BANG THE DRUM – Young musicians help celebrate the grand opening outside the new Central Street QKL store located in west Daqing, China.



■ Customer enter the new 86,000 sq. ft. Central Street store which occupies two floors and carries a wide variety of grocery, fresh food and non-food products.



■ Shoppers make their selections at the new Taikang store located approximately 30 kms. from Taqing.

ed to open in November and another three scheduled to open in December."

Mr. Zhuangyi Wang, Chairman and Chief Executive Officer, said, "We at QKL Stores continue to focus on providing our customers with fresh, high quality products

at attractive prices. With the addition of these two new supermarkets, we currently operate 25 stores comprised of 22 supermarkets, 2 department stores and 1 convenience store, for a total of 1.0 million square feet of space. The new locations in Daqing and Taikang warranted larger stores, and the supermarkets are resonating well with the consumer audience. We will continue to determine new store size on a location-by-location basis and will open supermarkets in selective locations based on each individual market area. We remain confident in our expansion strategy and look forward to furthering our success in the final quarter of this year."

QKL Stores sells a broad selection of merchandise, including groceries, fresh food, and non-food items, through its retail supermarkets, convenience store, and department store; the company also has its own distribution centers that service its supermarkets.



■ Shoppers make their selections in the Produce Department at the new Central Street store.



■ A congested check-out area as Central Street customers pay for their purchases.

Frozen Foods



■ Joy to the World...



Edy's Slow Churned Light Ice Cream Holiday Flavors Return

Edy's Slow Churned® Peppermint, Pumpkin Pie and Eggnog Light Ice Cream limited edition flavors are making their much anticipated arrival in time to add the perfect scoop to holiday gatherings.

These popular flavors can be served on their own as a delicious treat or used as the feature ingredient in easy, no-fuss holiday recipes. Keep the classic Thanksgiving pumpkin pie tradition but forgo the additional calories by serving scoops of Edy's Slow Churned Pumpkin Pie light ice cream with graham cracker cookie toppings. Or, dish up a bowl of Eggnog light ice cream with a dollop of whipped cream and a dusting of cinnamon.

"The winter holidays are bustling with parties and family get-togethers. Edy's Slow Churned festive light ice cream flavors are the perfect way to lighten the mood and the calories of any holiday gathering," said John Harrison, Official Taster for Edy's. "Our Peppermint Light Ice Cream Espressos, a wintry twist on an adult favorite, are perfect for sharing in front of a warm fire."

Edy's festive light ice cream flavors are available in 1.5 quart cartons, retail for \$5.99 and can be scooped up in aisles nationwide.

Jimmy Dean Introduces New Breakfast Entrees

Hearty Breakfast in Just Three Minutes

Jimmy Dean® announced the launch of Jimmy Dean Breakfast Entrees, delighting hurried moms and kids on-the-go with the enjoyment of a warm, hearty breakfast in an ultra convenient microwaveable format. Perfectly portioned to include one savory breakfast item and two accompanying side dishes, this exciting new line is designed to benefit even the busiest families by bringing nutritious, morning meal favorites to the breakfast table in a matter of minutes.

Jimmy Dean Breakfast Entrees offer the most satisfying start to the day with four new protein-packed breakfast options featuring sausage, bacon and ham. When breakfast bars are a bore and cold cereal can't cut it, busy moms can choose from among two sandwiches and two egg varieties, each served with a side of warm diced apples and perfectly seasoned hash browns. With up to 16 grams of protein per entree, Jimmy Dean Breakfast Entrees entice the palette with its unique fla-



vor combination while providing a balance of nutrients that fuel the body with lasting energy throughout the entire day.

Jimmy Dean Breakfast Entrees offer taste buds a variety of sweet and savory flavors that are prepared with the highest quality ingredients:

- Jimmy Dean Breakfast Entrees featuring sandwiches are available in two varieties, sausage and cheese on a croissant or ham and cheese on a croissant.
- Jimmy Dean Breakfast Entrees with scrambled eggs and cheese

are available with either sausage or bacon.

Individually wrapped and microwave ready within three minutes, each Jimmy Dean Breakfast Entree is smartly arranged in a sectioned tray to keep the diverse flavors from mixing together for optimal enjoyment. Combining innovative packaging with the ultimate in convenience, Breakfast Entrees are bringing traditional breakfast favorites to the next level with Jimmy Dean flavor.

Suggested retail price is \$2.99.

■ "Where Tradition Meets Creation"

New El Bravo Tamales Heating Up the Marketplace

A new line of frozen tamales created by an enterprising Georgia couple is beginning to take the marketplace by storm. El Bravo Tamale Company was founded in 2006 by Matt Wernecke, with the mission to expand the world of Mexican cuisine and give health-conscious and food-loving consumers access to great tasting organic food choices.

The company was born out of deep rooted passion for Latin American cultures – In 1990 Matt volunteered for service with the non-profit organization Amigos de las Americas in Ecuador and later attended university in Guadalajara Mexico studying Spanish, Economics and Mexican History.

El Bravo Tamales are created from original and innovative recipes that are based on extensive research and travel made with his wife Josefina whom he met in Mexico. The desired end products are delicious, organic, healthy Mexican tamales that remain true to Mexico's classic culinary heritage.

The company currently offers three tamale flavors: Black Bean, Chicken Mole, and Red Chile Pork.

"Our tamale products are USDA approved and certified organic by QAI; the world's premier organic certification company," Wernecke recently told TODAY'S GROCER. "At El Bravo Tamale Company, we believe it is our responsibility to provide our customers with a great tasting yet healthy product that the whole family can enjoy."



■ HOT TAMALES – The creative inspiration between new El Bravo Tamales: Matt Wernecke, daughter Alejandra, wife Josefina, and baby Carolina.



■ EL BRAVO currently offers three varieties of their authentic organic tamales: Chicken Mole, Red Chili Pork, and Black Bean.



■ The Pick of the Crop:

New Gourmet Apple Pie Baked Fresh Daily

Under A&P's New Private Label Brand Hartford Reserve

There is nothing more appealing than a freshly baked apple pie. Now, The Great Atlantic & Pacific Tea Company makes it easy for customers to serve up something special with their new Hartford Reserve Apple Pie baked fresh every day on premise.

This gourmet pie is made from over a pound of fruit – with five different apple varieties – selecting only the best apples from season to season to create a balanced and consistent flavor. The apples are tumbled to perfection with a blend of spices, and baked in their own natural juices. Made with 0g trans fat vegetable shortening, the signature “bumpy top” crust is made from dough that is gently mixed to create a light, flaky texture.

This new delectable dessert is the capstone of A&P's new Hartford Reserve private label brand. An exclusive brand was created to bring back the nostalgic taste of the golden age of manufacturing, when products were specialized and manufactured by artisans who took pride in their individual craft. The Hartford Reserve Apple Pie is the first in a line of signature products.

“We are really proud to be introducing the Hartford Reserve Apple Pie, with its fresh fruit and special blend of spices – it has already received rave reviews in all our taste tests,” said Doug Palmer, Vice President of Own Brands, A&P. “As the first Hartford Reserve product, it is truly representative of this new brand, which features premium artisan products at value prices.”

Hartford Reserve Apple Pie is available exclusively at all A&P, SuperFresh and Waldbaum's stores.



■ Food of the Gods

Savor the Holiday Season With Shaman Chocolates

The gourmet organic chocolate bars from Shaman Chocolates don't just make another sweet gift for friends and family this holiday season, they also offer a socially responsible alternative. All profits from the sale of the certified organic and Fair Trade Shaman Chocolates help support the Huichol Indians, a tribe living in central western Mexico in the Sierra Madre Mountains, who are said to be the last Indigenous Tribe in North America to have maintained their pre-Columbian traditions.

Shaman Chocolates was created by Brant Secunda, shaman, healer and ceremonial leader in the Huichol (pronounced 'we-chul') Indian tradition. He started the business as an economic vehicle to help the Huichol Indians preserve their ancient ceremonial and healing traditions, vibrant mythology and visionary artwork. Secunda realized that chocolate would be a way to help support the Huichols economic and cultural survival after having a visionary dream that people were eating chocolate and it was filling their bodies with love.

Shaman Chocolates blends only the purest certified organic and Fair Trade chocolate with the finest organic ingredients available to offer five flavors: Shaman's Secret (Dark Chocolate), Shaman's Heart (Dark Chocolate with Raspberries), Shaman's Vision (Dark Chocolate with Coconut), Shaman's Dream (Milk Chocolate) and Shaman's Song (Milk Chocolate with Hazelnuts). The chocolate bars, which are adorned with amazing Huichol artwork and imagery, are available nationwide and retail at \$3.00 for a 2-ounce bar and \$36.00 for a 12-pack.



Smile Chocolatiers Debuts Choclatea

Smile Chocolatiers, a purveyor of fine chocolate, today announced the launch of Choclatea, a new line of gourmet chocolate bars that seamlessly blend high quality Belgian chocolate with finely ground organic teas to create a multi-layered chocolate taste experience, unlike any other on the market. Choclatea's inspired blends of organic teas, fruits and spices add a hint of extraordinary taste, while bringing out the full flavor and richness of the chocolate. Cordon Bleu Chef Joanie Freeman created Choclatea out of a desire to boldly enhance the flavor of chocolate without adding to its sweetness or competing with its natural essence. “It's easy to have flavor that overpowers, especially when working with chocolate,” she says. “What's more difficult, but more interesting, is to be a master of a light hand.”

The bars are available in 12 flavors, with 8 varieties of 100% organic tea, and 4 types of chocolate – Very Dark, Dark, Milk and White. Each bar is made from fine Belgian chocolate in its purest form. Hand-blended in small batches, finely crushed organic aromatic tea is slowly added until just the right balance of flavor is achieved. The result is a completely unique chocolate taste in a satisfying bar, rich in flavor and high in anti-oxidants. The Choclatea line includes:

- **VERY DARK CHOCOLATE** (72% Cacao) with: Pomegranate White Tea, Coconut Green Tea, White Tea, and Herbal Chai Tea.
- **MILK CHOCOLATE** (37% Cacao) with: Wild Raspberry Tea and Ginger Tea.
- **DARK CHOCOLATE** (64% Cacao) with: Wild Raspberry Tea, Coconut Green Tea, White Tea, and Herbal Chai Tea.
- **WHITE CHOCOLATE** (37% Cocoa Butter) with: Pistachio Green Tea and Rosemary Tea.

Choclatea comes in fresh white packaging featuring vibrant watercolor illustrations.

Beverage



■ Drank™

World's First Extreme Relaxation Beverage Now Available

Innovative Beverage Group Holdings, Inc. announced that Drank™, dubbed the World's First Extreme Relaxation Beverage, is now available for sale online at "http://cts.businesswire.com". The company recently set up online fulfillment operations in Jackson, Tennessee and believes this central location will be optimal from a logistical standpoint for both domestic and international product shipment.

"It became necessary to offer drank™ for sale online to accommodate the growing demand for the product," said Peter Bianchi, founder and CEO of Innovative Beverage Group. "We were receiving emails from people and businesses across the U.S. and as far away as the Netherlands asking how they can purchase Drank™. We feel that getting our product to consumers via the internet will further fuel the recent frenzy that has made drank™ so popular, and this is just the beginning," Bianchi added.

Drank™, a lightly carbonated grape flavored beverage, is a unique addition to the New Age beverage category designed to have an extreme calming effect to relax the mind, body and soul. drank™ combines the natural calming effects of melatonin, valerian root and rose hips, and has quickly captured the attention of the public as the new go-to beverage for people looking to relax without resorting to medication, sleep aids or alcohol. The product is sold in prominent purple 16 ounce cans bearing the popular slogan "Slow Your Roll."

Drank™ is the first proprietary product from Innovative Beverage Group and has recently received national media attention being featured on Fox News, and in many popular websites and publications including The Chicago Tribune, perezhilton.com, and the Houston Business Journal to name a few. Drank™ is currently available in grocery and convenience stores in a growing number of cities.



Biotta Introduces Ten New Beverage Varieties

New Single Serve Bottles For 2009

Biotta, Inc., will be introducing ten new fresh, delicious beverage varieties to their line for 2009, bringing the total varieties to sixteen. In addition to the current 16.9 fl oz (500ml) size, the company will also introduce a new, single serving 8.4 fl oz (250ml) size.

The current varieties, which are available in a 500ml size, include *Beetroot Juice* (to boost the immune system), *Wild Bilberry Juice* (to build strong blood vessels and improve circulation), *Breuss® Vegetable Juice* (for purification and cleansing), *Carrot Juice* (for vision), *Celery Root Juice* (for pH regulation), *Sauerkraut Juice* (for digestion) and *Vegetable Juice Cocktail* (for the immune system).

The new flavors will include:

- **BALANCE JUICE:** For your purification (250 ml and 500 ml)
- **POTATO JUICE:** For your stomach (500 ml)
- **ENERGY DRINK:** For energy (250 ml)
- **ELDERBERRY JUICE:** For your Respiratory and Immune Systems (250 ml)
- **BREAKFAST JUICE:** For sus-

tained energy (250 ml)

The Beet Juice, Wild Bilberry Juice, Carrot Juice and Vegetable Juice Cocktail flavors from the current line will also be offered in a 250 ml size in the new line. The new single serve line will be packed 12 per case, while the new 500ml line will continue to be offered in a 6 bottle per case packaging.

"As a pioneer in the production of 100% all natural, organic juices for over half a century, Biotta is now poised to conquer the 21st century with fresh, crisp packaging, as well as single serve bottles, which address the needs of modern, active people," explains George Pappas, Chief Executive Officer of Biotta, Inc. "We are also thrilled to expand our flavor offerings to a total of seventeen unique combinations, including Elderberry juice, which is a delicious and convenient way to protect your respiratory and immune systems as we head into the cold and flu season."

The new crisp modern packaging will reflect the beverage's exact ingredients by displaying a photograph of the number of fruits or vegetables contained in each bottle. It will also illustrate clearly the function of each blend.



Simply Lemonade With Raspberry Debuts



Simply Orange Juice Company has announced an addition to its popular Simply line: Simply Lemonade® with Raspberry. This refresher couples not-from-concentrate Simply Lemonade with raspberry juice.

The new product will begin shipping to retailers in February. Simply Lemonade with Raspberry expands the company's presence in the chilled juice drinks category, which has grown rapidly since the introduction of Simply Lemonade and Simply Limeade in 2006.

As with all of the Simply family of products, Simply Lemonade with Raspberry offers consumers an honestly simple juice beverage for enjoyment throughout the day. It combines the fresh-squeezed taste experience of Simply Lemonade with sweet raspberry, resulting in delicious and natural refreshment. Simply Lemonade with Raspberry is not concentrated and made with only pure ingredients.

Simply Lemonade with Raspberry will be packaged in the iconic 59 fl. oz. and 13.5 fl. oz. clear Simply carafes. The launch of the new product will be supported by a comprehensive marketing program that includes a multi-media advertising plan, consumer promotions and in-store sampling.

Tomandote First Hispanic-Inspired Ready-to-Drink Tea Line



Amcor PET Packaging helps Let's Mongo, Inc., Moorpark, CA launch a line of Hispanic-inspired ready-to-drink (RTD) teas. The company has selected Amcor's 16-ounce, long-neck PowerFlex™ polyethylene terephthalate (PET) bottle to introduce its Tomandote™ brand beverages.

About a year ago, company director Frank Ruvalcaba came to the realization that there weren't any commercially-available RTD teas in the market that were based on traditional Hispanic formulas.

"I've drunk lemongrass tea since I was a kid. There was something about the way that grandma used to make it that made it a little more special. As I become an adult, I learned how to brew the tea at home, but it was too much of a hassle to bring it into the office," explains Ruvalcaba. "That's when I came up with the idea to bottle it."

However, consumer taste test results yielded a pleasant surprise.

"Our original idea was to target the Hispanic market. However, we discovered that the flavors tested well across all ethnicities—Asian, white, African American, Middle Eastern, etc.—in addition to Hispanics. We also thought that we would have to target specific age groups, but we found good acceptance across every age category we tested," Ruvalcaba says.

But before the Tomandote line could be commercialized, Ruvalcaba had to find the right bottle.

"Because our product is hot filled, we thought we would have to use a PET bottle that had ribs. We were pleasantly surprised when we found out about Amcor's PowerFlex. The bottle looks like its glass, but it isn't. We knew as soon as we saw it that this was the right bottle for our product," he says.

Ruvalcaba selected one of two stock PowerFlex bottles—a 16-ounce long-neck design with a 38mm finish. (The other stock option is a 16.9-ounce, dome-shouldered bottle.) This allowed the company to launch quickly without incurring any additional tooling costs.

The Tomandote brand complements the bottle's smooth lines with a clean label design. Color-coded graphics support the initial three-flavor launch—Lemongrass (Te de Limon), Mint (Hierbabuena) and Cinnamon (Canela). The Tomandote brand name combines two Spanish words "tomando" and "te" which mean "drinking" and "tea," respectively.



Pacific Almond Beverages Go Organic

Industry reports show consistent growth in organic food and beverages and Pacific® Natural Foods is responding to this high demand for organic beverages by converting its entire all-natural non-dairy Almond Beverage line to organic, becoming the only brand in the marketplace with a full line of organic non-dairy almond beverages.

The complete line includes: Organic Almond Original, Organic Almond Vanilla, Organic Almond Unsweetened Original and Organic Almond Unsweetened Vanilla in 32oz aseptic containers; and Organic Almond Chocolate and Organic Almond Vanilla in 8 oz. four packs. The suggested retail prices for the 8 oz. four packs are \$3.49-\$3.99 and the 32 oz. beverages are priced at \$2.49-\$2.99.

Farm Stores Hosts Holiday Sales Incentive Kick-off

Farm Stores hosted its Annual Holiday Sales Incentive Kick-Off event on the afternoon of Thursday, November 6. Thirty-six managers from stores located in South Florida met at Store #1104 in Hialeah, FL to prepare for the company's annual holiday sales push. It wasn't all work, though. In addition to meetings, there was plenty of good food, camaraderie, and even prizes for lucky winners.

The meeting was held in preparation as the company introduces its holiday product line, which includes popular Farm Stores Egg Nog, Honey Baked Hams, cookies and pies in addition to its traditional dairy and grocery and product lineup.

Farm Stores traces its history back to 1935 and its popular drive-thru retail outlets have been a fixture in Florida since 1957.

A recognized institution in Florida, Farm Stores is highly regarded in the marketplace as a provider of high quality dairy and grocery products.



■ FARM STORES popular drive-thru express locations have been a fixture in the Sunshine State since 1957. Over 100 of its patented double drive-thru, full-service markets, similar to Store #1104 situated at 605 W. 29th Street in Hialeah (pictured right) dot the Sunshine State.



■ FARM STORES managers gather for their Annual Holiday Sales Incentive Kick-Off meeting.



■ FARM STORES COO Maurice Bared (left) pictured at the event with Southeast Wholesale Foods' President Rich Bauer (right).



■ FARM STORES COO Maurice Bared (second, left) greets Southeast Wholesale Foods' management team members: Kevin Darcy, Tony Palacios, Tim Martis, Mike Welch, and Rich Bauer.



■ FARM STORES Director of Stores Dio Castillo (center) pictured with Robin Merles, Director of Merchandising, and Maria Quesada, Dir. of Operational Controls.



■ FARM STORES Dir. of Stores Dio Castillo pictured with Store #1104 Manager Yaicy Duran.



■ COFFEE BREAK - Maurice Bared, Tony Palacios, and Kevin Darcy pictured with a display of the company's popular private label coffee.

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Make Your Workplace a Magic Kingdom

Business Lessons from Walt Disney

By KENDRA TRAHAN

Even though the name "Walt Disney" is synonymous with creativity and the Walt Disney Company is one of the largest and most successful media and entertainment corporations in the world, many business professionals scoff at the idea of embracing "the mouse" at work. In fact, depending on where you work, wearing a Mickey Mouse tie or watch to the office will not only be frowned upon, but it may also cause co-workers and managers to question your professionalism or challenge your credibility.

Despite corporate America's negative view of all things Disney on the job, millions of people go to one of the many Disney parks for vacations each year, bringing home souvenirs and photos that they proudly display on their desk. And while some people may think that such Disney keepsakes are too whimsical or child-like for an office setting, the fact is that Mickey Mouse and all the other Disney items represent the kind of success that many companies are striving for.

No matter what company or industry you're in, seeing something Disney in your office should be a



sign of excellence—a reminder to do your best, to think creatively, and to reach for the stars. While Disney items are often frivolous and fun, they can also be reminders of great business principles that all companies should implement. Consider the following beliefs that enabled Walt Disney to create and build a multi-billion dollar corporation.

Hire the best in the field and let them do their best.

When it comes to hiring great talent, in many companies one of two things often happens. Either the manager hires a great person for the job but stands in the new employee's way, resulting in poor performance; or the manager feels threatened by a potential employee's skills and hires someone else who is less qualified for the job. In either scenario, the company suffers.

Walt Disney was not a very good artist, so he hired Ub Iwerks to do the animations for him. Rather than feel threatened by another artist, Walt recognized his own weaknesses and sought out the best talent to help him succeed. At the same time, Walt knew he was good at sales, so he handled the sales end of his company. Walt believed that the only way to become successful was to have a great team on your side.

Rather than feel threatened by someone who may have a better education or more skills than you, welcome that person onto your team. Put your ego aside and pinpoint your weaknesses. Then, find people who are strong in those ar-

eas to help your company or department move forward. Always remember that the success a lone person can achieve is great, but the success a group of people working together can achieve is often amazing.

Internally mine the talent in your organization.

While many companies do like to promote from within, they often have strict guidelines for promoting or reassigning employees. For example, salespeople can only be promoted if they exceed their sales quotas. But if a salesperson is weak in sales yet strong in another area, such as training or accounting, that person cannot get promoted or reassigned because he or she did not meet their quota. The result is a frustrated employee who could shine in another area and greatly contribute to the company's bottom line...if only given the chance.

Walt Disney routinely "walked the studio," talking to his employees and learning what they were passionate about. He often took the time to notice what personal items they had on their desk, as he believed those items could tell him a lot about their strengths and what they could contribute to the company. For example, Walt noticed that one of his artists, Blaine Gibson, had beautiful sculptures on his desk—sculptures that he made himself. Blaine was a good artist and doing fine in his position, but Walt saw the passion for sculpting that Blaine had. Walt quickly reassigned Blaine to W.E.D. (known today as Imagineering). Today Blaine is best known as

the person who sculpted the faces in the Pirates of the Caribbean ride and all the American presidents for The Hall of Presidents attraction.

Look for the passions hidden within your employees. Do you have a salesperson who would make a great trainer? An accountant who would excel at PR? A maintenance worker who can create great sales copy? Keep your eyes open on what people can do besides their immediate job. Often their hidden talents and skills are just what your company needs to succeed in today's marketplace.

Empower your people to exceed customer expectations.

Although many companies like to talk about "empowering their employees," the fact is that many workers feel very un-empowered these days. They want to help a client or customer resolve an issue, but they have to go through so many layers of red tape that doing so seems near impossible. With the corporate focus on bottom line results and cutting costs, employees feel restricted on what they can and cannot do.

One of Walt's main objectives (and one of his teachings that lives on very strongly at The Walt Disney Company) was to always "Exceed Expectations." Walt inspired and empowered people to give more than what was asked of them. Even today, Disney employees can do what's necessary to meet a guest's expectations. For example, if a child orders popcorn and then drops it a few seconds later, the employee is empowered to replace that child's

popcorn, free of charge.

Empowering employees doesn't mean they have free reign; it means they can do certain things within established limits and guidelines to make the customer happy. Therefore, take some time to outline what your staff can do in specific situations to exceed a customer's expectations. Then, let your employees do it. When you allow your employees to take care of the customers in a respectful way, the business will take care of itself.

Create the company of your dreams

While the genius and namesake behind the Walt Disney Company has been gone for over 40 years, the principles and techniques he used to build one of the most successful corporations in America are still relevant today. So as you sit in yet another meeting discussing strategies for taking your organization to the next level, remember Walt's ideas from yesteryear. They could very well propel your company into a very profitable future.

ABOUT THE AUTHOR:

KENDRA TRAHAN is author of the best-selling "Disneyland Detective," and the newly released "Disney's California Adventure Detective." She is national president of NFFC, the club for Disneyana enthusiasts. Kendra serves on the Board of Governors for the Carolwood Pacific Historical Society, a group dedicated to preserving the legacy of Walt Disney and his railroads. For more information, visit: www.themeparkdetective.com.

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The advertisement features a variety of PILON Espresso products. In the foreground, there's a large white cup filled with coffee. Behind it, several bags and cans of PILON Espresso are displayed. The bags are labeled 'CAFE MOLDO GROUND COFFEE 100% PURE COFFEE' and 'NET WT. 8.8 OZ. (250 GRAMS)'. The cans are labeled 'CAFE ESPRESSO' and 'PILON'. The background is a warm, golden sunset over a body of water, with coffee beans scattered around the products.

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30 Wines & Beers



Jacob's Creek and 20th Century Fox's 'Australia' an Epic Blend

Jacob's Creek and 20th Century Fox have formed a global partnership for the highly anticipated Baz Luhrmann film AUSTRALIA, opening in theatres everywhere November 26.

Managing Director Stephen Couche says, "With the key attributes of being iconic, authentically Australian, and premium, there is no doubt that Jacob's Creek and AUSTRALIA create the ideal partnership."

The popular wine brand will achieve global reach with the film's international release across participating markets including Australia, North America, Europe and Asia.

Baz Luhrmann, director of the 20th Century Fox hits 'Moulin Rouge!' and 'William Shakespeare's Romeo + Juliet', describes his latest film as a mix of "romantic comedy, high tragedy and action" set against the vast and remarkable landscape of Northern Australia and starring a number of noted Australian actors.

AUSTRALIA is an epic romantic action adventure, set in that country on the brink of World War II. In it, an English aristocrat (NICOLE KIDMAN) travels to the faraway continent where she meets a rough-hewn cattle drover (HUGH JACKMAN) and reluctantly agrees to join forces with him to save the land she inherited. Together, they embark upon a transforming journey across hundreds of miles. With his new film, Luhrmann is painting on a vast canvas, creating a cinematic experience that brings together romance, drama, adventure and spectacle.

To drive global sales of Jacob's Creek, encourage interaction with the brand, and promote AUSTRALIA to movie audiences, a full complement of promotional activities has been developed. A Jacob's Creek advertising campaign, a sweepstakes to "Win the Ultimate Australian Experience", and event marketing initiatives will all add to the excitement surrounding the film release and the partnership with the world's most recognized Australian wine brand.



Sutter Home Takes on Tradition With a Contemporary Kick

Traditional red wine blends are hot, but leave it to Sutter Home to take a contemporary twist on tradition and broaden the definition of 'red blend' for more to enjoy. The Napa Valley-based winery's latest offering, simply called 'Red,' offers consumers a chance to further their wine tastes. A blend of predominantly Merlot and Zinfandel, Sutter Home pushed the envelope and mingled in a touch of Moscato, a varietal that has enjoyed wild success among Sutter Home fans for years. The breakthrough blend takes established varietals of Merlot and Zin, which provide full-bodied flavor and have always appealed to red wine drinkers, and added the Moscato, which brings a light, floral note and approachability that has drawn consumers to Sutter Home for decades.

Also widening the appeal is how the wine can be served — at room temperature as one would serve a red wine, or chilled as with a white wine.

Red is now hitting stores around the country with a suggested retail price of \$5.99.



Click Wine Group Elevates Malbec: New High Note From Argentina

New from Click Wine Group, High Note is a classic Argentinean Malbec, smooth and velvety, distinctive and modern, from the Uco Valley in Mendoza, the location of the world's finest Malbec vineyards.

True to the Click Wine Group philosophy, the new wine brings a fresh look to a fast-growing category with an elegant, upscale label and an excellent taste profile. Perfectly attuned to today's wine consumer, the label is easy to read, the name memorable, and the wine delicious. Its distinctive design conveys the special attributes of the brand with images of the hot desert sun and high altitude mountains, which are essential to the quality of High Note Malbec.

On the palate, High Note displays the flavors of blackberries, plums, and black cherries with a touch of spice. Its rich, deep violet color; smooth velvety texture; soft tannins; and long, silky finish complete the taste experience.

"The timing is right for High Note," says Peter Click, CEO of Click Wine Group. "Not only because more American wine lovers are discovering this great taste every day, but also because our partnership with another top producer allows us to bring to the American market a wine that over-delivers on style, quality, and price. It is wholly consistent with our business philosophy and a very exciting time for us as we move into a new part of the world at an undeniably exciting moment."

High Note Malbec is available nationwide at a suggested retail price of \$12.99.



2008 Pinot Noir Crush in Highlands Wraps Up

The 2008 Pinot Noir harvest is wrapping up in the Santa Lucia Highlands appellation, with winegrowers reporting potentially very high-quality and lower-than-normal yields. Some of California's finest vineyards call the S.L.H. home, with more than thirty winegrowers cultivating 2,500 acres of Pinot Noir there.

At the Pisoni Vineyard, Gary Pisoni is very happy with the quality of his just-completed Pinot Noir harvest. "It should be another excellent vintage in the Santa Lucia Highlands. We are thrilled with the fruit harvested from our ranches. Our yields were down, so you will see less Pinot in the marketplace, but quality was as good as ever." The crush at Pisoni ran along fairly traditional timelines, beginning mid-September and finishing in late October.

At neighboring Paraiso Vineyards, this year marked the 32nd Pinot Noir crush on one of the district's founding, sustainably farmed estates. General Manager and 2nd generation owner Jason Smith comments: "It was a successful if relatively late harvest for us, thanks to a cooler-than-normal summer. But enough early fall heat finished things up nicely — achieving phenolic ripeness in the grapes after a long, gentle hang time." The crush at Paraiso began the first week of October on some of the newer "Dijon" clone blocks and finished up on October 28 in the older, original Martini clone plantings. All told, Smith reports picking approximately 300 tons of Pinot Noir. Paraiso Winemaker Dave Fleming is enthusiastic about 2008 quality: "The incoming Pinot fruit has very good color and seems nicely balanced. Ferments are running very smoothly with few surprises."

Dan Lee of Morgan Winery is also excited about the quality of the Pinot Noir off his organically farmed Double L Vineyard. "It was a very long, extended harvest. We started picking Pinot Noir on September 12 and are just now finishing up. It is a light crop, at 94 tons, about 40% less than a 'normal' year. The fruit is very focused; quality looks very good, with lower acids and great balance allowing us to pick at lower sugars. The eventual 2008 vintage wines should make a nice complement to the exceptional '07 S.L.H. Pinots — two very good years in a row."

The Santa Lucia Highlands is one of the crown jewels of California viticulture, growing and producing some of the state's best cool climate Pinot Noir, Chardonnay, and Syrah.

Kenwood Vineyards Commissions Artist Shepard Fairey

For the 30th Anniversary Artist Series Cabernet Sauvignon

Fine wine and street art may not be a typical combination, but Kenwood's 30th legendary Artist Series Cabernet Sauvignon masterfully brings them together on the wine's commemorative label, featuring work by famed artist Shepard Fairey. After three decades of showcasing a different piece of art every year from renowned artists like Pablo Picasso, Tamara de Lempicka and Vincent van Gogh, the Kenwood Artist Series' 2004 vintage is released in a year of political change and fervor with Fairey's "Peace Woman," specially commissioned by Kenwood for this anniversary edition.

Considering himself a populist, Shepard Fairey — sometimes referred to as the "Andy Warhol of today's generation" — is known for his works which range from absurdist propaganda to clandestine street art and commercial projects.

To have Fairey's work represented on the finest bottles of Kenwood's portfolio of highly acclaimed wines brings a fresh relevance and levity to the brand, which delivers consistent Sonoma County quality, year after year. The 2004 Artist Series stands out with a nose that exhibits black currant, Ceylon tea leaf and dark chocolate, followed by flavors of black currant, Italian plum, cocoa and spice which evolve in the glass. These intense flavors are complemented by a dense yet smooth palate that stays graceful through the lingering finish. While the 2004 Kenwood Artist Series Cabernet Sauvignon can be enjoyed now, fine balance and well-integrated tannins suggest it will develop impressively in the cellar for many years.

Each vintage of the Kenwood Artist Series has become a coveted collectible, illustrated clearly by the Robb Report sale of the series' 25-year vertical for \$100,000. The 2004 vintage promises to be among the most highly prized of the entire series, as only 2,146 cases were produced. It is available nationwide at a suggested price of \$70 per bottle.



Chicago Marriott Hosts Wine & Cheese Extravaganza

Chicago food and wine connoisseurs were able to indulge in some of the finest wines and gourmet cheeses during a special wine-making event October 17 at the Chicago Marriott Downtown Magnificent Mile. Taking their chef-crafted approach to the next level, Executive Chef Myk Banas of the Chicago hotel's restaurant, Harvest Grill, hosted the special free event from 4:30 p.m. to 7:00 p.m. inside the hotel's Grand Lobby.

"We're passionate about serving spectacular cuisine, cultivated only from the finest ingredients," said Banas. "Our elegant wine and cheese tasting event was a fun, enjoyable way to learn more about gourmet foods and drinks, while celebrating the future release of our new signature wine with the public."

In addition to sampling the finest wines from the Sierra Foothills, guests enjoyed an authentic wine-making session. Hundreds of pounds of Sangiovese grapes, brought by Greg Fisher of Bev Arts, were crushed in the hotel lobby to create a new signature wine for the restaurant in Chicago.

Delightful gourmet cheeses created by hand last month during a trip to Grassfields Farm in Michigan were served as a complement to the wines. The cheeses were produced in conjunction with renowned cheese-maker Jesse Meerman. During the outing, Harvest Grill chefs also met with local artisans, growers and producers in order to build relationships and understand the intricate operations of the gourmet cheese industry.



Unique holiday pumpkin carvings by Sigfredo Cahatol.



Marriott Director of Restaurants, Kevin Pickard uncorks a bottle of wine.



Banquet Chef Nate Dunlap carves sausages for guests.



HAPPY WINE MEN Marriott Senior Account Executive David Katz and Guest Experience Coordinator Michael Hutchings.



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The Heinz Tomato Ketchup Cookbook

By: **PAUL HARTLEY**

There's only one name when it comes to ketchup, and that's Heinz. In *The Heinz Tomato Ketchup Cookbook*, this iconic brand stars as the key ingredient in 40 recipes, ranging from traditional, down-home casual (Perfect Shrimp Cocktail, Lamb and Mint Brunch Burgers with Riverside Salsa) to the exotic and unexpected (Bloody Mary Macaroni, Red Thai Duck Curry).

Henry Heinz first introduced his new tomato ketchup 130 years ago, in 1876, and it has brought both flavor and color to the kitchen table ever since. The *Heinz Tomato Ketchup Cookbook* shows ketchup-loving cooks how to take this refrigerator staple from a humble condiment to a versatile ad-

dition to starters, soups, salads, entrées, and even baked goods. Historical anecdotes and trivia from the Heinz Company round out this colorful collection of recipes, photography, and vintage advertising art.

Each recipe was created, tested, and enhanced with a healthy dollop of ketchup. The result was a more intensely flavored Bangers and Mash, a more colorful Schnitzel with Noodles, and a more balanced Golden Egg Boat Curry.

With *The Heinz Tomato Ketchup Cookbook*, anyone can share ketchup-inspired dishes with friends around the barbecue or breakfast table, over long summer lunches and dinners in front of a fire. These fun recipes prove just how versatile ketchup can be.

About the Author

PAUL HARTLEY is the author of seven cookbooks, including *The Colman's Mustard Cookbook*. He is a food writer and radio host, and he formerly managed several restaurants in the United Kingdom. He lives near Bath, England.

New 48-Page Free Argo Cookbook

Americans have been turning to Argo Corn Starch for delicious corn starch recipes since the late 1800s. But in this — the brand's 117th year in business — Argo is all new again. Argo is now sold in a convenient resealable container. As an added bonus, Argo has now published one of the most useful and diverse cookbooks in its history.

The new 48-page *Best of Argo Cookbook* features recipes for 45 tasty creations.

The *Best of Argo* cookbook features everything from soups and entrees and sauces to puddings and bars — pies and cheese-cakes. Many of these recipes have the added benefit of being gluten-free. A tabbed page takes the reader to a special section on "Argo Corn Starch Tips."

All recipes include estimated prep time, cook or bake time, and the number of servings. Each recipe also features a large full-color photograph.

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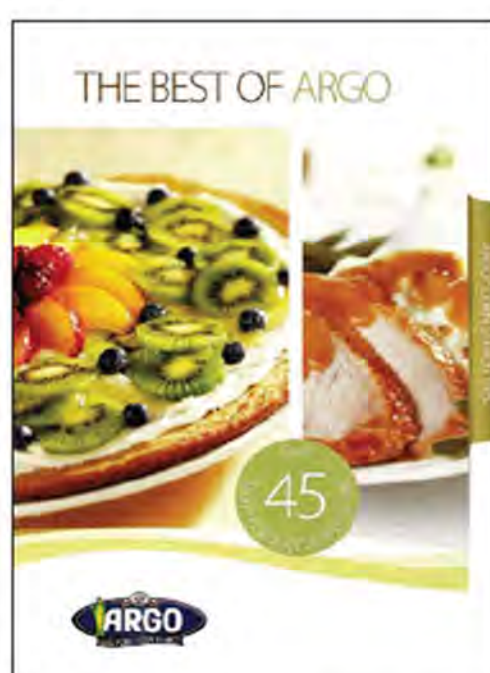
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Infinity Entertainment Group Debuts

Three Sheets: Season 3

Around the World One Drink at a Time

MOJO HD's top-rated, cult hit series returns for another season of adventures abroad in *Three Sheets: Season 3*, now brewing on DVD from Infinity Entertainment Group.

Three Sheets' third season is its biggest yet. Fearless host and comedian Zane Lamprey once again embarks on the ultimate international pub crawl, traveling to even more remote and wilder destinations to track down the wackiest local beverages for your libation mixed with a big splash of silliness.

In this two-disc set, Zane takes on his most ambitious tour yet, welcomed by bar-

keeps, brewers and local patrons and finding everything from Moonshine in Moscow to Cachaca in Rio. Get ready to drink up the culture of Denmark's Akvavit, Saigon's snake wine, Chile's Pisco Sours and much, much more!

They may not always speak English, but after learning their native drinking



games, Zane and his new friends all speak the same language! Pack your bags, 'cause you've got some thirst-quenching to do!

Includes 14 episodes (25 minutes each) filmed in Chile, Rio de Janeiro, Portugal, Hong Kong, Las Vegas, Gibraltar, Denmark, Saigon, Scotland, Barcelona, Cognac, Bangkok, Argentina and Moscow.

Three Sheets: Season 3 is presented in anamorphic widescreen with an aspect ratio of 16:9. Special feature includes a never-before-seen Scotland Webisode.

64 Zoo Lane

When Night Falls, Dreams & Adventures Begin

Children ages 2-5 will have a g-r-r-r-eat time with their new animal friends at 64 Zoo Lane, roaring onto DVD from PorchLight Home Entertainment.

From the award-winning Belgium television producer and best-selling author An Vrombaut, 64 Zoo Lane follows the adventures of a little girl named Lucy who lives at 64 Zoo Lane, next door to a zoo. Every night, she climbs out of her window, slides down the long neck of Georgina the giraffe and listens to one of the animals at the zoo tell her a story.

Georgina, Nelson the elephant, Zed the zebra, Tickles and Giggles the monkeys, Henrietta the hairy hippopotamus, Joey the kangaroo, Snowbert the polar bear and Kevin the crocodile entertain as children explore social and emotional issues (like responsibility, friendship, helping and caring) and learn about language and vocabulary.

64 Zoo Lane, which currently airs on Nickelodeon Jr.'s Noggin network for preschoolers in the U.S. and the BBC in the U.K., has won the 2002 British Animation Award for Best Pre-School Series and the 2000 Pulcinella Prize for Best Series for Children at the international television festival Cartoons on the Bay.

Episodes included on this feature-length DVD include "Nelson the Elephant," "Adam the Armadillo," "Herbert the Warthog," "Pauline the Pelican," "Toby the Tortoise," "Doris the Duck," "Wally the Wombat" and "Melanie the Moose."

64 Zoo Lane
PorchLight Home Entertainment
Genre: Children's, Ages 2-5
Running Time: 88 Minutes
Suggested Retail Price: \$14.99



Celebrating 25 Magical Years

The Care Bears: Care-A-Lot Collection

Celebrating 25 Magical Years

The Care Bears: Care-A-Lot Collection 2-DVD set includes 22 of the most winsome episodes featuring the sharing and caring Care Bears and all their friends. Children who meet the Care Bears from Care-A-Lot — their city in the clouds — are lucky indeed! Smart, cuddly Care Bears embark on many adventures as they help children accept a new baby sitter, improve at sports, deal with braces or make new friends. And sometimes Care Bears face challenges of their own — like saving Care-A-Lot from a hungry Cloud Worm or stopping Professor Coldheart before he ruins the Forest of Feelings. Whatever's happening, the Care Bears spread joy everywhere.

This special collection's edition comes packaged with a free Activity Booklet filled with fun activities and game.

Length: 242 minutes • SRP: \$22.98

C-store Industry's Respect Must Be Continually Earned

Continued from PAGE 1

respect from our customers, from our suppliers, with the media and even on Capitol Hill," she said. "The respect we have today is the result of years of work. And we can never lose sight of how quickly it can disappear," she cautioned.

Hubbard noted one more significant change within the industry since NACS was founded. There is "one obvious difference between me and all the NACS chairmen of the past," she said. "I am the first to accept the gavel wearing a dress," noting that she is the association's first female chair.

NACS and the industry have clearly earned respect – but it is equally important to give it to those who helped earn it, Hubbard said.

"Our employees are truly the people who make this industry tick. We must constantly recognize their value and give them the respect, tools, and support they are due," said Hubbard.

Customers – the industry's 160 million daily patrons – also deserve the industry's respect. "We must never forget that while the customer may not always really be right, giving good customer service is always right," she stressed.

Suppliers also deserve the industry's respect. When NACS was founded, stores essentially sold grocery-store products in take-home sizes, noted Hubbard.

"We now sell \$577 billion in goods and services. That's more than the supermarkets have in sales. That's more than the nation's restaurants have in sales. And that's nearly double the sales of drug stores," said Hubbard, stressing that suppliers are a big part of the industry's success.

The industry also has gained respect on Capitol Hill and with the media, Hubbard said. "While we used to have to fight to have our voices heard, today our voices are sought out. We have an established reputation for being knowledgeable, reputable and

fair. Congress asks us to testify to explain issues so that they can make informed decisions whether on motor fuel sales, or credit card fees or any number of issues our industry faces," Hubbard said.

The respect the industry has on Capitol Hill was years in the making, stressed Hubbard. "My dad [1992-93 NACS Chairman Jim Yates] was passionate about his business, this industry, NACS and especially our political efforts," said Hubbard. "He and so many other NACS leaders saw the need for us to defend our businesses from irrational unfair legislation. They committed lots of time and money to get this organization noticed. And it has paid off."

The respect the industry has earned presents enormous opportunities, Hubbard said. "We can – and should – play more of a leadership role in our communities. We must continue to grow and aspire to be the type of business that new generations, of all genders and races, continue to see, just as we did, as an industry exploding with opportunity. We need to continually be not just good citizens, but great citizens. We need to not just talk to our customers, but to talk with them. We need to not just give back, but to redefine how we serve our communities," Hubbard said.

NACS has played – and continues to play – a central role in the respect the industry has earned, Hubbard said, and she urged attendees to be a part of its future success. "Help us grow the respect that we continue to cultivate," she said.

"NACS will fiercely advocate on your behalf, whether in Congress or with the media. We will develop vanguard products and services that allow you to develop your people and grow your business. We will continue to develop and share best practices from around the world. And we will do whatever it takes to ensure that we continue to earn your respect every single day," said Hubbard.

Sam's Club Announces Plans for New Type of Warehouse Club

Continued from PAGE 1

neers," said Doug McMillon, president and CEO of Sam's Club. "We are excited about this club and the new range of products and services we can offer in Houston. Our objective is to create an additional shopping choice that provides currently unavailable value for families, restaurant owners, convenience stores and more."

Mas Club will offer fresh produce and meats, including a variety of cuts, and a full-service meat and seafood counter. The club will carry a unique selection of Hispanic foods and international brands including beverages, spices and candy for both

family use and small business resale. To enhance the member experience, there is space for an outdoor shopping and an event area, and the cafe will offer fresh made tortillas. This location will have its own gas station, exclusive to Mas Club Members. New signage and a Mas Club logo will be created for the facility and when complete there will be 143,000 sq. ft. of shopping and warehouse space.

Mas Club membership will be exclusive. Existing Sam's Club Members interested in Mas Club will need to purchase a separate annual membership to shop at the facility. Membership fees for Mas Club have not been determined at this time.

PAFB Promotes Armando La Villa



ARMANDO LA VILLA

Named Retail Director - Southern Division

Armando La Villa has been promoted to the position of Retail Director for the Southern Division of Pan American Food Brokers. La Villa has worked in the Miami Market for over twenty years and has a vast knowledge in the frozen, dairy, meat, and retail grocery departments. La Villa started in the retail grocery business in 1975, working for Winn Dixie in the Miami Division. La Villa has worked for some of the largest brokers in the Region and has held the position of Sales Supervisor, Director of Retail and Account Executive.

"We are very lucky to have Armando working with us," said Pan American Food Broker's President and CEO Manny Garcia. "His knowledge and relationships at retail are invaluable to our manufacturer's success in this market. He has been crucial in building a strong and dedicated retail team. Armando is a welcome addition to the Pan American family."

Holiday Shoppers Planning to Make a Budget and Check it Twice

Continued from PAGE 2

year ago.

"It might not be easy to pull back on small gifts for a co-worker or a child's teacher, but consumers feel like their family understands their current situation," said Phil Rist, Vice President of Strategy for BIGresearch. "Americans might eliminate an extended family gift exchange or buy one big present for all of the kids to compensate for a budget-friendly Christmas this year."

Consumers' holiday budgets this year also include spending on decorations (\$51.43), greeting cards and postage (\$32.43), candy and food (\$95.04) and flowers (\$22.61).

With sales and promotions the theme of the 2008 holiday season, it's no surprise that most consumers (69.7%) plan to do some shopping at discount stores. Additionally, more than half of American adults plan to shop at department stores (58.0%), while more than one-third of shoppers plan to shop at clothing (37.3%) and electronics (37.3%) stores.

As the Internet becomes more of a mainstay in the retail landscape, Americans are heading online to com-

pare prices, research retail locations, and look for gift ideas before heading to stores. Although the number of people buying gifts online is expected to remain flat over last year (44.2% in 2008 vs. 44.3% in 2007), shoppers will rely on the Internet more than ever to browse for holiday gifts and research products. According to the survey, the Internet will influence 33.6 percent of holiday purchases, up from 30.2 percent last year and 28.9 percent in 2006.

Though most consumers plan to stick to a budget this holiday season, many are padding it with a little something extra. Knowing that the holidays often abound with good deals, more than half (56.6%) of shoppers are planning to make additional non-gift purchases for themselves or their families this holiday. Some may have even been holding back on personal purchases for the last few months to take advantage of holiday pricing. Shoppers will spend an average of \$119.83 on these purchases, up from \$106.67 last year.

NRF continues to expect holiday sales to "http://www.nrf.com/modules.php?name=News&op=view&id=573" to \$470.4 billion.

Food Execs Urged to Step Up or Be Left Behind in Consumer-Controlled Future

Continued from PAGE 2

nicate answers to five simple questions, sooner rather than later: What exactly is in this product? How is it made? By whom? How did it get here? What effects on the environment will it have?

Colman warned food executives to "act with due speed" based on findings from Colman Brohan Davis's "2008 Future of Foods Panel (TM)," representing a cross-section of food manufacturers, marketers, researchers and food service. Many executives surveyed still questioned the near-term value of deploying information to fully empower consumer decision-making.

"A networked society is a transparent society that empowers consumers," she concluded. "Companies must act now to embrace that future or they will be left behind."

Some of the information Colman shared includes:

WIRED, WITH INFORMATION EVERYWHERE:

YouTube(TM) is already a ubiquitous source of information, receiving 1 billion video views per day with 13 hours of video uploaded each minute, with more capacity planned. There will be 4 billion mobile phone users by the end of 2008, with growth expected at 25% annually. Smart phones, "point, find, buy" technology, object hyperlinks, QR, SMS and zap codes will rule.

"GREEN" FROM THE START:

More than half of kids ages 6 to 8 encourage their parents to buy "green" products and express concern about "green" issues. 32 percent of boys and 44 percent of girls ages 6 to 11 go grocery shopping with parents most of the time. More children are being exposed to where and how their food is grown via agritainment/agritourism, which has

grown to a \$1 billion/year industry.

OPINIONS AND INFORMATION:

65 percent of U.S. consumers look at food nutritional labels more now than they did two years ago; 42 percent say they check labels before buying a product for the first time; 62 percent of consumers have read an online review before making a decision; 80 percent say their purchase decisions are directly influenced by online reviews; 57 percent of retailers post product reviews on their websites.

TECHNOLOGY ADVANCES:

Bar codes and cheap sensors will be packed with data that consumers want. RFIDs will be as big as a grain of dust. Everything large enough to have a tiny microchip will have it. Electronic paper, wearable health devices and "smart glass" will give us a fully enabled future.

Wal-Mart Announces '09 Growth Plans

Continued from PAGE 2

core business through remodels," Schoewe added. "These projects will involve substantial upgrades of existing U.S. stores, making every aspect of their merchandising and brand presentation consistent with our newest stores."

Sam's Club plans to add 21 new, expanded and relocated clubs in fiscal year 2009 and 15 to 20 clubs in fiscal year 2010. Sam's Club added 25 new clubs in fiscal year 2008.

"We remain committed to opening and operating the optimal number of clubs, in the right sizes and formats, in locations that make the best use of our

capital," Schoewe said. "We are excited about the new club formats, including the smaller 100,000 sq. ft. format, to serve all our members everywhere we do business."

Wal-Mart International remains committed to growth in large emerging markets, optimizing assets in mature markets and to leveraging best practices around the world. New stores will provide 17 to 18 million additional square feet in fiscal year 2009, and 19 to 20 million more square feet in fiscal year 2010.

"Our International growth will cover a wide range of formats, remaining balanced between both emerging and mature markets and totally consistent with our capital efficiency model," Schoewe said.



LAVO

RESTAURANT
PREMIERES AT
THE PALAZZO
LAS VEGAS

Making his Las Vegas debut, nationally acclaimed chef Ludovic "Ludo" Lefebvre arrives at The Palazzo Resort Hotel Casino to helm the newest creation by the team behind TAO New York and Las Vegas. LAVO, Latin for "to bathe or cleanse," is inspired by ancient Mediterranean bathhouses with a menu that highlights the best of the region's cuisine. Chef Ludo's signature gastronomy celebrates the flavors of France, Italy and Spain as well as other Mediterranean classics. The innovative menu is further enhanced by the restaurant's striking design, by AvroKo. Since opening on September 13th, LAVO has quickly become a favorite spot for celebrities, Las Vegas locals and travelers alike.

"Las Vegas has become a culinary destination of its own and I am so pleased to become a part of it with my first restaurant out-



CHEF LUDO LEFEBVRE

side of LA," says Chef Ludo. "We are really bringing guests a full experience between the menu, high design and unparalleled service."

Although only 37 years-old, Ludo has been named one of the World's 50 Greatest Chefs by Relais & Chateaux, and he was also nominated by the prestigious James Beard Foundation for their Rising Star Chef Award. Known as the Marco Polo of the culinary world, Ludo is famous for his innovative twists on traditional French dishes and his passionate, imaginative use of more than one hundred international flavors and spices.

"Las Vegas provides me with a vast audience and I am excited to put a little Ludo into the dining scene," remarks Chef Ludo. "Food should be fun and bring a smile to your face."

The LAVO menu is designed to encourage sampling and sharing among friends, which is exactly how the chef loves to eat. The classic Mediterranean dishes arrive to the table at a continuous pace as they are prepared. LAVO also features a wood burning oven, producing some of the best pizzas in



Las Vegas.

The beverage program at LAVO is not only plentiful in selections, but also features beer and wine from nearly every region around the Mediterranean.

Chef Ludo remains the only chef in Los Angeles to receive the prestigious Mobil Travel Guide Five Star Award at two different restaurants:

L'Orangerie from 1997-1999 and most recently at Bastide. Although only 37 years old, Ludo has been named one of the World's 50 Greatest Chefs by Relais & Chateaux, and was also nominated by the prestigious James Beard Foundation for their Rising Star Chef Award. Known as the Marco Polo of the culinary world, Ludo is



famous for his innovative twists on traditional French dishes and his passionate, imaginative use of more than 100 international flavors and spices.

From the earliest planning

stages, LAVO was conceived as a space that would become an instant dining destination. The 300-seat restaurant includes 180 seats in the main dining room, a 20-seat private dining room, and 100 seats on the outdoor terrace that also houses the first outside hookah lounge overlooking the Las Vegas Strip. The entry to the main dining room is through the spectacular lounge that has 20-foot ceilings comprised of old wood and low chandeliers that crown the curved bar, leather seating and Moroccan tables below. The restaurant's piece de resistance is a spectacular glass and wood-screened bridge that is flanked with 32 ancient Turkish sinks with brass faucets with running water that lead to the sexy Nightclub on the second level.

Situated at one of the prime locations at The Palazzo Resort Hotel Casino, LAVO restaurant is an ideal place to dine for dinner or a late night snack.



A Kernel of Truth:

New Study Reveals Health Benefits of Corn Products

New research recently published in the October issue of the Journal of Agricultural and Food Chemistry reveals significant health benefits in milled yellow corn products. The study, authored by Purdue University professor Dr. Mario Ferruzzi, demonstrates milled yellow corn products are rich in antioxidants, especially carotenoids such as lutein. Additionally, the bioaccessibility level of carotenoids milled corn products is high, often more than 50% bioaccessible.

Carotenoids are yellow and orange plant pigments known for their association in the prevention of chronic diseases including cancer, cardiovascular disease and macular degeneration. Vegetables such as carrots, spinach and tomatoes are frequently associated with high levels of carotenoids; however, given the findings of this study, milled yellow corn products should be included in this category of antioxidant-rich foods.

The study found that the carotenoids found in milled yellow corn products have a high level of bioaccessibility, which is the amount of nutrients available for absorption by the body after digestion. In fact, the process of milling corn products makes key vitamins and nutrients more easily utilized than from many other foods.

Milled corn is found in a wide variety of food including corn meal, grits, corn flour, corn flakes and breakfast cereals. In addition to being rich in antioxidants, milled corn foods are delicious, making it easy to get essential nutrients such as carotenoids into one's diet.

"Vegetables remain an important source of carotenoids but this study demonstrates that consumers of all ages can feel good about eating milled corn products knowing that they provide essential nutrients to keep the body healthy," said Judi Adams, MS, RD and president of the Grain Foods Foundation.



■ DR. MARIO FERRUZZI



Winn-Dixie Makes Digital Music Available

Platinum MusicPass is the Latest Form of Pre-Recorded Music

Shoppers at Winn-Dixie stores throughout the Southeast are now putting music in their shopping carts, along with their other grocery purchases.

Under an agreement with SONY BMG MUSIC ENTERTAINMENT, customers of the Jacksonville-based grocer's 521 stores can purchase the newest form of pre-recorded music that is downloaded to iPods and other digital music players. The Platinum MusicPass is a credit card-size digital album card that allows consumers to download full-length albums in the form of high-quality MP3 files. Many of the Platinum MusicPass offerings include special bonus content.

"MusicPass is an important part of SONY BMG's ongoing campaign to bring its artists' music to fans in new and innovative ways and to develop compelling new business models," said Thomas Hesse, President of Global Digital Business & U.S. Sales for SONY BMG MUSIC ENTERTAINMENT.

"Winn-Dixie was one of the first retailers in the U.S. to partner with SONY BMG on this initiative," said Rich Romano, manager for Winn-Dixie's prepaid card sales. "SONY BMG has been at the forefront of new entertainment technology and is home to some of the biggest names in the recording industry. Teaming with SONY BMG provides our customers the opportunity to purchase new release albums in an innovative way while they do their grocery shopping."

SONY BMG believes its Platinum MusicPass product will have a strong appeal for a broad range of consumers, leading to an expansion of both the digital and physical markets for music.

Platinum MusicPass cards have a suggested retail price of \$12.99 and are found near the gift card mall displays in most Winn-Dixie stores. The cards include the complete digital album plus bonus material. In the case of compilations, MusicPass cards include extensive tracks. Purchasers scratch the back of the card to reveal a pin number. They then visit "http://www.musicpass.com/" to download their music files and any bonus material. There are currently 60+ titles in the series, representing musical genres ranging from Rock and Pop to R & B and Country.

Bueno Foods' Founder

Joseph Baca Inducted into Tortilla Hall of Fame

Joseph Baca, who founded Bueno Foods in 1951 along with several brothers, was recently inducted into the Tortilla Industry Association Hall of Fame at their annual meeting in Las Vegas, NV.

The recognition, which honors pioneers in the tortilla industry, highlights the legacy of Joseph Baca's innovations and entrepreneurial spirit, now carried on by his children, to share the culinary traditions of New Mexico through Bueno Foods' authentic products.

Jacqueline Baca, president of Bueno Foods, said, "Our father was a creative thinker and ingenious executor of those ideas. We strive each and every day to continue his quest to preserve the culinary traditions of our heritage."

Tortilla innovations pioneered by Joseph Baca include: Automating tortilla production: In the 1950s, Baca had the idea to move beyond rolling out corn and flour tortillas by hand with the help of a pie crust roller.

Introducing tortilla sales to grocery chains and restaurants: Bueno Foods was the first to sell tortillas to Safeway and Piggly Wiggly stores in New Mexico in the 1950s. Baca also introduced his tortillas to restaurants, saving the cooks and owners the labor of making tortillas themselves.



■ JOSEPH BACA

First to manufacture blue corn tortillas: While now a hallmark in New Mexican restaurants, Baca initially scrambled to explain the benefits of the blue corn tortilla to his first restaurant and market customers.

Authentic corn grinding at production scale: Baca figured out a way to incorporate large lava rock metates from Mexico into tortilla machinery to grind whole kernel corn for mass-produced tortillas. Bueno Foods employs a Master Craftsman to maintain the grinding stones by hand, and is one of the few manufacturers who still grind corn in this traditional manner.

Creating healthy whole-wheat tortillas: In the 1970s, Baca was ahead of his time when he introduced a whole-wheat tortilla to the marketplace. The product was discontinued, but his children reintroduced it 30 years later and its popularity has soared.

Joseph Baca died in 1989, but his children carry on his values of quality, authenticity, customer responsiveness, innovation and hard work. Bueno Foods currently distributes more than 150 authentic Mexican food products to restaurant and retail clients throughout the United States.

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Technology



Forces Shaping The Future of Food Retailing



By: **JOHN SACCOMANNO**
Industry Marketing Director
NCR Corporation

I just returned from three days at the National Association of Convenience Stores (NACS) show. This event is one of the largest retail trade shows and certainly one of the more interesting. For ten straight years I've attended this event, and the breadth of workshops and exhibitors continues to surprise me. The event is reflective of the sub-segment it serves.

The convenience store segment is often an underestimated and underappreciated retail format, usually forgotten in retail industry discussions. I strongly suggest food retailers not underestimate c-stores and encourage them to learn from this dynamic retail format.

At revenues exceeding \$577 billion, c-stores exceed all other retail formats in size, perhaps with the exception of auto retailing. As a comparison, Progressive Grocer estimates the supermarket industry is \$535 billion. And, various industry reports put the restaurant segment at about \$550 billion.

The c-store segment is also growing. Sales have increased by 96 per-

cent over the last four years. As you might suspect, price increases have largely driven this, particularly in the petroleum category. Gasoline accounts for about 72 percent of the industry's sales, and gas sales have more than doubled since 2002. Today there are over 146,000 c-stores in the U.S. - 26,000 more stores than in the year 2000. On the other hand, there are close to 19,000 less supermarkets today than there were in the year 2000.

Though these numbers are impressive, the c-store segment is a high risk retail environment. Gasoline and tobacco account for 81 percent of c-store segment revenues. Are there any more volatile merchandise categories than tobacco and gasoline? Most of the surviving c-store operators have enacted foodservice and perishable programs to help mitigate these risks, a tough task in an environment dependent on gasoline and tobacco.

Convenience stores are particularly vulnerable to credit card fees, the segment's fastest growing expense. At over 9 percent of gross profits and 1 percent of sales, credit card fees exceed all but labor and general and administrative expenses. In fact, the c-store industry's 2007 credit card costs

were estimated to be over twice that of the industry's profits. In other words, card processors make more money in the c-store industry than the retailers.

About 16 percent of this nation's retail grocery and consumable business are purchased at convenience stores, a market share that has stayed fairly constant over the last 10 years. That fact is more amazing when you consider the traditional supermarket industry has lost anywhere from 5 to 10 percentage points of market share within that same 10 year period.

As their name indicates, this segment's main value proposition is based around convenience. Convenience has a loose definition that varies among generations, regions, cultures, occupations, income levels and sexes. For this industry to be viable they need to maintain their convenience advantage, however convenience is defined.

The success of the c-store industry is directly related to the retailers' agility. They have to be agile if they want to keep the convenience edge. Successful c-store retailers have demonstrated unique abilities in recognizing emerging trends, developing strategies to address these trends, and executing programs to attack the trends.

C-stores pioneered a number of retail offerings, some that are common in today's supermarkets, these include: prepaid gift cards, prepaid phone cards, contactless payment technology, automated teller machines, self-service technology, day-part pricing and food service.

In general, I can think of no retail segment that does a better job of keeping a finger on the pulse of their customers and the neighborhoods they operate in. This is a cut-throat retail environment, full of obstacles and unique challenges, but it can offer lessons to all retailers on the art of surviving in a constantly changing consumer environment.

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.

Newest NCR Kiosk Accelerates the Self-Service Experience

NCR Corporation has launched its newest point-of-decision kiosk. The NCR SelfServ 60™ is designed to enrich the consumer self-service experience and help companies transform their business with faster, more compelling self-service solutions.

The new NCR kiosk helps businesses build customer loyalty by extending their brand with customizable design options. It can draw more consumers to self-service by offering engaging transactions with greater speed, richer multimedia content and advanced graphics. And it is designed to deliver maximum availability to businesses - a critical component of a successful self-service strategy - with leading-edge remote diagnostic capabilities.

"Clearly businesses that deploy self-service when, where and how it best meets consumer needs gain a competitive edge," said Bob Tramontano, NCR vice president, Solutions and Services Industry Marketing. "Today's introduction of our advanced, next-generation kiosk technology is another example of NCR's dedication to delivering self-service innovation that helps our customers accelerate their business through increased consumer satisfaction and improved efficiencies. We see the NCR SelfServ 60 as a strong contributor to NCR's



growth in our core markets, such as retailing and banking, well as in other industries including travel, healthcare, gaming and entertainment."

The NCR SelfServ 60 is customizable to help enhance a busi-

ness's brand. Deployers can choose from a number of configuration and design options such as brand color and logos. Multiple mounting options allow businesses to deploy their kiosk solution to fit the needs of their customers and their environment.

The NCR SelfServ 60 is the first self-service kiosk on the market to integrate powerful Intel® vPro™ technology, including the next-generation Intel Core™ 2 Duo processor and Mobile Intel® GM45 Express chipset, an run more advanced, engaging self-service applications. This creates an enhanced experience for consumers and the opportunity for companies to offer increasingly complex transactions.

Further, Intel vPro technology allows deployers to maximize system availability for businesses with "out-of-band" manageability and serviceability. This means that diagnostics can be accomplished remotely, even if the unit is powered off.

NCR also provides a comprehensive suite of services to help ensure high availability for solutions - a key component in enabling the solution to improve the consumer experience, speed adoption and maximize the benefits a business sees from its investment.

Ukrop's Implements RTC's BevTrac System

To Maximize Shelf Space and Save Labor Costs

RTC, a global shopper marketing company, announced that Ukrop's Super Markets, Inc. has installed the BevTrac® shelf management system in its stores throughout Virginia.

Always on the forefront of technology and industry trends, Ukrop's has deployed the industry's only environmentally-friendly shelf management system and is expected to complete installation in fall 2008. Key drivers for deployment of the system include the ability to maximize shelf space and increase beverage accessibility to shoppers, while also reducing out-of-stocks and decreasing labor costs. During the first six months of 2008, the BevTrac system generated a sales lift of up to 10 percent for retailers in the c-store and grocery channels.

David Taylor, director of merchandising, Ukrop's, cited the ability to efficiently and effectively manage shelf space and the reduction in labor costs as main factors in the company's decision to



fully deploy the BevTrac system.

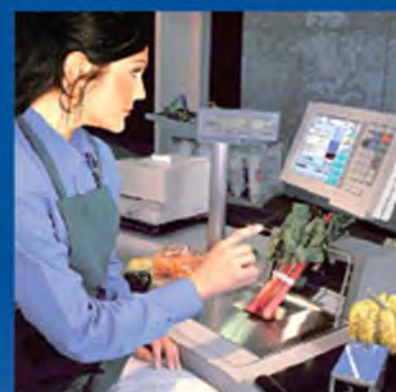
"The BevTrac system helps drive sales by organizing the shelf space and ultimately makes beverages more accessible to consumers," Taylor said. "BevTrac's front facing feature helps save on labor, allowing employees to focus their efforts on serving customers

instead of managing the shelf."

BevTrac features a patented spring-action glide system that keeps product forward and front faced. By using BevTrac in cold vaults, chillers and free-standing coolers, beverage manufacturers and retailers can optimize space and ensure that shoppers can reach

the beverage of their choice. The BevTrac system is made from reprocessed material, helping retailers support environmental initiatives. Additionally, BevTrac's four-year warranty eliminates the need for frequent glide repurchasing, reducing costs and decreasing the amount of waste sent to landfills.

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Maryland Community Breaks Ground for New Harris Teeter



On Friday, September 19, the Park Potomac community at Seven Locks and Montrose Road celebrated the official groundbreaking for its new Harris Teeter food market, and the attendance of a large crowd of current homeowners — as well as key elected officials — showed the high level of public interest that has made Park Potomac a popular new community in Potomac, MD.

The groundbreaking ceremony was attended by more than 150, including Montgomery County Executive Isiah "Ike" Leggett and Amy Humphrey, a representative of Congressman Chris Van Hollen. Gigi Godwin, President of the Montgomery County Chamber of Commerce, was also present, as were representatives from commercial and retail leasing firms, and their potential tenants. Bryant Foulger, a principal with the community's developer, introduced the attending dignitaries and officially marked the groundbreaking moment for the new 50,000 square foot store and 10,000 square feet of adjacent retail space. The new Harris Teeter will feature an extensive selection of gourmet and prepared foods, as well as traditional market items.

Developed by Foulger-Pratt Development, the fast-growing Park Potomac community will include 450 luxury condominium units, 570,000 sq. ft. of Class "A" office space, 145,000 square feet of lifestyle retail, and a 156-room Kimpton Hotel with a full-service spa, two-level restaurant and bar with indoor and outdoor seating, and 6,000 sq. ft. of meeting space and 3,000 sq. ft. ballroom. Additionally, Park Potomac will include a beautiful central plaza with a water feature and outdoor gathering space. The lifestyle retail space will include the Harris Teeter food market, white tablecloth restaurants, quick casual dining, boutique fashion shops and convenience retail.

PNC Bank and Giant Food Announce Plans For Banking Services

The PNC Financial Services Group, Inc. and Giant Food, LLC of Landover, Maryland, have announced an exclusive, 10-year agreement under which PNC will provide banking services in Giant supermarket locations across Virginia, Maryland, Delaware and the District of Columbia.

"This agreement significantly expands our presence in PNC's fastest-growing region around Washington and Baltimore as we continue to make banking easier and more convenient for PNC customers," said Joseph C. Guyaux, presi-

dent of PNC. "With Giant, we will expand our successful in-store banking program with the region's No. 1 grocer in market share, create 225 positions and build upon our business model that differentiates us from other banks."

"We are very excited and pleased to bring to our Giant customers a new in-store banking opportunity," said Robin Michel, executive vice president and general manager of Giant Food.

PNC Bank, which includes 1,100 branches and 4,000 ATM locations, in-

tends to open full-service, in-store branches. Initial plans call for 41 new in-store branches and 180 ATMs to be in place in 2009. In addition to locations in the District of Columbia, Virginia and Maryland, in-store branch locations will be in Delaware, where PNC already has in-store branches in three Giant stores. Under the agreement, more in-store branches and ATMs will be added in existing and new Giant stores during the next 10 years. Financial terms of the agreement were not disclosed.

Kroger Manufacturing Honored for Safety Achievements

Kroger Manufacturing, a division of The Kroger Co., has been recognized by the International Dairy Foods Association (IDFA) for outstanding worker safety performance.

Kroger Manufacturing recently received six Worker Safety Awards from IDFA. The Kroger-owned dairy plants were among a select group of facilities honored for having the best safety records among dairy processors based on 2007 Occupational Safety and Health Administration (OSHA) data.

The Kroger facilities recognized are: Centennial Farms Dairy, Atlanta, GA; Michigan Dairy, Livonia, MI; Pace Dairy of Indiana, Crawfordsville, IN; Riverside Creamery, Riverside, CA; Vandervoort Dairy, Fort Worth, TX; and Westover Dairy, Lynchburg, VA.

"We are committed to worker safety in all of our manufacturing operations," said Calvin J. Kaufman, president of Kroger Manufacturing. "We believe nothing we do is worth risking an injury, and we focus on training and teamwork to prevent accidents. We appreciate all of our associates who help make our plants safe places to work for themselves and their co-workers."

During the last 10 years, Kroger Manufacturing has reduced accidents at its 41 U.S. facilities by 80 percent. So far in 2008, the company's dairy manufacturing facilities are on track to further improve their top-rated safety performance.

"We are pleased to honor Kroger Manufacturing for its excellent safety record," said Clay Dettelsen, vice president of regulatory affairs for IDFA, which represents U.S. dairy manufacturing and marketing industries and their suppliers. "Kroger's performance in these and other dairy operations shows that their worker safety training is thorough, consistent and effective."

Kroger Manufacturing operates 41 food processing plants in the U.S. that produce breads, dairy products, meat and thousands of grocery items for Kroger customers, including many of Kroger's corporate brand products such as its line of Private Selection® items available only in Kroger's family of stores. Kroger's 14 dairies, three ice cream plants and two cheese plants produce all varieties of fluid milk, fruit juices and other beverages, cultured products such as yogurt and sour cream, packaged cheese, and ice cream and novelty treats.

America's Second Harvest Changes Name to Feeding America

America's Second Harvest—The Nation's Food Bank Network, an organization of more than 200 food banks that provide food and grocery products to food pantries, soup kitchens and other emergency food agencies across the country, is now named Feeding America. The primary objective of the branding change is to more fully engage the public in the fight against hunger.

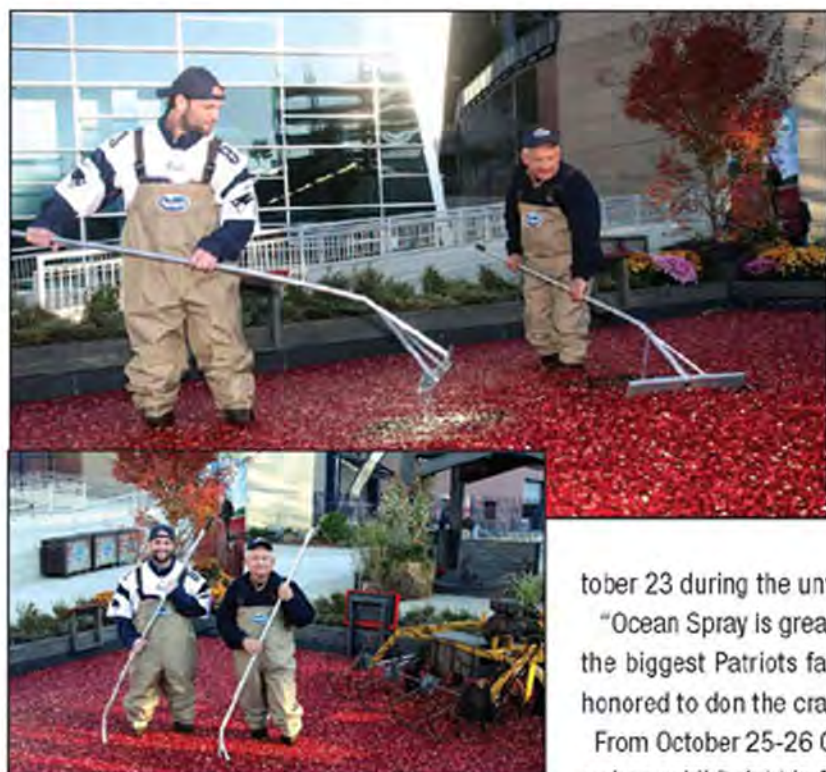
"With 1 in 8 Americans struggling with food insecurity issues, there is definitely a need for greater prominence of the hunger issue," said David Taylor, Feeding America Board Chair and Group President of Global Home Products for Procter & Gamble. "Food provides great physical, emotional and spiritual strength: food is a chance for a better tomorrow, helping build a strong foundation for the future. This branding shift will help us elevate hunger-relief programs for greater visibility and involvement."

"This change to Feeding America represents a deep commitment to our mission and public engagement on the issue of hunger," said Vicki Escarra, president and CEO of Feeding America. "From the research, we know that our new identity also invites the public to understand and commit to fighting hunger, clearly acknowledging that each of us is connected to it. It motivates the public to take action and become educated on the issue. Our efforts to engage the public will have faster results because the name is so direct and action-oriented, which will translate to a better use of our resources."

The name Feeding America aims to directly convey that the organization provides access to food for people who need it. It also communicates the positive power of food to be a catalyst in people's lives. In essence, "feeding" has multiple meanings — providing both a fundamental need for survival and the opportunity to enrich lives.

Feeding America was founded in 1979. It distributed 2.5 million pounds of food to a network of 13 food banks in its first year operation. Today, its national network secures and distributes more than 2 billion pounds of food and grocery products to more than 200 food banks in all 50 states, the District of Columbia and Puerto Rico.

New England Patriots and Ocean Spray Expand Partnership



Bringing Fans Refreshment and Fun

The New England Patriots and Ocean Spray, two New England icons, celebrate the fall season with a juicy deal filled with events, attractions and refreshment — including a free-standing, 2,100-square-foot cranberry bog exhibit which appeared at Patriot Place Plaza in front of Gillette Stadium from October 25-26.

To help kick off this spectacle, Patriots wide receiver Wes Welker was inducted as an honorary Ocean Spray grower on October 23 during the unveiling of the cranberry bog.

"Ocean Spray is great because it's a family company with some of the biggest Patriots fans I've met — and I've met a few! So, I'm honored to don the cranberry bog waders," said Welker.

From October 25-26 Ocean Spray created a free-standing cranberry bog exhibit right in front of Gillette Stadium in Patriot Place Plaza, using 2,000 pounds of cranberries. New England Revolution and New England Patriots fans had the opportunity to learn about the taste, health and heritage of this indigenous fruit from third- and fourth-generation cranberry growers from Ocean Spray. Visitors discovered the fruit's unique health benefits, received free recipe brochures, and could sample Ocean Spray products.

■ In celebration of the partnership between Ocean Spray and The New England Patriots, Wes Welker was inducted as an honorary cranberry grower by Ocean Spray grower Peter Beaton. Ocean Spray unveiled its 2,100 square foot Patriot Place bog on October 23. The display provided Pats and Revs fans with the opportunity to learn about the taste, health and heritage of the cranberry from third and fourth generation growers.

Executive Management Changes at BI-LO

President and CEO to Retire, Interim CEO Named

Dallas-based Lone Star Funds, the owner of BI-LO, has announced the retirement of BI-LO's President and CEO, Brian Hotarek, effective December 31. Hotarek will officially leave the company after serving the grocery retail industry for over 30 years.

"Brian Hotarek has done an outstanding job as CEO of BI-LO and we are grateful for his nearly two years of leadership. He will be missed, but we wish him well in his much deserved retirement," said Len Allen, Senior Managing Director-U.S. Investments for Lone Star Funds, Inc.

Existing Board member, Randall Onstead, has been named Chairman of the Board and Interim CEO of BI-LO. "With more



■ BRIAN HOTAREK

than 27 years of experience in the retail food industry, Onstead is the ideal choice to lead the company in a seamless transition of management," Allen said.

Onstead is the former Chairman and CEO of Houston-based Randalls Food Markets, Inc.

Hotarek said, "I am grateful for the opportunity I've had to work with the BI-LO team and am extremely proud of their dedication to serving our customers. I am



■ RANDALL ONSTEAD

delighted with the choice of Randall as Board Chairman and Interim CEO. His vast knowledge and experience in the supermarket industry will be of tremendous benefit to BI-LO, and I look forward to working with him to ensure a smooth transition."

In addition to his work on the Board for BI-LO, Onstead also serves on the Board of Directors of J.P. Morgan Chase Texas, Baylor College of Medicine, Source

Refrigeration, Haggen Food and Pharmacy, Inc. and the Onstead Foundation. He previously served on the Board of Directors of the Food Marketing Institute and TOPCO Associates.

"We are fortunate to have someone with the background of Randall already on our Board and familiar with BI-LO, its markets and our employees. Randall has a great background and a proven track record in the retail food industry. He's a solid leader with good instincts on how to serve our customers and inspire our employees," said Allen.

Onstead said, "I'm looking forward to assuming the CEO responsibilities at BI-LO. Having a Board relationship with BI-LO prior to my new role should provide for a smooth transition during this important time of the year. I also want to express my sincere thanks to Brian Hotarek for his service to BI-LO and wish him well in his retirement."

Chairman and CEO of Stater Bros.

Jack Brown Honored by Marine Corps Scholarship Foundation

Receives 2008 Semper Fidelis Award

Jack H. Brown, Chairman and CEO of Stater Bros. Supermarkets, received the "2008 Semper Fidelis Award", which is the highest honor bestowed by the Marine Corps Scholarship Foundation, at the Foundation's Annual Ball on October 25 at the St. Regis Monarch Beach Resort in Dana Point, CA. The event raised over \$700,000 to support the Marine Corps Scholarship Foundation.

Brown served in the United States Naval Reserves for six years (1956 - 1962). He was called to active duty in 1959, where he served in the Pacific Fleet, and was honorably discharged in June 1962.

Following his military service, Brown returned to the Supermarket Industry and quickly rose through the ranks. He joined Stater Bros. Supermarkets as President and Chief Executive Officer in 1981 and has been at the helm of the Company for the past 27 years.

Under Brown's leadership, Stater Bros. promotes the values of America and has established a long history of support for the men and women serving in the Armed Forces. Stater Bros. is a major supporter of the Riverside National Cemetery Support Committee and was one of the lead sponsors for the cemetery's National Medal of Honor Memorial (dedicated in 1999) and the National POW/MIA Memorial (dedicated in 2005).



■ JACK H. BROWN (left), Chairman and CEO, Stater Bros. Markets, received the "2008 Semper Fidelis Award", which is the highest honor bestowed by the Marine Corps Scholarship Foundation, at the Foundation's Annual Ball on October 25 at the St. Regis Monarch Beach Resort in Dana Point, CA. The award was presented to Brown by General James F. Amos, the Assistant Commandant of the United States Marine Corps, who flew in from Washington D.C. to make the presentation.

Pathmark Reg. V.P. -

Eric Kanterman Receives Linda Breitstone Spirit Award



■ ERIC KANTERMAN

The Great Atlantic & Pacific Tea Company, Inc. (A&P) Regional Vice President of Pathmark Operations, Eric Kanterman, was honored on October 28 at Island Harvest's "Taste of the Harvest Celebration." The award, named in honor of the founder of Long Island's largest hunger relief organization, is given to someone whose passion, determination and hard work have made a positive impact on the lives of those struggling with adversity.

Kanterman is responsible for 139 Pathmark stores that span over four

states - Delaware, Pennsylvania, New Jersey and New York. Due to his knowledge of the supermarket industry, Kanterman understands the important role many local supermarkets play in assisting the community through outreach programs, such as Island Harvest. Kanterman has been an avid supporter of Island Harvest's mission to reduce food waste on Long Island, in addition to playing an active role in Island Harvest's Turkey and Trimming Collection Campaign since 2006.

New President Named at Blue Line Foodservice Distribution

Industry Veteran Takes Helm of Ilitch-Owned Company

Blue Line Foodservice Distribution, an Ilitch-owned company and one of the largest nationwide food service systems distributors in the U.S., has named industry veteran Matthew Ilitch as president of the company. The appointment was announced by Christopher Ilitch, president and CEO of Ilitch Holdings, Inc.

"Matt has tremendous experience in the industry," said Christopher Ilitch. "He knows the food service business inside and out and he recognizes the important role Blue Line plays in the success of its many customers. His understanding of the industry and our organization will serve him well and allow him to con-



■ MATTHEW ILITCH

tinue guiding the tremendous growth at Blue Line."

In his new role, Matt Ilitch will oversee the strategic direction and day-to-day oversight of the distribution company. He will report to Christopher Ilitch.

Matt Ilitch has over 30 years of combined experience at Little Caesars

Pizza and Blue Line. Previously, he was vice president of Operations & Distribution for Blue Line.

He joined Detroit-based Little Caesars Pizza in 1976 and moved to a position in Warehouse Operations at Blue Line a few years later. He left the warehouse to become a truck driver for the company, a position that gave him hands-on knowledge of the distribution business. He later managed the Blue Line Distribution Center in Farmington Hills, MI. Later he managed in the Alsip, Illinois center, the first built outside Michigan. He went on to help open 15 more centers in the U.S. and one in Canada. He returned to the company headquarters in 1986 as director of Distribution and was named vice president of Operations in 1994.

A Michigan native, he resides in Livonia with his wife of 30 years, JoAnn, and they have three children.

COMING EVENTS

2009 JANUARY

11-13 MIDWINTER EXECUTIVE CONFERENCE - The Ritz Carlton Grande Lakes, Orlando, FL. For information, contact F.M.I. at: 202-452-8444.

FEBRUARY

3-6 NATIONAL GROCERS ASSOCIATION 2009 Annual Convention and Supermarket Synergy Showcase, Paris Las Vegas Hotel, Las Vegas, NV. For information, call: 703-516-0700.

8-11 NACS-ECRM Foodservice Efficient Program Planning Session (EPPS) in Houston, TX. To register for this event or for more information, visit <http://www.ecrm-online.com/gps/NACS-Event/general-info.asp>.

MARCH

1-3 THE 16TH ANNUAL INTERNATIONAL RESTAURANT & FOODSERVICE SHOW OF NEW YORK at the Jacob K. Javits Convention Center. For information, contact Colleen Griffin at: 203-840-5905.

MAY

4-6 FOOD MARKETING INSTITUTE (FMI) 2009 Future Connect, Dallas, TX. For information, contact F.M.I. at: 202-452-8444.

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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