

TODAY'S GROCER

© TGLLP / Volume 52 No. 5

www.todaysgrocer.com

THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

Price \$4.00



HERBERT HOOVER AWARD for 2009 was presented to Jeffrey Noddle, Board Chairman and CEO of SUPERVALU INC. [center] honoring his company's generous humanitarian work, especially providing hunger relief. The award was presented to Noddle at the association's Midwinter Executive Conference, earlier this month, in Orlando, FL.

Jeff Noddle Receives FMI Herbert Hoover Award

The Food Marketing Institute (FMI) has honored SUPERVALU INC. Chairman and Chief Executive Officer Jeff Noddle with the 2009 FMI Herbert Hoover Award for his personal and professional excellence in serving the food retail and wholesale industry.

"Jeff embodies the humanitarian ideals that this award recognizes. Jeff has raised his company's level of charitable giving to nearly \$80 million a year. SUPERVALU donates funds, volunteers, trucks and other resources to countless causes.

Continued on **PAGE 32**

Save Mart Names Junqueiro President Retains Title of COO



STEVE JUNQUEIRO

Bob Piccinini, Chairman and CEO of Save Mart Supermarkets, owner and operator of Save Mart, S-Mart Foods, Lucky, and FoodMaxx stores in Northern California and Northern Nevada, announced the ap-

pointment of Steve Junqueiro as President. Junqueiro will retain the title of Chief Operating Officer and will contin-

Continued on **PAGE 32**

"FIRST STORE" In THE FIRST STATE

ShopRite's Kenny Family Opens
World-Class Supermarket in Wilmington

Page 16



According To New Research-

**Young People
Have Positive
Outlook
on the Future**

2

Thoroughbreds

26

KENTUCKY HONORS ITS FINEST GROCERS

**RESTAURANT
PERFORMANCE
INDEX FALLS TO
RECORD LOW**

35

**Operators' Outlook Grows
More Pessimistic**

ISE your retail solutions partner.
Our POS Solutions partners...

800-423-4046 www.ise-corp.com



TODAY'S GROCER
P.O. BOX 430760
SOUTH MIAMI, FL 33243-0760
Change Service Requested

POST STD
U.S. POSTAGE
PAID
PERMIT NO. 7615
MIAMI, FL 331



■ COCA-COLA was the first company to select clean, renewable wind power to light up their billboard located at 47th and Broadway.

Coca-Cola's Landmark Billboard in Times Square Goes Green

The Coca-Cola Company's iconic red billboard in New York City's Times Square is going "green" and it did so in time for New York's famous New Year's celebration. Coca-Cola is leading a unanimous eco-friendly shift to wind power among 30 billboards that tower over the world's most recognizable intersection.

Coca-Cola was the first company to select clean, renewable wind power to light up their billboard located at 47th and Broadway. After Coca-Cola made their commitment, all of the neighboring billboards on three buildings around Times Square joined the movement through an electric supply agreement with ConEdison Solutions and the building management company.

Collectively, the group's volunteer move will prevent the release of 1,866 metric tons of carbon dioxide each year. "Coca-Cola has always held a historic place in Times Square, where we've been one of the longest continuous billboard advertisers, starting in 1932, and we are proud to lead this renewable energy movement on the Great White Way," said Dana Barba, Assistant Vice President Portfolio Operations, Coca-Cola North America.

Fittingly, the newest ad on the billboard, which began on New Year's Eve, is the Coca-Cola's "Refresh. Recycle. Repeat." touting the company's long-term goal to recycle or reuse 100 percent of the aluminum beverage cans and PET plastic bottles it sells in the U.S.

■ British Secretary

Hilary Benn Calls for Clearer Food Labeling

British Environment Secretary Hilary Benn has called on supermarkets and food companies to give shoppers clearer information on where their food comes from. He made the call as he urged people to "buy more British and eat more British," and stressed that protecting the environment is vital to increasing food production.

Speaking at the Oxford Farming Conference, Hilary Benn said: "When you buy a car you know its service history. When you buy a house you get a detailed survey. So why do we accept knowing so much less about what we are putting into our bodies?"

"Under current European regulations, a pork pie processed in Britain from Danish pork can legitimately be labeled as a British pie. That's nonsense and it needs to change." He said that while the Government

was pressing in Europe to improve labeling so that it shows where an animal is born, reared and slaughtered, he planned to meet food industry representatives to discuss how they could "get ahead here by voluntarily introducing country of origin labeling."

Hilary Benn praised the quality and quantity of food produced by British farmers and said that food security was a priority: "I want British agriculture to produce as much food as possible. No ifs, no buts. 'We could produce more fruit and vegetables here in the UK - the market is there, so what's holding us back? If there's demand then production should follow. So the answer is to buy more British and eat more British.'"

Benn said that food security was part of a global challenge in which environmental protection and in-

■ According to New Research

Organic Food and Beauty Items Still Not Mainstream

Despite all of the attention from the media and consumer products manufacturers, Organic Foods and Beauty Care items have still not gained mainstream acceptance by American consumers according to a recently released study by TABS Group, a leading Marketing Research and Consulting firm in the Consumer Products Industry. "There is a significant gap between the hype and reality of consumer purchase behavior with regards to Organic products," states TABS Group President and Founder, Dr. Kurt Jetta. "Less than 40% of Adults claim to have purchased anything from the major Organic categories in the last six months."

According to the study, Organic Fresh Fruit had the highest purchase incidence at 27%, with Organic Fresh Vegetables close behind at 26%. Organic Dairy Products, Eggs and Milk, were cited for purchase by 18% and 17% of US Adults, respectively. Frozen Organic products — Vegetables, Fruit and Ice Cream — had low purchase levels at 5-6%. Purchase levels for Organic Beauty Care products also had very low mainstream acceptance with stated purchase for Organic Skincare at 5% and Organic Hair Care and Cosmetics at 4% and 3%, respectively. By contrast, non-Organic products for all of the above categories have household pene-

tration levels of well above 70%.

"The findings are consistent with trends we have been tracking in retailer sales data," commented Dr. Jetta. "Very few of these products have meaningful sales levels in traditional mass market retailers, even the ones that are very strong in the Natural Food and Specialty channels."

Dr. Jetta goes on to say that while a few retailers have had success with Organic products, most of the ones that have invested heavily in this trend will see a poor return on that investment. "Most of the sales growth in these channels has been driven by increased selection of Organic products rather than any inherent growth in consumer appeal."

■ Ready-to-Eat

Foods Purchased at Retail Outlets Represent Growing Percentage of Foodservice Meals

Six percent of the roughly 62 billion commercial foodservice meals and snacks consumed in a year are purchased at retail stores — food, drug, discount, department, and price clubs — and convenience stores represent an additional seven percent, according to a new report from The NPD Group, a leading market research company. Retail foodservice represents a spending level of close to \$13 billion, according to NPD's recently released Retail Meal Solutions report.

According to the report, which analyzes how retailers

are currently satisfying consumers' needs for ready-to-eat foods, retail ready-to-eat meal and snack purchases increased two percent for the year ending August 2008. The quick service restaurant (QSR) segment, with which retail stores directly compete in providing convenience meal solutions, served only one percent more meals and snacks. The full service restaurant segment realized a downturn.

Continued on PAGE 32

■ Pepsi Turns to a Different Type of 'POP' to Find

94% of Young People Have Positive Outlook on the Future

Despite a failing economy, employment woes and countless other concerns, a key segment of Millennials — people who were born between 1980 and 1990 — remain confident about what 2009 will have in store for them. According to an omnibus survey conducted by Strat-

egyOne® on behalf of Pepsi, four out of five Millennials are hopeful about the future as the New Year approaches, and nearly all surveyed (95%) agree that it is important for them to maintain a positive outlook on life.

More than 2,000 Americans were

surveyed as part of the Pepsi Optimism Project (POP), a new and ongoing study examining the mindset of Millennials. The survey comes as Pepsi launches a branding initiative that is part of a significant, multi-year reinvestment in carbonated soft drinks. The campaign starts with a new look for the trademark Pepsi packaging, which is now beginning to appear on store shelves across the country. An advertising campaign featuring a consistent theme of optimism that mirrors the current social climate will debut shortly.

"Pepsi has always stood for youthful exuberance and optimism and we're pleased to learn through this survey that the positive spirit in youth culture is not only intact but growing," said Dave Burwick, Pepsi's chief marketing officer. "Our new brand identity campaign reflects that optimism like never before — on shelf and in advertising."

"Children of the '80s and '90s inherently feel a strong sense of optimism in the future and their ability to shape it," says Lisa Orrell, generation relations expert and author of Millennials Incorporated. "This age group feels refreshingly unencumbered by history or tradition, a feeling that they can accomplish anything they resolve to achieve."

According to the POP survey, Mil-

Continued on PAGE 32



■ RT. HON. HILARY BENN MP

creasing production went hand in hand, saying: "The idea that protecting our soil, our water, our habitats, our landscape, and the very climate on which all of these depend, and encouraging production, are in competition with each other

is to miss the point completely. Why? Because our long-term food security depends on looking after those things. 'It's about looking after the land today to sustain our capacity to produce food tomorrow.'"

Benn said that British farmers had a key role to play in striking this balance, describing them as "the producers of our food but also the stewards of our land."

On the subject of EU proposals to restrict the use of certain ingredients in commonly used pesticides, which it is feared could hamper food production, he said: "No-one can say for sure what their impact will be. That's why I have been arguing against the pesticides regulation which could hit yields by limiting the crops that can successfully be grown in the UK for no recognizable benefit to human health, which I take very seriously."

The Readers' Choice in the Food Industry
TODAY'S GROCER LLC. PUBLICATIONS
ISSN 1529-4420
Serving the Food Industry Since 1956

Editorial and business offices located at:
P.O. Box 430760, South Miami, FL 33243-0760
Tel: 305-994-8100 1-800-440-3067 Fax: 305-591-4255

Pedro Penton
Publisher
Dennis Kane
Editor
Leo Morell
Graphic Design
Luis Alvarez
Marketing Director



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.

To subscribe, or for advertising information, call or write our business office or visit our website.

All signed articles published in this paper represent solely the individual opinion of the writer and not necessarily those of TODAY'S GROCER.

SUBSCRIPTION RATES: 1 Year: \$39.00 2 Years: \$69.00 3 Years: \$89.00

NOW AVAILABLE
IN GLASS & PLASTIC

Made with
Pure Cane Sugar!

xingtea

All Natural • Premium Green Teas



Premium Green Teas 15 Flavors!

7 Fruit Flavors • 4 Specialty Flavors • 4 Unsweetened Flavors

Higher Margins & Stronger Sales per ACV

Supported with Out of Home and In Store Marketing

Significant Retail Promotion Programs

76% of consumers prefer pure cane sugar over HFCS

Drink Healthy, Drink Xing!

drinkxingtea.com

Xingtea
5519 W. Idlewild, Tampa, FL 33634
888.260.3776

Miller Lite Returns as Sponsor of CONCACAF Gold Cup

Miller Lite will once again be the exclusive worldwide beer sponsor of the 2009 CONCACAF Gold Cup™ tournament.

The sponsorship is a renewal of the brand's ongoing partnership with CONCACAF (Confederation of North, Central American and Caribbean Association Football) and affirms Miller Lite's continued focus on connecting with Hispanic consumers through their passion for soccer. This sponsorship comes on the heels of the brand's sponsorship of the 2008 CONCACAF Champions League™ and the 2007 Gold Cup.

The CONCACAF Gold Cup is the confederation's showpiece event for men's national teams as it crowns the regional champion, place in July 2009, with tournament games being played across the United States in several of Miller Lite's top markets.

Building upon the ever-growing enthusiasm for the sport, Miller Lite will continue to help make the CONCACAF Gold Cup one of the world's foremost soccer events. Along with category exclusivity, Miller Lite's involvement in the CONCACAF Gold Cup features:

- Inclusion of Miller Lite in the tournament's print, television and radio advertising;
- Sponsorship of the Miller Lite "Man of the Match" MVP honor for each match and the tournament overall;
- On-field signage at all tournament venues.

"Miller Lite's alliance with CONCACAF is one of our most critical partnerships," said Al Patel, vice president of multicultural marketing at MillerCoors.

"We are proud to have Miller Lite as our exclusive beer sponsor once again for the CONCACAF Gold Cup," said Chuck Blazer, CONCACAF general secretary. "Miller Lite played an important part in the enormous success of the 2007 CONCACAF Gold Cup and we look forward to their involvement helping make the 2009 tournament even better."

■ To Help Fight Heart Disease

Campbell's Teams Up With Actress Jane Krakowski and Fashion Designer Nicole Miller

Campbell Soup Company is taking the fight against heart disease to the red carpet with fashion, food and entertainment playing leading roles. Television, film and Broadway star Jane Krakowski of NBC's "30 Rock" and celebrated runway designer Nicole Miller are starring in Campbell's "AdDress Your Heart" program to help raise funds and awareness for the American Heart Association's Go Red For Women movement. Because heart disease is the number one killer of women, Campbell - the maker of an increasing variety of heart-healthy soups, beverages and sauces - is encouraging people to protect their hearts.

People are invited to "AdDress" their hearts by voting on their favorite of three exclusive dress designs created by Miller. From now until February 6, each vote cast on "http://CampbellsAddressYourHeart.com" will trigger a \$1 donation to the American Heart Association's Go Red For Women movement (up to \$275,000). Krakowski will reveal the winning dress by wearing it at a red carpet event in February to celebrate American Heart Month.

Campbell Soup Company is committed to promoting heart health through the products it makes and the causes it supports. In addition to contributing \$1.8 million to the American Heart Association, Campbell has offered a wide variety of great-tasting products that fit into a heart-healthy lifestyle for more than 25 years. To further support the cause this year, the company expanded its "AdDress Your Heart" awareness efforts by joining forces with The Heart Truth cam-



■ JANE KRAKOWSKI

paign, sponsored by the National Heart, Lung and Blood Institute, which aims to increase awareness of the risk of heart disease in women.

Translating awareness into action, registered dietitian and author Elizabeth Somer says while some risk factors are hereditary, diet and lifestyle are two key things people can control to help protect their hearts. Campbell is one of the leading food companies that are helping to make it

easy and enjoyable for people to find and eat nutritious foods.

"One of the most important things you can do to protect your heart is eat right and exercise, yet many people think it is difficult to do," said Somer. "What they might be surprised to learn is that many of their favorite foods, like soup, vegetable juice and pasta sauces can all be part of a heart-healthy diet because they offer things like vegetables, fiber and antioxidants."

Mayo Clinic and Winn-Dixie Partner

Winn-Dixie and Mayo Clinic have announced the launch of a significant online initiative designed to expand the health and wellness resources available on the grocer's website. Beginning today, consumers visiting www.winn-dixie.com will find health-related information and special recipes. Additionally, a different health topic will be featured each month online as well as in the stores and advertising circulars.

"Helping people live healthier lives is something Winn-Dixie is committed to, so this is a logical partnership for us," said Anthony Agresta, Winn-Dixie's director of electronic and customer marketing. "In addition to offering our fresh produce, selections of naturals and organics, quarterly pharmacy wellness clinics, and supporting health-related organizations in our communities, joining forces with a prestigious organization like Mayo Clinic enables us to further help our customers make informed decisions about their health."

While numerous healthy Mayo Clinic recipes will be available on the website, Winn-Dixie will feature a recipe of the month in its advertising circular and in its stores with pharmacies. The grocer has also developed eight different brochures with Mayo Clinic content on various health topics that will be available to shoppers throughout the year.

Information provided by Mayo Clinic will cover topics such as diabetes, cold and flu, nutrition, healthy diet, heart disease, digestion, asthma and allergy, men's health, sun safety, cholesterol and breast cancer.

Want a 10-Minute Workout "Solution" this Summer?

Look No Further Than Your Own Store!!

Anchor Bay Entertainment and Kellogg have announced a major national cross-promotion for Summer 2009 with Kellogg's Special K® products and Anchor Bay's best-selling "10 Minute Solution" DVDs. "10 Minute Solution" will play an integral part in the Special K Challenge "Lose up to an Inch from Your Waist - in 2 Weeks" campaign that will run from May

1 through June 31 across the United States.

Forty-three million packages of Special K products, including cereal, drinks and drink mixes, frozen waffles and wholesome snacks, will prominently feature the "10 Minute Solution" logo and image of "10 Minute Solution: Quick Tummy Toners" instructor, Jessica Smith. A mail-in offer will be included in these specially-marked packages. The offer will allow consumers who purchase Special K products to receive a "10 Minute Solution"

Continued on PAGE 32



Save-A-Lot Returns to Nationwide Racing Series

Save-A-Lot food stores has extended their relationship with Roush Fenway Racing signing on as a primary sponsor for Carl Edwards and the No. 60 Ford for 13 races in the Nationwide Series in 2009. The Sam's Town 300 at Las Vegas Motor Speedway will mark the first race for Save-A-Lot as the primary sponsor. Edwards, the 2007 Nationwide Series champion and 2008 NASCAR.com "Driver of the Year", is excited about building upon his relationship with the Saint Louis, Mo.-based company.

"It's been a great experience to



represent Save-A-Lot and all of their associates," said Edwards. "Everyone knows it's a priority of mine to work with companies like Save-A-Lot who's dedicated to addressing health issues. On behalf of the entire No. 60 team I want to thank

Save-A-Lot for supporting us throughout this great season. We look forward to putting Save-A-Lot back in victory lane in 2009."

Save-A-Lot food stores president and CEO Bill Shaner echoed Edwards' excitement saying, "Every-

one at Save-A-Lot is excited that we've decided to partner with Carl Edwards and the Roush-Fenway Racing team for a second year. After a successful 2008 season both on and off-track, we are looking forward to working with Carl once again to represent our brand with the highest integrity. This partnership will once again give shoppers another reason to discover the great food, great prices, and great people that Save-A-Lot has to offer."

Edwards had a solid 2008 season with seven wins, 19 top-five and 22 top-10 finishes including

two pole awards. Edwards and the Save-A-Lot team came on strong at the end of the season launching a campaign for their second title winning four of the last 10 races. The team fell just short of a second championship finishing a mere 21 points behind Clint Bowyer to clinch second place.

In 2009, Edwards will enter into his fifth full-time season in the Nationwide Series in addition to his full-time Sprint Cup duties as he looks to become the first driver to win both championships in the same year.

GOYA®

¡Más sabrosas no las hay!



¡Si es **GOYA** ...tiene que ser bueno!®

goya.com

Cofi Cofi Comes To America

Cofi Cofi international brand coffee has expanded their product distribution to the United States. Manzano Global Ventures, Ltd., a London-based company and producer of Cofi Cofi, has been successfully marketing their product in 36 other countries around the world. Pan American Food Brokers, Inc., of Miami, FL, has been appointed as their retail broker for the southeast in order to assist in the introduction to the United States.

Cofi Cofi brand coffee is a convenient 3-in-1 mix of coffee, creamer and sugar which makes an instant cup of coffee just by adding hot water in a mug with your choice of the individual serve size flavor. It will be available in a variety of 7 flavors: Original, Irish Cream, Hazelnut, Mintolatte, French Vanilla, Tiger, and Chocco-Mocca. Manzano's goal is to present a great-tasting coffee, with a perfect balance of cream and sugar, all in under a minute. Cofi Cofi is imported and distributed through Transcor Trading, Inc.

Vladimir Zinoviev, Importer and Distributor of Cofi Cofi through Transcor Trading Inc., stated "Our coffee is in 36 other countries already and, at this point, we believe it would be successful in the United States as well. We feel confident in Pan American Food Brokers to assist us in introducing our product into the American marketplace."

Retailers and wholesalers wanting additional information on this product can contact Manny Garcia, President and CEO of Pan American Food Brokers, Inc. at tel.: (305) 273-9442.



New Smithfield Breakfast Sausage by Paula Deen

Smithfield and Food Network celebrity cook, Paula Deen, have teamed up to develop a new line of premium quality breakfast sausage that is now available in grocery stores. The fresh sausage — Links, Patties and Mild & Hot Rolls — will be merchandised in the refrigerated case and will retail for between

\$3.50 and \$4.00 per unit.

"Our new breakfast sausage is great-tasting, full of flavor and rounds out any meal," said restaurateur, cookbook author and Food Network celebrity cook, Paula Deen, "The sausage highlights any breakfast or brunch."

"We're proud to bring an-

other Smithfield product by Paula Deen into the marketplace," said Eric Esch, senior director of marketing at Smithfield. "We had tremendous sales success with our Paula Deen Spiral Sliced Ham with Crunchy Honey Glaze, and we expect our new breakfast sausage to be well-received by consumers."

Luigi Bosca Outpaces the Argentine Wine Category

Amidst tough economic news worldwide, Argentine wine shipments continue to post healthy results. 2008 has been a particularly significant year for Luigi Bosca wines of Argentina. A leader in the premium wine segment in their native country, Luigi Bosca has reported a 72% increase in case volume and an 85% increase in the value of their U.S. wine shipments, outpacing the Argentine category two-to-one. Argentine wines as a whole grew 35% in wine shipments, and 44% in value over the same period. (Source: Caucasus Wine Thinking, October 2008)

With roots that go back more than a century under the Arizu family, Bodega Luigi Bosca has remained a family run enterprise becoming the benchmark for quality wines from Mendoza and one of the most dynamic wine producers of Argentina. The recent surge in Argentine exports to the U.S. has particularly favored quality wineries like Luigi Bosca; between 2005 and 2007 Argentine wines priced over \$10 grew 131% in volume, compared to 29% in the under-\$10 range.

The 2008 sales further showcase the continued popularity of Malbec, the strongest Argentine varietal, with 59% growth. Luigi Bosca was the first winery to export a Malbec from the Lujan de Cuyo area of Mendoza, and also offers an extensive selection of unique varietals, including Riesling, Gewurztraminer and Tempranillo. Reflecting the winery's iconic status, the Luigi Bosca Pinot Noir was the highest growth varietal for the winery, up 97% in shipments to the U.S.



BODEGA LUIGI BOSCA
FAMILIA ARIZU



Al Dente Preparation is the Key to Healthy Pasta

In the wake of the recent "no-carb craze," Americans have become wary of what has long been a household staple: pasta!

But consumers should take comfort in the fact that pasta has been considered a "super-food" by cultures across the globe for centuries, and with good reason.

Dried pastas (those most commonly found in the U.S.) are created from the bud of durum wheat, which is where all of the wheat's nutrients are concentrated. While dried pastas contain no trans-fats, saturated fats or cholesterol, they are rich in proteins, enzymes, fiber, A-group vitamins and Vitamins B and E.

Proper preparation of pasta is vital to enjoying all of its nutritional benefits. Overcooking pasta breaks down pasta's structure, causing essential vitamins and nutrients to be lost. Al dente pasta remains a whole grain throughout the cooking process, thus retaining all of its nutritional value and, of course, its delicious taste!

For a healthful boost,

homemakers should also consider trying whole wheat versions of their favorite pastas. Two thirds cup of Garofalo Signature's whole wheat spaghetti—a recommended serving size—contains only 33 grams of carbohydrates and 187 calories as compared to the 41 grams of carbohydrates and 200 calories contained in a serving of another popular brand of traditional spaghetti. Whole wheat pastas also contain more dietary fiber than traditional versions, aiding in the digestion process and the absorption of vital nutrients.

To get you started preparing healthy and delicious pasta dishes this fall, Garofalo Signature Pasta's owner, Massimo Menna, offers his "perfect pasta" tips, below.

PERFECT PASTA PREPARATION

- Don't skip on the water! Use a large enough pot to boil four quarts of water per pound of pasta.
- Adding a pinch of salt will

help the water boil faster and flavor the pasta.

- Once the water has reached a boil, lower heat slightly to create a rolling boil.
- There is no need to add any oil to the water to prevent the pasta from sticking. If you use the proper amount of water and keep the temperature at a rolling boil, the pasta will not stick.
- Follow directions included on the package for the type of pasta you are preparing to ensure the correct cooking time. Pasta should be cooked 'al dente' or 'to the tooth' meaning that the pasta should be firm but not hard. It should have a bite and not be soggy.
- Before draining the pasta, save a cup of the boiling liquid for thickening the sauce. The starches in the liquid will help the sauce stick to the pasta.
- DO NOT RINSE PASTA! Washing pasta after it has drained will remove all of the starches that help the sauce adhere to the pasta.

Crispy Cat's Clever Chocolate

Annually, the average American spends \$84 to consume 23.9 pounds of candy and 11.6 pounds of chocolate. Within the chocolate category, competition is centering on gourmet and premium chocolates. IRI-tracked sales of premium brands in the mass market have grown at a compound annual growth rate of about 16%, while sales of organic chocolates are growing at a 30% clip, compared with 3%-4% growth rates for chocolate candy overall. Crispy Cat's candy bars have come to accommodate this demand for gourmet organic dark chocolate with their mouthwatering good-for-you candy bars.

Crispy Cat, as the first organic candy bar on the market, has not only accommodated the shift in consumer demand towards 'luxury', gourmet products, including organic and fair trade products, but has also expanded distribution exponentially in the growing niche market of tasty natural foods.

Crispy Cat candy bars are covered in organic dark chocolate with organic brown rice crisps and come in three flavors: Mint Coconut, Roasted Peanut, and Toasted Almond. Crispy Cats are at

least 70% organic, depending on which bar, and are all natural, dairy-free, gluten-free, non-GMO, vegan, kosher, made with no preservatives...and delicious.

"Crispy Cat candy bars are the evolution of the traditional candy bar into the epitome of what a healthy candy bar is," says Eric Usher, sales and marketing director of Crispy Cat. "We understand how difficult it can be to maintain a healthy, balanced diet without cheating a little here and there, but with Crispy Cat, we have created the perfect solution that truly is good for you and tastes great. For that we are proud to be able to provide such a unique product and call it Crispy Cat."



Sweeten Your Sales.



No matter how you slice it, customers can't get enough of Nature's Own Honey Wheat breads. Nature's Own is the #1 selling soft variety bread in the U.S.,* and Honey Wheat is a favorite with families looking for good nutrition and great taste. Demand just keeps rising for this honey-sweetened, wholesome wheat bread line that also includes buns, bagels, English muffins and dinner rolls. Stock your shelves with delicious, nutritious Nature's Own Honey Wheat, and see how bread sales get even sweeter.

We Are Nature's Baker.

©2009 Flowers Foods

*South IRI markets

Three Ways to Start a Conversation and Finish with a Sale



By: **MICHEL NERAY**

Ditch your elevator pitch. Zap your infomercial. And whatever you do, keep your carefully worded, painstakingly developed, positioning statement to yourself.

They may make you sound clever, but your elevator pitch, infomercial or positioning statement doesn't exactly make for good conversations. Which is a shame, because last I checked, even a sales conversation is just that — a conversation.

So what can you say to a prospect sitting across the boardroom table, or someone you meet at a networking event or the beach bum in the next chaise lounge? How can you start a conversation in a totally natural, familiar way that doesn't sound like a sales pitch to the other person, doesn't feel like a sales pitch to you, and yet increases your chance of getting your next referral or making your next sale?

Unfortunately, there's no such thing as a magical phrase or headline that will make the other person want to buy your product or services — it just doesn't exist. What does exist, however, is an approach that will elicit interest from the other person so that he or she will want to engage you in a conversation. Here are three examples:

#1 The Provocative Question

Chances are, you've seen this technique on web-sites, flyers and direct mail. It's Copywriting for Direct Marketers 101, and it works just as powerfully in verbal conversations.

The best way to come up with a Provocative Question is to ask yourself the following:

"What question can I ask, such that the response from the other person allows me to say, 'That's what I do...?'"

The best Provocative Question pinpoints a problem or a symptom of a problem that the other person has. However, don't get trapped into thinking that the problem has to be a big, generic problem that the category as a whole solves. It can be a small but nagging problem, or even a one that people have when they deal with your competitors.

Many people have a hard time coming up with Provocative Questions because, ironically, the most compelling ones are also the simplest and most obvious. Another thing that people have trouble with is answering a question with a question — when someone asks us a question, we're wired to answer. Here's an example. When someone asks what you do, answer back with a Provocative Question like this: "Well let me ask you a question... When you go to a networking event or when you have to introduce yourself in public, how confident are you with the way you describe your business?"

Almost every time, the person acknowledges that he or she doesn't feel confident with the way they describe their business. In that moment, you have engaged the other person's interest by presenting what you do in a way that's personally meaningful to him or her. Then, what usually ensues is a conversation about the sales and marketing challenges they have and how you can help.

#2 The Level-Setting Statement

If you're a financial advisor, consultant, or in any other crowded profession where your prospects are very familiar with — perhaps even jaded about — the kind of work you do, this one's for you.

The 'level-setting statement' is a universal statement that gets the other person nodding in agreement and then, WHAMMO! your point of difference hits them like a ton of bricks!

This is a powerful technique because you can

only be different in comparison to something else. That's what the level-setting statement does — it establishes what that something else is.

Here's just one example: "There are five specific areas of expertise that are absolutely critical in major event planning. (Pause — and wait to see if the other person wants to know what they are.) While there are a lot of excellent event planners who can do a good job in one or two of them, it's extremely unlikely that any one event planner would be an expert in all of them. Because I've been in the business for 15 years — on both the corporate as well as on the vendor side — I've developed a detailed planning process around each and every one. That's what enables me to track and manage the myriad of details to guarantee a successful event."

By stating the level-setting statement up front, you educate the other person about the industry you operate in, and establish a frame of reference that gives meaning to the differentiation you want to communicate.

You can use this approach to challenge an underlying assumption that people have about the industry, to illustrate a small but significant problem that generally annoys customers when dealing with your competitors, or anything else that allows you to highlight your solution.

Take a look at your own point of difference. Can you come up with a level-setting statement that will help you stand out even more?

#3 Address The Stereotype Head-on

You know how as soon as people discover you're a _____, (insert your title here), they immediately form an impression about you that's based on a stereotype?

Unfortunately, that stereotype is often negative.

For professions such as life insurance agents or used car salespeople, where the negative stereotypes run strong and deep, address the stereotype

head-on: "If I tell you I'm a used car salesman, you'd probably think 'plaid jacket guy who sells lemons to unsuspecting customers', right?"

Pausing here is important here, because you want to give the listener time to move the image of the stereotype from the unconscious part of their brain to the conscious part. They might even want to chime in and give you their negative experience about dealing with 'people like you'.

Perfect — now their guard is down. Now, you can continue on to explain how your business, service or approach 'fixes' the problem that everyone else in your industry has created.

That's your most compelling differentiator!

Stop selling! And start having real conversations! Simple as it may seem, everything truly does start with a conversation. You're not trying to tell your entire story, nor are you even trying to get the most important points out of your mouth first.

All you want to accomplish is elicit interest from the other person; to have that person say, 'tell me more'.

So don't think of these as sales techniques — think of them as conversation starters. The rest is up to you. If you are genuinely interested in helping the person you're chatting with, chances are better than excellent you'll finish with a referral or a sale.

Now go out and have some conversations!

About the Author:

MICHEL NERAY is the creator of *The Essential Message®*. *The Essential Message* is like a value proposition on steroids, helping turn more people into prospects, and more prospects into sales. Since 2003, Michel has helped thousands of independent professionals and growing corporations find a better way to differentiate, position and brand themselves. For information about Michel's workshops, keynote speeches or eWorkbooks, or to sign up for his free newsletter, go to "<http://www.EssentialMessage.com>"

Sabroso hasta el último buchito.



To learn more about how you can increase your coffee sales and profits, contact: BENNY AGUIRRE, Vice President Sales Southern Division, Caribbean at 1-800-990-9039, 305-594-9039, or Fax: 305-594-4549.

ROWLAND COFFEE ROASTERS, INC. 5605 N.W. 82nd Avenue, Miami, FL 33166

Baby, It's Cold Outside...

Let Our Unique Selection Of Coffee And Teas Keep You Warm This Season



Brrr... It's cold outside! Winter is here and your customers are looking for tasty, unique, and exciting beverages to keep them warm. **Jamaican Country Style®** Brand Coffee and Teas are just what they're looking for.

Our **JCS® Reggae Mountain Instant Coffee** is a proven winner as are our **JCS®** Brand and **Chef Pearl Chung™** brand teas.

We have a full line available. One – or more, is just right to keep both you and your customers warm this winter.

Yes, Baby... It's cold outside but you'll be warm with Jamaican Country Style all year long.

- **JCS® REGGAE MOUNTAIN INSTANT COFFEE** • **PEPPERMINT TEA**
- **CERASSIE TEA** • **GINGER TEA** • **SORREL WITH GINGER TEA**
- **INSTANT GINGER TEA** • **CHEF PEARL CHUNG™** • **CHINESE GREEN TEA**

Order The Full Line Today From Your Kingston-Miami Trading Co. Representative!



Christine Cha-Fong, CEO • Patrick Cha-Fong, President

KINGSTON-MIAMI TRADING COMPANY

Always Providing Consistent and Reliable Service

1-305-324-0231 • 1-800-915-5678 • 1465 N.W. 21st Ter. • Miami, FL 33142

Web: www.kingstonmiami.com • Email: kmt@kingstonmiami.com • Fax: 305-324-6559

10 Meat



D.C. Area Chain Drives Sales Volume with Canadian Beef



■ MEGA SUPERMARKETS' Gerson Lopez is among a growing list of food retailers building meat department sales by participating in the Canadian Beef Partner's Program.

A growing food retailer in our nation's capital is helping build his meat volume — and his business, by joining in partnership with Canadian Beef.

Mega Supermarkets has grown to four stores in the greater Washington, DC area. Gerson Lopez, one of the officers of the corporation, has over 19 years experience in the grocery business, ten in his native Guatemala and nine running Mega. His other partners have as much experience as he does and are involved in the day-to-day operations of the stores.

The stores are spread throughout the capital area, with the smallest of 5,000 sq. ft. in the Washington area and the others in the adjacent Maryland suburbs. The Silver Spring store is 18,000 sq. ft., the Hyattsville store is 24,000 sq. ft. and the Riverdale store is 26,000 sq. ft. The clientele is predominantly Hispanic (estimated at 95%) and of that, the majority is of Mexican descent. The company has no presence in Virginia but contemplates expansion there soon.

According to Lopez, the clientele is different from store to store and product selection is as varied as is the clientele. The Riverdale store, for instance sells 15 different types of

red meat, 10 different kinds of pork products and 4 different kinds of chicken selections. The chicken offerings are much higher in the Hyattsville store because of the client demand and different chicken preparation.

"I have been working with Cargill — Better Beef — for over ten years and the Canadian Beef is quality beef," Lopez told TODAY'S GROCER. "I like their beef because of its flavor and tenderness. It's that flavor and tenderness my clients look for in their beef purchases. Also, Canadian Beef helps me stay competitive in the marketplace."

Lopez credits Jorge Mendez from Canadian Beef for much of the success Mega supermarkets are enjoying: "Jorge came to us with a message. He understands beef and he understands our needs and goals. He came to us with an excellent proposal."

Lopez is happy with the Canadian Beef representation and its Partner's Program. Meat sales increase on an annual basis and his product offering is 90% Canadian beef in all four stores. He runs a weekly special on local radio and has some TV spots that feature a special cut of meat weekly. Canadian Beef helps subsidize the ads in support of his par-

ticipation.

Mega offers two types of meat departments: the self-serve area for pre-packaged meat where the customer selects from the case and the custom cuts department where the customer can select specific cuts, thickness, and other specific handling. The typical offerings here are the fajitas ingredients, ribs, palomilla, bola and cañada cuts, all typical of the Hispanic clientele. The fajita products are the leading item in all four stores and the other cuts vary from store to store in the sales ranks.

There are many ways in which a retailer can benefit from the Canadian Beef Partners Program, including marketing and POS items such as meat dividers, price card banner, and aprons, etc. But, with all these benefits there is one that stands out: "It has been the help in advertising they give us to get the message out to the public," Lopez says. "We have better beef... quality beef. It has helped us to dress up our meat departments with the meat dividers, banners and aprons. Overall, it has been a big help to us in our advertising. It has helped us to grow."

"The Canadian Beef Partners Program is really working for me," Lopez says.

Need Equipment? We Can Help.

Equipment Leasing Solutions

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

Benefits of Leasing

By Leasing, you can enhance your company's ability to grow and make it more competitive. Other potential benefits include:

Streamlined Documentation. One page simple application to deliver superior speed and simplicity in credit approval and documentation. That means quick credit decisions, usually, without requiring financial statements.

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

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

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

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

Personal Sales Support. Atlas Small Business Finance recognizes that each industry has a broad range of sales and service requirements. Whether you operate nationwide or in a local market, Atlas Small Business Finance representatives will give you the personal support you need.

Atlas
Small Business Finance

The path to success begins with Atlas Small Business Finance. Contact Robert Bustillo or Jose J. Nunez Jr. today to learn more about these exciting, innovative new programs.

For more information, call: 888-594-8553.

Atlas
Small Business Finance

Tel: 305-274-4391 • 888-594-8553
Fax: 305-274-4399 • 888-594-8550
www.atlassbf.com



SÁCALE EL JUGO A LA CARNE DE CANADÁ



**When you buy Canadian Beef, you buy
much more than beef of the highest quality.**

Te puedes convertir en nuestro socio, y podrás participar en el Partner's Program. Con este programa puedes recibir materiales de promoción y apoyo para desarrollar tu propia marca de carne de res, y otros recursos que van a ayudar a que tu negocio crezca.

Make
your mark with
Canadian Beef
your Practical
COOL Solution.

Es el compromiso de Canadian Beef y su división de mercadeo, desarrollar estrategias para ayudarle a tu negocio. Pregúntanos cómo convertirte en nuestro socio.

Además, con la carne de Canadá le ofreces a tus clientes carne de primerísima calidad, proveniente de ganado criado en pasturas naturales, bajo los más altos estándares de manejo y cuidado.

Contact Jorge Mendez at 1-800-CDN BEEF (1-800-236-2333).

Para más información visítanos en www.canadianbeef.info/espanol



Silken Creations

The First Non-Dairy Starter for Smoothies and Desserts

Appealing to shoppers who want delicious desserts that are quick and easy, as well as economical, tofu pioneer Nasoya introduces "Silken Creations" to use in consumers' favorite recipes or enjoy right out of the package.

The first ever non-dairy "dessert starter", Silken Creations is naturally flavored, dairy free, low in fat and calories, has no cholesterol and is gluten free. It comes in the three most popular flavors for smoothies and desserts: Dark Chocolate, Vanilla and Strawberry.

"Silken Creations gives consumers a jump start to all of their favorite

dessert recipes from pies and cakes to frozen treats and smoothies. It's even a delicious treat right out of the package!" says Jayne Minigell, Senior Marketing Manager.

Chef, nutrition educator, and cookbook author Maribeth Abrams enjoys the versatility of "Silken Creations." She says, "Silken Creations adds a rich chocolate flavor to Chocolate Mousse and cake recipes. The smooth and creamy consistency of the Vanilla really gives a boost to Key Lime Pie, puddings, frosting, and fillings. The strawberry makes every fruit smoothie taste delectable!"

Abrams, a busy mother of two, notes

that Silken Creations cuts shopping and cooking time. "Consumers will find it convenient, easy to use and helps to make healthier, luscious desserts affordable," says Abrams. "It helps expensive ingredients go farther without sacrificing taste."

Made from whole soybeans and sweetened with cane juice, Silken Creations is low in calories (only 110-120 per half cup serving), low in fat (only 1-1.5 grams) and is a good source of protein (3 grams).

Designed for placement in the fresh produce aisle, Silken Creations has a suggested retail price of \$2.49-\$2.89 per package.



Bakery



Fiber One Debuts Line of Ready-to-Eat Muffins

This is the time of year when people are making their New Year's resolutions and usually at the top of the list are losing weight and eating healthier. Your customers will find this easy to do with tasty, new Fiber One® Muffins. With 28% of the Daily Value of fiber plus 8 grams of whole grain per serving (at least 48 grams recommended daily), Fiber One Muffins come in four flavors — Wild Blueberry and Oats; Banana Chocolate Chip; Mixed Fruit, Nuts & Honey; and Apple Cinnamon Bun.

Most Americans get about half of the recommended 25 grams of fiber each day, but research suggests that getting the recommended levels plays an important part in maintaining digestive health. Furthermore, research suggests that people who have higher intakes of fiber tend to have healthier body weights. Fiber One Muffins are a delicious and easy way to increase daily fiber intake.

Fiber One Muffins will be available nationwide. Currently, they are being sold at King Kullen, Shaw, Kings, Keyfood, Foodtown, Dagastinos, A&P, Waldbaums, Food Emporium, Best Yet Markets, Gristedes, Weis, Super Fresh, Acme and Shoprite. Frozen Club Packs are now available at all Sam's Clubs.



Tyson Foods Helps Fight Hunger in Africa

Nearly half of the children in the small, central African country of Rwanda reportedly suffer from chronic malnutrition and at least two-thirds of the population lives below the country's national poverty line.

These are among the reasons Tyson Foods, Inc. is working on a unique pilot project in Rwanda with Millennium Promise, a non-profit organization aimed at ending extreme global poverty.

Tyson will provide technical experts to go to Rwanda to help women in five Millennium Villages learn how to raise their own chickens. This will enable them to earn an income from the sale of poultry eggs and meat, and develop a school meals program to increase the protein consumption of children.

Rwanda is one of the most densely populated countries in Africa and is landlocked with few natural resources and minimal industry. The 1994 genocide of hundreds of thousands of Rwandans severely damaged the country's already fragile economic base. The country has since been working with the international community to generate social and economic development.

Tyson's involvement with Millennium Promise began in January 2008, when the company's Jenise Huffman went to work for the organization on a nine-month corporate service fellowship. She provided her knowledge of strategy, marketing and business development with the Millennium



TYSON FOODS is working on a unique pilot project in Rwanda with Millennium Promise, a non-profit organization aimed at ending extreme global poverty.

Promise staff and also traveled to Africa.

"Because of the 1994 genocide there remains sorrow in the eyes of the people of Rwanda, yet they also have a de-

sire to move on and make their country a better place for themselves and their children," said Huffman, Tyson's Director of Sustainability. "I came to realize Tyson could form a deeper relationship with Millennium Promise and play a role in its efforts to alleviate malnutrition among the children in these villages, while also giving the adults an opportunity to earn an income."

If the Tyson pilot project is successful, it will be expanded to help people in other Millennium Villages in Africa. However, other than providing consultation, Tyson Foods presently has no plans to be involved in commercial chicken production there.

"We're very excited about Tyson's enthusiasm to help with this important initiative," said Dr. Jeffrey Sachs, president and co-founder of Millennium Promise. "The involvement of partners like Tyson Foods boosts the efforts of the Millennium Village project to help rural African communities lift themselves out of extreme poverty."

The Millennium Villages initiative currently includes 80 villages across 10 countries in sub-Saharan Africa (Ethiopia, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Senegal, Tanzania, and Uganda). Using advances in science and technology, project personnel work with the villages to create and facilitate sustainable, community-led action plans tailored to the villages' specific needs and designed to address such concerns as hunger, disease and inadequate education.



the best produce under the sun

At Sun, we work hard to earn our reputation for excellence

Sun International Produce is the leading exporter of fresh premium produce in the international marketplace. Sun City Produce is the leading distributor of fine produce in the southeastern U.S. With over 100 years of experience, we provide the best quality produce to our customers. Located in South Florida, the gateway to the Caribbean and Latin America, the Sun Companies maintain an enhanced leadership position in the domestic and international marketplaces.

Our commitment to your satisfaction is unrivaled in the industry.

Our commitment to providing "the best produce under the sun" is equaled only by the knowledge and energy of our on-site inspectors, the expertise of our administrative staff, and the experience and skill of our customer service personnel. Your satisfaction is important to us. Your order will receive our full attention and will arrive on time and in excellent condition.

Your satisfaction is always our top priority.



Offering the newest, largest, most state-of-the-art produce facility in the southeastern U.S.!



OUR FACILITIES FEATURE

- 144,000 square feet of refrigerated warehouse space
- Temperature controlled loading area to maintain cold chain
- The capacity to handle over 200 loads of produce at a time
- A great location! We're near all international airports, major ports and expressways
- Back-up generators – we're never without power!



OFFERING YOU QUALITY PRODUCE AND FULL RETAIL ASSISTANCE

We can help build your business.

Please call now to learn more to or place your order.

exclusive distributors for

**associated
grocers** OF FLORIDA
INCORPORATED

and

melissa's



2230 SW 2nd Street • Pompano Beach, Florida 33069 • Tel: 954-972-8383 • Fax: 954-545-6495
www.sunexp.com • www.suncityproduce.com

14 Grocery

Merken:

The National Spice of Chile Comes to America

Chileangourmet, an environmentally and socially responsible producer of indigenous gourmet foods from Chile, announces that the popular Chilean spice Merken is now available to U.S. stores nationwide.

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, cumin and salt give this savory spice its unique copper color and delicious smoky flavor.

"Merken has played a central role in the ancient traditions and cuisine of the native Mapuche people, indigenous inhabitants of Central and Southern Chile, in the Araucanía region of Chile for centuries," says Paulina Peñaloza, co-founder of Chileangourmet. "It is an extremely versatile spice, enhancing everything from beef, fish and poultry to vegetables, dips and sauces - even desserts!"

"When you buy a jar of our Merken, you are helping to support the over 70 Mapuche families who grow and smoke the ají cacho de cabra chilis used in our blend," adds Paulina.



Special K Packs a Crunch With New Snack Crackers

Vowing to lose weight in the New Year is a difficult resolution to keep, especially when best-laid plans can be derailed by afternoon snacks. Forty-four percent of women cite afternoons as the prime time for snacking. But the long stretch between lunch and dinner presents weight managers with a tricky moment of truth: how to satisfy their hunger without sacrificing their goals. New Special K® Crackers provide the perfect solution to afternoon munchies.

This year, weight managers can enjoy Special K Crackers and remain committed to their goal. At 90 calories and eight grams of whole grains per 17 crackers, the brand's first-ever savory snack can help achieve a new you in the New Year.

Special K Crackers come in two flavors, Italian Tomato & Herb and Multi-Grain. Both flavors pack a satisfying crunch, which is what 28 percent of women said they crave most in an afternoon snack. Both flavors come in eight ounce pantry packs and 90-calorie packs (six pouches per pack).

"We know from talking with consumers that planning snacks is important to assist in their weight-management goals while they are at work or on the go," says Julie Salmen, R.D., Kellogg Company. "But with a crunchy snack like Special K Crackers, women now have a savory snack that provides eight grams of whole grain and one gram of fiber per 17 crackers to help them stay on track."



New on the Border Southwest Thins

Truco Enterprises has announced the launch of its Southwest Thins™ Tortilla Chips.

The Southwest Style tortilla chips were developed by using the finest white corn which is cooked to perfection and stone ground to make the ideal 'masa'. This key ingredient results in a delicate, crisp tortilla chip that is lightly seasoned with our secret southwest seasoning resulting in a delicious snack that captures the essence of Tex-Mex cuisine in every bite.

Our Southwest seasoning is light, smooth and impactful without excessive heat and just enough to leave you craving more with every bite!

The Southwest Thins offers great quality including:

- 0g trans-fat
- No cholesterol
- No preservatives
- No artificial flavors or coloring
- No MSG
- Gluten Free

Southwest Thins by on the Border suggested retail \$3.79.



Crisco Expands Product Line

Introduces First Canola Oil With Omega-3 DHA

The makers of Crisco®, have announced the expansion of their trusted line of cooking oils by introducing the first canola oil enhanced with Omega-3 DHA. Ideal for cooking, sautéing and baking, the new Crisco Puritan® Canola Oil with Omega-3 DHA provides consumers with an excellent source of Omega-3 DHA fatty acids in a convenient 16 oz size.

Crisco Puritan Canola Oil with Omega-3 DHA features Martek Biosciences' patented life's-DHA™, a premium quality, sustainable vegetarian source of DHA. This plant-based form of DHA is not from fish and has great taste and aroma characteristics, making it ideal for salad dressings, marinades, stir-fries and more. In addition, Crisco Puritan Canola Oil with Omega-3 DHA is kosher, naturally cholesterol- and sodium-free, contains zero grams trans fat, and has 32mg of DHA per serving.

"Crisco Puritan Canola Oil with Omega-3 DHA enables people to keep on cooking, baking and sautéing, but in a smarter way that allows them to incorporate more Omega-3 DHA into their diet without sacrificing taste," said Maribeth Badertscher, Director, Corporate Communications, The J.M. Smucker Company.

Crisco Puritan Canola Oil with Omega-3 DHA is now available nationwide at a suggested retail price of \$3.99-\$4.59.



College Inn Debuts New Culinary Broths and Stocks

College Inn has introduced its new Culinary Broth line, for creating restaurant quality dishes customers can get at home. New flavors include:

- THAI COCONUT CURRY (Chicken Broth Infused with a Blend of Coconut, Curry, Garlic & Coriander Flavors)
- WHITE WINE & HERB (Chicken Broth Flavored with Chablis Wine, Thyme, Oregano & Rosemary)

College Inn has also introduced its new Bold Stock line, in Rotisserie Chicken and Sirloin Beef varieties.

New chef's size 48 oz. Resealable Broths are convenient to store in the fridge and maintain freshness for 2 weeks after being opened.



HomeFree



Allergy-Free Cookies Debut

According to the Food Allergy & Anaphylaxis Network, a national advocacy group, it is estimated that food allergies affect about 2.2 million school aged children and 1-2% of adults nationally (about 12 million people). Such food allergy reactions result in over 30,000 emergency room visits each year with nearly 200 people dying in the U.S. annually from anaphylactic reactions to foods, the group says.

But now, there is a solution: HomeFree, a new brand of organic, ready-to-eat, whole grain cookies and coffee cakes free of common food allergens including peanuts, tree nuts, dairy and eggs.

Founded by Jill Robbins, a clinical psychologist and author of "Allergen Free Baking," she turned to baking when her son was diagnosed with severe food allergies. Jill's goal was to create delicious, wholesome treats that her son, and everyone with or without food allergies, can enjoy together. Today the company makes a variety of cookies and coffee cakes in a dedicated baking facility, where it conducts allergen testing on ingredients and random product batches to ensure that each product is free of common food allergens.

HomeFree cookies carry a suggested price of \$4.99 per box.



**NEW YEAR
SAME DEPENDABILITY**



**JUST BECAUSE YOU'RE
INDEPENDENT DOESN'T
MEAN YOU'RE ALONE.**

**TEAM BRAVO OFFERS UNPARALLELED
SUPPORT FOR FLORIDA'S INDEPENDENT
SUPERMARKET OWNERS.**

We Build state of the art programs including:

- *Merchandising Expertise and Buying Power*
- *Site Location and Store Design Services*
- *Complete Field & Operational Support*
- *Creative Advertising*
- *Knowledge of Florida's Diverse Ethnic Market*
- *Commitment to Efficient & Low Cost Product Supply*



**Find out how the Bravo
Program can enhance
your bottom line.**

Call Dennis Wallin,
Vice President of Store Development,
1-800-248-5727 ext 5301, or
Julio Sanchez,
Manager, Bravo Florida,
1-305-263-7483

70,000 sq. ft. Superstore at Christina Crossing

THE KENNY FAMILY ShopRites of Delaware now consist of four ShopRite locations in the First State following the December 27 soft opening of their new 70,000 sq. ft. "world class" superstore located near the Riverfront in Wilmington. A formal grand opening was celebrated on January 12.



The Kenny Family ShopRites of Delaware now consists of four neighborhood ShopRite supermarkets located in the state of Delaware. While operating these markets, the owner and his family are living and raising their children in Delaware. Bernie Kenny, President and CEO, began operating supermarkets in Delaware in 1995, following a successful 30-year career with Pathmark. He started the company by purchasing two stores (Concord and Stanton) from ShopRite in December 1994. A third store opened two years later. The new Wilmington superstore represents the fourth for the growing firm. Bernie has three sons, two daughters, two sons-in-law, and a grandson all working for the family business.

On December 27, 2008, the Kenny family enthusiastically opened their fourth store at 501 South Walnut Street in Wilmington near the Riverfront. The "soft" opening was the first day of business for the



FAMILY ENTERPRISE – Director of Government Affairs, Richard Kenny, addresses grand opening attendees. With him are owners/operators Bernie and Peg Kenny.



Richard Kenny, Bernie Kenny, Peg Kenny, Melissa Kenny Huff and Christopher L. Kenny, Esq.

Wilmington Gets First World-Class Supermarket

ShopRite's Kenny Family Opens Delaware Showplace

store in the new Christina Crossing shopping center. The official grand opening was celebrated with festivities on Monday, January 12. Working with the Buccini family, the Kennys opened their 70,000 sq. ft. world-class superstore designed specifically for Wilmington. The store has many unique design features which are a "first" for The First State: roof-top parking, customer elevators, a cartveyor sys-

tem, and numerous in-store department enhancements.

The new store has the largest meat department in Delaware. For rapid customer service, the store features 24 checkout lanes at the front end: 14 traditional lanes, and 10 self-checkout lanes. Building designer is Frank Vadino of Cold Technologies; interior décor is by Broden Interiors. The first "modern" store in Wilmington, the store

is part of the city's urban renewal project. Its construction represents the culmination of an over two-year project for the Kenny Family. The Kennys expect to break ground on a fifth store in Bear on Rt. 40, working with the Hanna family, before year's end.

The new Christina Crossing showplace is headed by general manager, Bill Sell, who has been with the Kenny family for the past ten years,



NEW CASTLE COUNTY EXECUTIVE Chris Coons.

the last four as manager of the Newark store. At the new Wilmington store, he heads a staff of approximately 200 associates – 80 full time, and 120 part time.

With four stores in New Castle County (Concord, Newark, Stanton, and now Wilmington), the Kennys are striving to become Delaware's premier supermarket retailer.

The Kenny family's business philosophy emphasizes being Part-



Delaware Sen. Thomas R. Carper (Dem.) addresses shoppers and dignitaries at the formal grand opening.



RIBBON CUTTING – Wilmington Mayor James Baker cuts the grand opening ribbon at the formal grand opening of the new store on January 12, with assistance from civic dignitaries, executives from Wakefern Food Corporation, and members of the Kenny family.



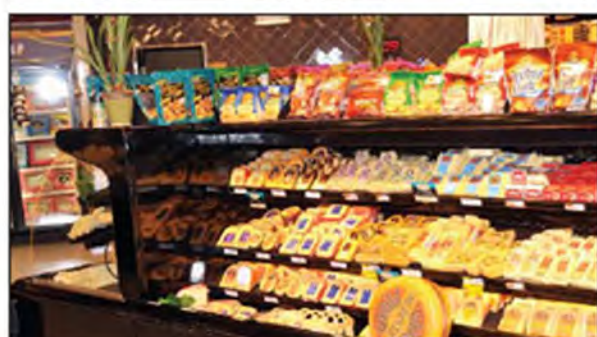
COUNCILWOMAN Hynefa Shabaaz.



WILMINGTON MAYOR James M. Baker.



JEFF FLYNN Wilmington Director of Economic Growth.



ners in Caring with their neighbors in communities they serve. The Kenny family also actively works with and supports the Little Sisters of the Poor, The Delaware Food Bank, Meals on Wheels, and other local charity organizations. All monies raised in their stores serve the needs of Delawareans. Currently, Bernie Kenny is the Chairman of the Board of Directors for the Academy of Food Marketing at

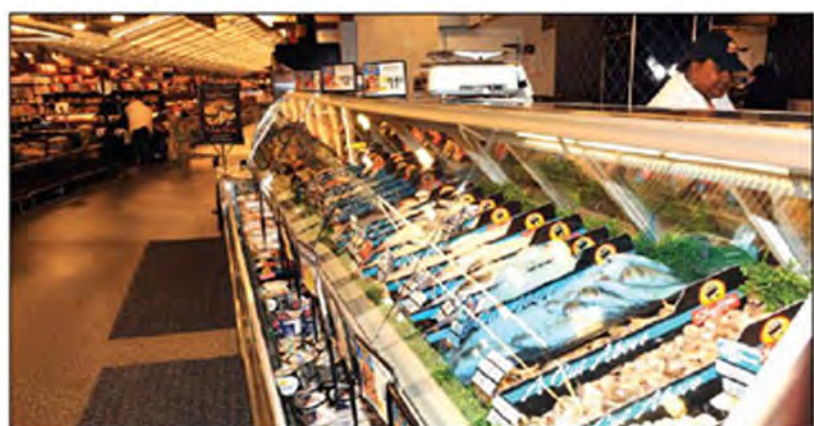
St. Joseph's University. Also, Bernie is a member of the Board of Directors of Wakefern Food Corporation, which is the wholesaler for ShopRite. Bernie's brother, Richard Kenny, Director of Government Affairs, is on the Board of Directors for the Delaware State Chamber of Commerce. Bernie's middle son, Christopher L. (Chris) Kenny, Esq., CFO and General Counsel for The Kenny Family ShopRites, is li-

censed to practice law in Delaware, New Jersey and Pennsylvania, and is on the Board of Directors for the Delaware National Guard & Reserve Foundation and the Food Bank of Delaware.

Eldest son, Tom, is a meat cutter at the new store, while youngest son, Matt, is in facilities maintenance for the family company. Daughter, Kathy (Kenny) Singer, works in the grocery department at



Delaware Senator Tom Carper [center] pictured with Robert Buccini and Richard Kenny.



the Newark location; her husband, Bob, manages the Newark store. Daughter, Melissa (Kenny) Huff, is a store manager-in-training while her husband, Steve, is in Human Resources.

The third generation of the Kenny family is represented by grandson, Zach Singer, receiver at the Concord location.

Last... but by no means least, is Bernie's wife, Peg, who in addition

her role as Kenny Family matriarch, over the years has served as foster mom to over 100 babies.

Wilmington residents can now shop at a state-of-the-art, full-service supermarket with low prices close to home. The company has hired over 200 new associates and spent millions making sure its customers are provided with the best place to shop and the friendliest and best trained associates possible.



Kettle Brand Puckers Up With New Sea Salt & Vinegar Baked Potato Chips



Snackers who love potato chips but shun the extra calories and fat will pucker up for new Sea Salt & Vinegar Kettle Brand® Baked Potato Chips hitting stores this month.

A splash of bold and tangy vinegar with a sprinkle of sea salt delivers a boatload of all natural flavor, just like the original variety of all natural Kettle Brand Potato Chips. The hook? They have 65

percent less fat than regular potato chips and only 120 calories per serving.

Unlike other baked chips and "diet" snacks, which have earned a reputation for bland flavors and questionable ingredients, Kettle Brand Baked Potato Chips are the only baked potato chips made from whole slices of potatoes for hearty crunching and real potato flavor, just a spritz of healthy oil and all natural seasonings — much like their sister chip, the original Kettle Brand Potato Chip.

The new Sea Salt & Vinegar flavor joins Aged White Cheddar, Hickory Honey Barbecue and Lightly Salted, baked flavors formerly packaged as Kettle Brand Bakes. The redesigned line is available now in 4 oz. bags for around \$3.79.

The Kettle Brand natural promise means nothing artificial — no trans fats, no MSG, no artificial colors or flavors and no preservatives. Kettle Brand also uses only non-GMO ingredients and its potato chips are gluten free.

Revolutionary New Snack Chip Set to Launch

Made With 100% Beans, No Corn



Doug Foreman, founder and former CEO of the Guiltless Gourmet snack-foods line, has announced the launch of a new company featuring 100% bean-based chips. The flagship product of Right Brothers Foods, Inc., under the Bean Brand™, is Beanitos™ — a revolutionary snack food concept that brings a healthy and taste-rich choice to America's snack food aisle.

Just as Guiltless Gourmet established an all new baked tortilla chip snack category now worth over \$500 million annually in the U.S., Beanitos represent a totally new category in snack foods. Sure to be the next snack food breakthrough, Beanitos is the first 100% bean-based chip that provides a distinctive, all-new alternative to potato, corn, rice and wheat-based snack products featuring outstanding gourmet flavor. Beanitos bean chips are rich in natural protein and fiber, and offer additional health benefits not found in other products in the snack food category.

"I understand the mechanisms of launching and growing a successful food company," Foreman said. "Now

is the best time to introduce Beanitos to the marketplace. I developed this gluten free, low glycemic product because of the widespread concern about the decline of Americans' health as a result of the Western diet. But it was very important to me that the taste remain the top priority. Now consumers have a healthier choice in chips without sacrificing taste at all. There's nothing else like it."

Beanitos will be manufactured and distributed from their headquarters in Austin, Texas. During the first half of 2009, Foreman expects to hire approximately 50 new employees with at least 450 additional employees to be hired within the next three years. For Foreman, now is the optimal time to begin the venture.

The first line of Beanitos chip products will feature black bean and pinto bean chips seasoned in a variety of all-natural flavors.

Rosa Mexicano Kitchen Launches All Natural Soups and Stocks

Creating delicious and convenient meals at home is easy with Rosa Mexicano Kitchen's new line of all-natural soups and stocks. For quick weeknight meals or a fast and healthy way to feed the family, Rosa Mexicano Kitchen offers the authentic flavors of Mexican cooking at your fingertips. The new line includes:

- **Crema de Tomate y Chipotle** (Cream of Tomato-Chipotle Soup) — a boldly flavored soup, with a combination of pureed ripe tomatoes, chipotles, cream and Mexican spices
- **Sopa Azteca** (Aztec Tortilla Soup) — a velvety blend of robust chicken broth, roasted garlic, spices and earthy pasilla chiles
- **Caldo de Pollo Mexicano** (Mexican Chicken Broth) — a delicious blend of natural chicken broth accented with roasted jalapeño



chiles, cilantro and spices

Each soup can be enjoyed on its own or a great complement to a full meal. For a Mexican twist on a nostalgic combination, pair the Tomato-Chipotle Soup with a grilled cheese sandwich or a quesadilla. Add cooked, shredded chicken or

pork into the Aztec Tortilla Soup to create a filling and delicious meal or spice up a standard chicken soup with the Mexican Chicken Stock. The new line of soups and stocks are a great item to have handy and can be safely stored unopened in the pantry.



Kettle Cuisine Announces New Line of Gluten-Free Soups

Can you imagine what it would be like if you couldn't warm up and enjoy chicken noodle soup or clam chowder during the winter because you live with a food allergy or Celiac disease? For many of today's consumers, this used to be the case; but thanks to Kettle Cuisine, delicious, family-favorite soups can be part of any family's menu.

One out of every 133 Americans suffer from Celiac Disease. And their families also often find themselves living with a gluten-free diet to simplify overall meal preparation. With this in mind forward-thinking retailers are working to meet the needs of this growing demographic by stocking great-tasting and convenient foods that cater to their strict diets.

Enter Kettle Cuisine whose president, Jerry Shafir, knows first-hand the hardships of living with a child with severe food allergies. His daughter Kate, a center for Mt. Holyoke's basketball team, has lived with the limitations of a gluten-free diet her whole life. After watching Kate forgo foods that everyone else could eat, Shafir searched for a way to provide those suffering from Celiac disease, the chance to eat soup that didn't compromise when it came to taste. So, he created a line of all natural, gluten-free and dairy-free soups (now with nine varieties available) that allowed Kate the chance to eat traditional favorites such as Chicken Soup with Rice Noodles and New England Clam Chowder.

All soup enthusiasts can now indulge in favorites such as Grilled Chicken & Corn Chowder and Roasted Vegetable or try one of the new organic frozen soups — Carrot and Coriander or Mushroom and Potato Soup — plus five more flavors.

Drink Your Veggies!

My Daily Veggies: A Drinkable Blend of Dried Certified Organic Vegetables



American culture thrives on developing the means to enjoy faster and more efficient lives. The invention of computer chips has enabled us to instantly communicate through email and cell phones, watch movies "on demand" and microwave a three course meal in under a minute. These advancements in technology have helped coin the phrase, "I want what I want, and I want it now!"

When it comes to Mother Nature, technology has been quickly catching up — especially when it comes to nutrition. Lane Labs, an innovator in the natural health industry, is introducing My Daily Veggies, a blend of whole dried USDA-certified organic vegetables that you can mix with water and drink or add to your favorite dishes to boost their nutritional value. Since the USDA recommends a whopping five to nine servings of vegetables a day, My Daily Veggies is a fast and simple way to supplement your body's nutritional needs.

My Daily Veggies is 100% dried whole organic vegetables from the green, red and orange-yellow food groups that, as defined by the USDA, provide two full servings of vegetables per single-serve packet. It contains all the fiber, vitamins, minerals, enzymes and phytonutrients as real fresh or frozen vegetables in addition to lycopene from tomatoes,

lutein from spinach, beta carotene from carrots — an outstanding antioxidant, sulforaphane from broccoli and glucosinolates from kale. My Daily Veggies is a heart healthy food that doesn't contain any added salt, sugar or preservatives — instant gratification!

With only 25 calories per serving, My Daily Veggies is a healthy addition to just about any meal that will not only satisfy your taste buds, but also fulfills approximately one third of the USDA's recommended daily serving of vegetables. When you're too busy for lunch, you can add a packet to hot water for a delicious, satisfying, instant snack. My Daily Veggies can also be used to add nutritional value to rice, soups and sauces, hamburger meat, stir-fried dishes and just about anything else you can cook up.

A box of My Daily Veggies is filled with 28 vegetable servings and costs \$19.95.



Purely Profitable.



Contact your sales representative
for additional information.

1-877-629-8300

www.badiaspices.com

THE SOUL
of COOKING



ALL IN

For Savings

Welcome reception
begins at 4:00pm

Group Buy will start
promptly at 5:00pm

Cocktails, Dinner and Entertainment
from 6:30 - 9:30pm

Southeast Wholesale Foods invites you
to join us for our 8th Group Buying Event and
Annual Casino Night Extravaganza

February 6, 2009

WIN
the Jackpot Prize
of an Ultimate
Gaming Getaway!

**SOUTHEAST
WHOLESALE
FOODS**



Please RSVP to Mary Lopez at 305.883.1198 ext. 114 or call your salesman. Hilton Miami Airport, 5101 Blue Lagoon Drive, Miami, Florida 33126, Phone: 305.262.1000

ALL IN

For Savings

Welcome reception
begins at 4:00pm

Group Buy will start
promptly at 5:00pm

Cocktails, Dinner and Entertainment
from 6:30 - 9:30pm

Southeast Wholesale Foods invites you
to join us for our 8th Group Buying Event and
Annual Casino Night Extravaganza

February 6, 2009

WIN
the Jackpot Prize
of an Ultimate
Gaming Getaway!

**SOUTHEAST
WHOLESALE
FOODS**



Please RSVP to Mary Lopez at 305.883.1198 ext. 114 or call your salesman. Hilton Miami Airport, 5101 Blue Lagoon Drive, Miami, Florida 33126, Phone: 305.262.1000

22 Dairy & Deli



New Spanish and Italian Cheeses Under Mario Batali Selection Seal

On the heels of a successful brand launch, renowned chef Mario Batali in partnership with Wisconsin-based DCI Cheese Co. has announced the introduction of the next phase of culinary offerings, expanding his line of flavorful and authentic cheeses. Mario Batali Selection Spanish and Italian cheeses will join his three- and five-cheese blends in deli cases throughout the U.S. beginning this month.

Mario Batali Selection authentic Spanish and Italian cheeses provide consumers with new and adventurous ways to bring cultural excitement to the dinner table. Batali's new Spanish cheese varieties – Iberico, Valdeon and Etxegarai – reflect the distinct richness of regional hand-crafted cheeses popular in Spain.

Iberico, one of Spain's most popular cheeses, is a pure blend of cow, sheep and goat's milk and hails from the Castilla-La Mancha region. The cheese is often served with Spanish red wines and meats, as well as lighter fare such as, fresh fruit and quince paste. Valdeon, produced in the spectacularly beautiful area of the Picos de Europa in the Leon region, is an intensely flavored blue cheese. It is a mix of cow and goat's milk, which couples nicely with wines from the gamay grape and smoked or cured meats. Etxegarai is a new cheese from the Northern Basque region of Spain. Made of 100% raw sheep's milk, the cheese is sharp and pungent with a mild aroma of smoke, partnering perfectly with fruits, chorizo, crusty bread and Spanish red wines. The Mario Batali Selection Spanish cheeses will be available in bulk wheels for cutting at store level, as well as convenient pre-cut wedges.

"My cooking style has always been inspired by simple and tasteful flavors," said Mario Batali. "Our new Spanish cheese offerings have been selected for their quality and adherence to traditional Spanish production methods, making them perfect to enjoy on their own or as part of an authentic dish showcasing Spanish cuisine."

In addition to the new Spanish cheeses, the Mario Batali Selection series will also offer three new Italian cheeses – Mountain Gorgonzola, Organic Parmigiano-Reggiano and a Mandarin shaped Provolone Picante. The Mountain Gorgonzola is 100% cow's milk and is produced in the Piedmont and Lombardy regions in Northern Italy.

Kroger and Murray's Cheese Launch Partnership

Open First of Three Murray's Cheese Departments

Murray's Cheese, leading purveyor of artisan cheese, and The Kroger Co. have announced the opening November 18 of the new Kenwood Towne Place Kroger store (Cincinnati, OH), which features a Murray's Cheese department. It is the first-ever Murray's location outside of New York City and one of three Murray's Cheese departments opening within Cincinnati-area Kroger stores.

The Murray's Cheese department will be one facet of the new Kenwood Towne Place store, a "Fresh Fare by Kroger" concept. Fresh Fare by Kroger stores are one-stop-shopping alternatives that provide customers with a broader array of services than traditional supermarkets. This Fresh Fare by Kroger will also feature a wine shop, a bakery, a full-service sushi bar, and "The Bistro," a seating area where customers can enjoy chef-prepared meals—or take them to-go.

The Murray's Cheese department at the Kenwood Towne Place Kroger will look much like the Murray's Cheese flagship store in New York City's Greenwich Village (254 Bleecker St.), and it will carry more than 500 items, including many of the same cheeses, crackers, dried fruits, and olives as the Bleecker Street original. This Murray's Cheese department—as well as those debuting in the coming weeks at the existing Hyde Park and Liberty Township Krogers in Cincinnati—will be staffed by Kroger employees who have received rigorous cheese service training. Murray's employees created an encyclopedic 300-page cheese service guide exclusively for the partnership and spent a month in Cincinnati further



educating their Kroger counterparts. Now, the Kroger employees manning these Murray's Cheese departments will be able to provide the same level of service as Murray's employees in New York City.

Rob Kaufelt, the owner of Murray's Cheese, notes, "Our mission is to bring great cheese to as wide an audience as possible. This partnership is a huge step toward that goal. I have spent many years building Murray's reputation, and I would not have agreed to this partnership without complete confidence that Kroger is committed to offering a cheese program to which I can proudly attach my company's name."

With enhanced cheese service and

an expanded selection, the Murray's Cheese departments will provide Kroger customers with exceptional value for their cheese dollar. What's more, Murray's and Kroger created an unusual direct-to-store cheese distribution system that ensures both optimal condition of the products and competitive prices. "At a time when consumers are looking for more value, we're thrilled to be able to offer a world-class cheese program to Cincinnati-area Kroger shoppers," says Jeff Burt, Vice President of Deli Bakery Merchandising for Kroger.

There are plans for more Murray's Cheese departments to open in Kroger supermarkets in the future.

IDDBA Reports In-Store Bakery Trends

Wheat is the word in bakery. The past year saw an unprecedented spike in the price of wheat – a result of drought, crop disease, shrinking wheat fields as farmers switch to biofuel-bound corn, and increasing Asian wheat demand, according to What's In Store 2009, the annual trends report from the International Dairy-Deli-Bakery Association™ (IDDBA). The report details these and other hot issues affecting the supermarket bakery. A sampling of trends reported in What's In Store 2009 includes:

Bakeries Dealing With Economic Changes

Bakery manufacturer costs are increasing due to wheat issues, other commodity cost increases, and fuel cost increases. To cushion the sticker shock, manufacturers and bakeries have implemented tactics such as downsizing products by a few ounces and reducing product count in packages, such as burger buns in 4-packs instead of 8-packs.

Sales Of Whole Grain Products Take Off

Several years after the new Dietary Guidelines for Americans began promoting increased consumption of whole grain products, Americans are catching on. In 2007, whole grain bakery introductions (commercial aisle and service bakery department) totaled 798 prod-

ucts in 2007, and 279 through March 31, 2008. Of products with special dietary qualities, whole grain products are the most popular at the in-store bakery. Eighty-six percent of in-store bakeries sell whole grain products.

Flatbread Sales Rising

Mintel International reports that the new product count of flatbread went from five in 2005 to 26 in 2008. Flatbread is now found on restaurant menus (especially quick-serve restaurants) and throughout the supermarket. Its rise in popularity is attributed to its versatility – e.g., sandwich or appetizer wrapper, pizza base, table bread, snack food or meal – and its prevalence in many ethnic cuisines. An entry on "flatbread" in Wikipedia lists more than 40 varieties from different cultures.

Probiotics and Prebiotics Reach The Bakery Department

Probiotics, bacteria reported to promote intestinal health, have long been included in dairy products. More recently, technology has evolved to allow inclusion of these popular microorganisms to bakery products. The challenge with adding probiotics to bakery products is that they won't survive the baking process. Icings, fillings, and enrobing products are the most likely ways of delivering

probiotics in bakery items. Another area of interest is the addition of prebiotic ingredients such as polydextrose, resistant starch, and inulin to bakery products. Prebiotics are thought to encourage the growth of probiotic organisms in the gut and do survive the baking process.

What's Popular On Cakes: Sparkle and Shine

The trend of adorning cakes with jewelry continues with pearls, rhinestones, and gems. Metallic colors are popular as food-grade glitter, food coloring, and shimmery airbrush colors add even more sparkle and shine to cakes. The sides of cakes are getting more attention from decorators, with that surface an integral part of some cake designs. Look for edible strips with intricate patterns that can be wrapped around cake layers. Cake boards, too, are part of the design.

Healthful Cookies Are a Growing Niche

Consumers are choosing cookies with healthful, natural, and organic ingredients, as well as smaller portion cookies. That healthful aspect will be popular with consumers aged 55 to 64, as this group is projected to have the most growth in consumption to 2012. They will be looking for cookies with whole grains, nuts, dark

chocolate, and antioxidant-laden fruits, according to Mintel International. Sales of indulgent super-premium cookies appear to be waning.

Gluten-Free Products Gain Exposure

"Gluten-free" is one of 2008's top ten buzz words, according to the Chicago Tribune. Gluten-free products serve the approximately 3 million Americans diagnosed with celiac disease, an autoimmune-based intolerance to protein in wheat, barley, and rye. Other consumers look for gluten-free products because they have wheat allergies or they simply want to increase the variety of grains in their diet. Sales of gluten-free food products have grown from \$210 million in 2001 to \$700 million in 2006, and are projected to reach \$1.7 billion by 2010, according to FoodNavigatorUSA.com.

Shopper Profile

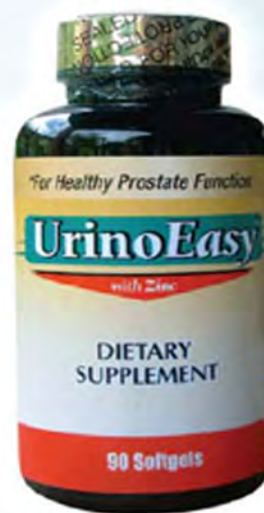
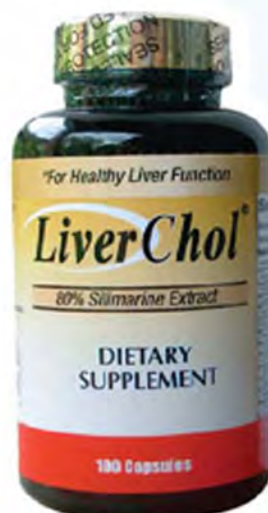
Among consumers who shop in-store bakeries, the supermarket is their favorite place to go for baked goods. Nearly half cite the convenience factor as the reason for shopping the supermarket in-store bakery. The Consumer Focus 2008: Grocery Study from Vertis Communications reports the bakery department is regarded by 27% of adult consumers as the deciding factor in which grocery store to visit.



Increase your profit margin with LIZ ALEXANDRA™

*Presenting
Best Price in Town!*

- LINAZA PLUS (Flaxseed)
- LINAZA PLUS CAPSULES
- LIVERCHOL (For Liver Function)
- URINOEASY (For Prostate Function)



NATURAL FIBER • NATURAL FIBER • NATURAL FIBER • NATURAL FIBER • NATURAL FIBER • NATURAL FIBER • NATURAL FIBER

MADE IN USA
Produced Exclusively For:
Beauty & Health Corporation
info@lizbelleza.com / www.lizbelleza.com

24 Video



Redemption

There is no Law and no Good Guys...
Just the Bad and the Worse

Can one act justify an entire lifetime of wickedness? Explore the darkest confines of the soul when a lone renegade seeks *Redemption*, riding onto DVD February 10 from North American Motion Pictures.

Cattle rustler-turned-killer Frank Hardin (Dustin James) is no stranger to the unlawful west. Disheartened and living on borrowed time, he finds refuge in *Redemption*, a mining town near the Mexican border settled by bandits and



"High Noon meets Unforgiven in this tale of guns, revenge and redemption."

— Independent Film Quarterly

marked men eager to leave the past behind. When outlaws slaughter a farming family, the locals look to Hardin for justice and he finds himself with one last score to settle. As he journeys to find salvation before his final judgment day, Hardin must not only face his enemies, but himself. Surely hell itself couldn't be worse.

A genre-busting, soon to be classic film, *Redemption* has panoramic photography and enigmatic characters. Also starring Tom Noga and Ash Morgan.

Presented in widescreen with an aspect ratio of 1.78:1, special features include a stills gallery; behind-the-scenes bonus; and director's commentary.

To support the title in the marketplace, NAMP has announced a retail promotion: Buy three SD DVDs of *Redemption* and receive one free Blu-ray disc of the film (Blu-ray available only through this promotional offer).

Running Time: Approx. 90 Minutes (Plus Special Features)

Suggested Retail Price: SD DVD — \$26.99 • 3-DVD/Blu-ray Promo Pack — \$69.99

■ Shiver Me Timbers, it's a Pirate's Life for Wubbzy!

Anchor Bay Entertainment Presents Wow! Wow! Wubbzy! Pirate Treasure

Grab your eye patch and set your sails for all new adventures with Wubbzy, Widget, Waldo and the rest of the crew from Wuzzleburg! On March 24 Wubbzy heads to the high seas as the hit animated pre-school series *Wow! Wow! Wubbzy!* returns to DVD with the new 82 minute release *Wow! Wow! Wubbzy! Pirate Treasure*. Featuring silver foil o-card packaging and available for the suggested retail price of \$16.98, *Pirate Treasure* follows the successful launch of Anchor Bay's first Wubbzy DVD, *A Tale of Tails*. Nick Jr.® recently began airing the second season of Wubbzy and the show is now on five days a week!

Wubbzy is a fun, lovable, curious little guy who just likes to play, play, play with his friends in the wild and wacky town of Wuzzleburg. He's charmed both children and parents, become a

internet phenomenon, inspired a wide array of licensed products and has joined with brands like Taco Bell and Joy Cone Ice Cream Cones in a new cross-promotional deal. Now, kids can watch Wubbzy and his pals in this Emmy® Award-winning series that provides essential wholesome life lessons while keeping the kid's laughing.

DVD extras on the new release include:

- Never Before Seen Bonus Episode
- Bonus Music Video
- Bonus Jukebox Song
- Coloring Pages
- Printable Activities

The release of *Wow! Wow! Wubbzy! Pirate Treasure* will be supported by a cross-promotion with Joy Cone Company ice cream cones via a special mail in gift with purchase. From May through December consumers will be able to receive a free Wubbzy Ty Bear Baby with any purchase of Joy Cone 18 count Color Cups and Wubbzy DVD or 60 count Kid Cones package and a Wubbzy DV



BookReview



■ 99 Sycamore Place

An Old Buried Evil Rears Its Ugly Head and Shows It Was Never Really Dead

99 Sycamore Place has its roots very close to home for NY Times best-selling author, Norman Bogner, and has all the makings of yet another record-breaking best-seller. The inspiration for Bogner's story emanated from his childhood memories of overheard whispered conversations of torture inflicted on family members by the Nazis that, years later, compelled him to visit the sites where these atrocities took place and pray for the dead.

99 Sycamore Place, while written as fiction, includes many of Bogner's and his family's real-life experiences of evil and prejudice, illustrating the very real danger and threats still confronting Jews today from neo-Nazi bands infiltrating this country, and the indifference of law enforcement whose full focus is on Homeland Security.

The plot takes the reader on a roller coaster ride of suspenseful twists and turns and unpredictable love that begins when a concert pianist in Vi-

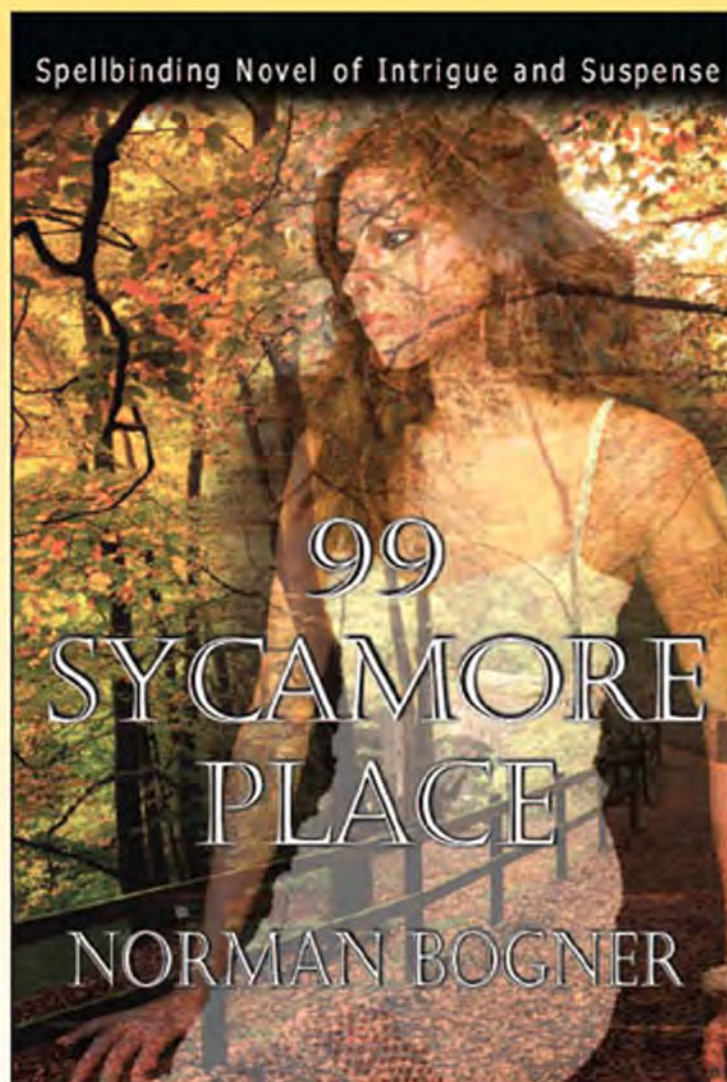


■ NORMAN BOGNER

enna travels to Beverly Hills for her sister's wedding. Soon after her arrival, when her sister is brutally murdered and branded with a swastika, she becomes increasingly frustrated when police don't seem to understand the implications. She recruits the help of a man who traveled from

Africa to attend the funeral of his aunt — a woman she had lovingly nursed — convincing him to help her bring her sister's murderer to justice. Their search reveals that other Jewish brides-to-be have been murdered in the same way, leading them to the discovery that a man who was a staunch supporter of Hitler has organized a group of ex-cons, and intends to use her sister's murder as a model in his malicious plan of genocide against all Jews in America. 99 Sycamore Place, rich with characters that are very real and very believable, has a plot that exposes the evil still existing among us and hopefully will help draw attention to a subject ignored far too long.

After working as an editor in Europe for many years, Bogner worked in television and wrote plays before writing his famous "Seventh Avenue." He continues to impress readers with his brilliant work, having now sold over twenty-two million books worldwide.



Everybody Cleans Up With

mistolín[®]

CLEANS • DEODORIZES • PERFUMES

You Can Too!

Mistolín has been a favorite of demanding homemakers for over 20 years. Our products are used to clean and to put that delicate aroma that housewives appreciate in their homes. Mistolín is available in 12 different fragrances and sizes of 15 oz., 28 oz., 64 oz., and 128 oz. Mistolín Deodorizing Cleanser is designed to deodorize while effectively cleaning every room of the home. It leaves a fresh fragrance on floors, the kitchen, walls, windows, and bath. It also gives a delicate scent to freshly laundered clothes.



Order the Full Line Today!

www.mistolincaribe.com

Customer Service: 1-800-373-6983

Distributed by La Fe Foods

Miami: 1-305-884-1100

New Jersey: 1-201-329-6260

"Mistolín al sucio le pone fin"

■ Kentucky Honors Its Finest Grocers

Fred Higgins Named KACS C-store Operator of the Year

Fred M. Higgins, Manager, of Girkin Development, LLC, dba Minit Mart, headquartered in Bowling Green, KY was named 2008 Convenience Store of the Year on November 12 during the 67th Kentucky Grocers Association & Kentucky Association of Convenience Stores (KGA/KACS) annual meeting.

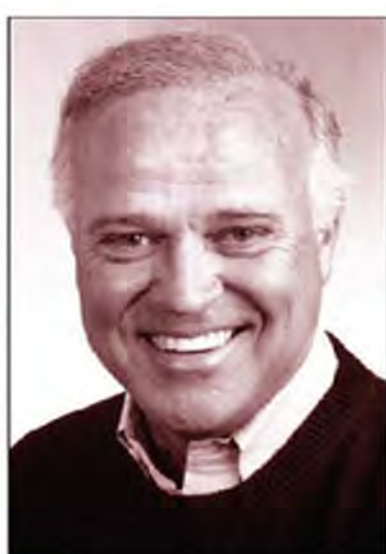
2008 marks the first year a separate Convenience Store of the Year award is being presented by the KGA/KACS. Until this year, a single "Grocer of the Year" had been awarded to a grocer, convenience store operator, or supplier partner. Not only is Higgins the first KGA/KACS Convenience Store of the Year award winner, he was also the KGA/KACS "Grocer of the Year" award winner in 1996. In addition to his industry leadership in Kentucky, Higgins has been recognized nationally when in 1995-1996 he served as Chairman of the National Association of Convenience Stores (NACS) headquartered in Alexandria, VA.

Higgins began his career in 1967 with his father, Ralph Higgins, who had previously owned the first Stuckey's franchise in the country.

At the time he formed the company, Fred Higgins was attending law school at the University of Kentucky in Lexington. By the time he graduated in 1969, he had expanded the operation to six stores in the Lexington area.

After Fred served in the army and returned to Bowling Green, Minit Mart Foods, Inc., was incorporated in 1972 with 16 stores and began a planned growth program, acquiring single convenience stores and selecting sites on which to build new Minit Marts.

In 1988 Minit Mart expanded its business to Tennessee when



■ FRED HIGGINS recipient of KACS Convenience Store of the Year honors.

it acquired 19 Bread Box convenience stores there.

During this time, Minit Mart continued to build on its reputation as a pioneer in the convenience store industry by adding delis, game machines and videotape rentals in its established stores. Minit Mart was among the first conven-

MINITMART

ience stores to add gas pumps, an innovation that has changed the way Americans buy gasoline.

By 1998, the Minit Mart banner was flying over 87 stores in Kentucky and Tennessee. The volume of the operation was in excess of \$250 million dollars annually with approximately 1,200 employees.

After losing his wife of 25 years to a 20-year battle with cancer in 1998, and the industry consolidation in 1999 and 2000, Higgins and the management team felt it was time to look at merging or selling the company. After considerable study Coopers & Lybrand, the outside accountants, recommended leasing the assets to Clark Retail Enterprises, Inc.

That deal was completed in April 2001 whereby Minit Mart Foods retained the ownership of the assets while leasing these to Clark Retail. Besides operating their original 600 stores, Clark acquired several other chains in the Midwest area growing to approximately 1,200 stores.

Competition in Clark's area became very intense, and they were unable to adapt fast enough. This inability to react lead to their bankruptcy. During bankruptcy Clark was able to sublet 47 of the stores to T-Mart of Sturdivant, Wisconsin (T-Mart has now gone bankrupt). The remaining 37 stores were returned to Minit Mart with Higgins starting his second career in the industry. Today, the stores are a combination of convenience and grocery shopping, and 24 stores that offer O'Deli's subshops and Godfather's Pizza. All 33 stores offer Marathon gasoline that now has available a Marathon/MasterCard that offers customers a 5% discount on gasoline purchases. This is a strong offering allowing Minit Mart to compete with other discount fuel retailers.

During his acceptance speech, Fred credits his success directly to the Minit Mart management team and employees surrounding him along with his family.

Fred is actively involved in the community and his church with donations of money and his time. He has been on several mission trips to Guatemala and is devoted to his family that includes his wife Kathy, his children, Carrie Leigh, Heather, Leslie, and 10 grandchildren.



■ Fred Higgins pictured with friends and associates: Mo Costello and Wayne Simpson.



Chocobreads

James Neumann Named KGA Grocer of the Year

James Neumann, Vice-President, Valumarkets, Inc. in Louisville, KY was named "2008 Grocer of the Year" on Wednesday, November 12, 2008, during the 67th Kentucky Grocers Association & Kentucky Association of Convenience Stores (KGA/KACS) annual meeting.

Neumann and his older brother Greg continue to operate the independent five store supermarket family business originally co-founded by their father, Frank Neumann, in 1978.

Delivering the introduction of Neumann during the award ceremony, Greg told the audience of over 125 attendees that he had known his brother all his life and had the distinct pleasure of watching him grow in all aspects of his life. Greg also mentioned that Neumann is the kind of person who you might meet and have casual conversation with for five minutes, then want to have lunch or dinner with him, and would eventually have you wishing he would marry your daughter if you happened to have one.

Neumann was on the front line in ValuMarket efforts to obtain two store locations in Louisville that became available when the previous operator



JAMES NEUMANN receives the 2008 Kentucky Grocers Association Award Wednesday, November 12 during the 67th KGA/KACS Annual Meeting.

left the market. He championed the notion of getting the Mid City Mall location because he saw a diamond in the rough. Two years later, this store is enjoying sales that are double what the former operator ever recorded. His latest project was a store that after 21 years of ValuMarket ownership now has its own unique identity and soul to reflect the diverse neighborhood it serves. These are only two examples of outstanding work James has accomplished. Each of the remaining Valumarket store managers now ea-

gerly awaits their own store transformation under James' leadership.

Neumann is Immediate Past Chairman of the KGA/KACS and a two-term member of the board of directors. Retailers across the state have benefited from Neumann's leadership in the association and illustrating that there remains a viable market for independent supermarket operators.

Neumann is married to Nancy and together they have two children, Nicholas and Meghan. He is an active member of Northeast Christian Church where he has served in various capacities and now teaches his own children the goodness of service. When tragedy strikes, he is among the first to offer assistance and see that victims needs are met. When a tornado struck Bullitt County in 1996, James was at the front line of ValuMarket's alliance with the Red Cross that earned ValuMarket the Community Service Award from the KGA that year. Two years ago, when he noticed that ValuMarket missed an opportunity to partner with his church for a coat drive, he organized his

own ValuMarket drive and delivered over one hundred coats and other articles of clothing to the Kentucky Men's Ministries. When additional coats and clothing came in, James took it upon himself to care for those closer to home by finding ValuMarket family members who were in need. When ValuMarket family members are in need, James is the first to go to their homes delivering holiday or other special meals.

He has a gift for healing the heavy heart, a knack for remembering names, learning about the people he is with, a willingness to try anything, thinking outside the box, along with an enthusiasm for life that is infectious to all around him.



Beverage



Coca-Cola North Launches Sprite Green

First Truvia Naturally Sweetened Reduced-Calorie Sparkling Beverage in the U.S.

Coca-Cola North America (CCNA) has announced the launch of the first sparkling naturally sweetened, reduced-calorie beverage in the U.S. made with Truvia™ natural sweetener. Sprite Green™, the new reduced-calorie Sprite line extension, is the first of what the Company expects will be many new, naturally sweetened, reduced, low and zero-calorie beverages sweetened with Truvia natural sweetener in the future.

Developed jointly by Cargill and The Coca-Cola Company, Truvia natural sweetener is a great-tasting, zero-calorie natural sweetener using rebiana, which comes from the best-tasting part of the stevia leaf. Harvested at the peak of sweetness, stevia leaves are dried and steeped in water, much like tea. This extract is then further refined and purified. The finished product is the pure, natural sweetness of rebiana.

Sprite Green is naturally sweetened with Truvia brand sweetener and has

50 calories per 8.5-ounce serving and 5% lemon juice. Sprite Green was created to appeal to active young adults and will be launched in two U.S. cities this month in distinctive 8.5-ounce aluminum bottles. Initial availability will be limited to teen and young adult-oriented locations and events with a broader rollout coming soon. Sprite Green complements the Sprite brand's leading lemon-lime and zero-calorie lemon-lime sparkling beverages.



Tree Top Takes Fruit to a Whole New Level

Innovative Functional Beverage, the First of its Kind

Americans are turning to healthier lifestyle choices following more than a decade of expanding waistlines and poor food choices. After extensive research to find out what consumers wanted, Tree Top developed, trim, the first beverage to provide one full fruit serving coupled with weight management functionality.

"We wanted to create a beverage unlike any other in the juice aisle," said John Baranowski, Tree Top's Lead Food Scientist. "We learned consumers wanted a weight management benefit 2 to 1 over any other function. My challenge was to create a beverage that gave consumers what they wanted, while still tasting delicious. I think we've done that."

Consumer habits are driving health and wellness trends. Functional food and beverage sales are growing as more people in the US are investing in healthier lifestyle choices. Tree Top, Inc. saw that the juice aisle had not yet responded to that trend. With weight management as the top concern in consumers' minds, trim, an enlightened fruit beverage, was developed as the perfect way to add a low-calorie fruit serving to your diet, as well as supply you with natural fortifications that promote a healthy metabolism and curb your appetite.

Three "http://www.treetop.com/consumerproducts/newProducts.htm" are now available including: Strawberry Kiwi, Mango Peach, and Pomegranate Blackberry.



Gold Peak Tea Launches Chilled variety



Gold Peak®, the premium ready-to-drink (RTD) tea from The Coca-Cola Company has launched Gold Peak Chilled Tea. Available in the popular Gold Peak sweetened and lemon flavors, the chilled multi-serve version will be packaged in a stylish 59 fl. oz. carafe bottle and begin shipping to retailers later this month.

Made with hand selected, high quality tea leaves and pure filtered water, Gold Peak Chilled Tea will serve as a complement to Gold Peak's existing portfolio of single-serve 16.9 oz. bottles, available in sweetened, unsweetened, diet, lemon and green. Since launching in 2006, Gold Peak has been one of the brands driving growth in the shelf stable premium tea segment as RTD teas continue to gain popularity in households.

"Gold Peak offers consumers a truly authentic tea taste," says Andrea Freeman, Director of the Tea Portfolio for Coca-Cola North America. "When we thought about expanding our Gold Peak portfolio, developing Gold Peak Chilled Tea was a natural choice for our consumers who expect high quality and delicious real brewed flavor. Gold Peak

Chilled Tea enhances any meal occasion, and provides classic iced tea pleasure any time of the year." Gold Peak Chilled Tea will be packaged in a stylish 59 fl. oz. carafe bottle. The launch of the new chilled products will focus initially on the Northeastern and Central markets and will be supported with a comprehensive marketing program.

Sambazon Debuts Multi-Serve Organic Açai Juices

Sambazon, a leader of the Amazon antioxidant superfood Açai, announces the launch of multi-serve organic Açai juices. Sambazon is expanding an award-winning line of single-serve Açai juices by offering 32 oz. options of their two best-selling products. Both feature organic Açai, a purple palm berry that grows wild in the Amazon Rainforest and is considered to be one of the healthiest foods on the planet for its synergy of powerful antioxidants, healthy omega fats, fiber and protein.

Multi-serve Sambazon Açai juices include "Original Blend" (Açai lightly sweetened with pure agave) and "Antioxidant Trinity" (Açai with blueberry and pomegranate for a triple antioxidant boost). With four servings per bottle, Sambazon multi-serves are a perfect way of getting the super tasty, super healthy whole-food nutrition into your and your family's daily diet. Multi-serve Sambazon Açai juices will be available in a 32 oz. fully recyclable bottle with a SRP of \$7.99.



Barack Obama Inspires

'Blend 44: Beans You Can Believe In' Coffee



Just in time for Inauguration Day, Oren's Daily Roast honors America's 44th president with a specialty coffee dubbed "Blend 44: Beans You Can Believe In."

Blend 44 is inspired by new President Barack Obama's Kenyan and Hawaiian (Kona) roots, while paying homage to his lively years at Harvard Law (Ethiopian Harar beans), and his

full-bodied years at Occidental College in Los Angeles (La Minita, Spanish for "Little Gold Mine"). The blend also includes two Colombian coffee varieties representing Obama's study at Columbia University and his new District of Columbia address. The 40 percent Colombian blend offers a full-bodied, sweet, huge aroma.

Described as "sweet, mandarin orange, buttery full body, tart, complex, broad long clean smooth finish, just a hint of earth," the blend is unique because of its combination of the different coffee varieties, as well as high quality standards. About 70 percent of the coffees used is "Oren's at Origin"-certified, meaning Oren Blostein knows the farmers and supply chain, and can guarantee fair business practices and above-market prices.

Blend 44 is available by the cup or by the pound at Oren's Daily Roast shops throughout Manhattan or online while supplies last. Blend 44 is priced by the cup in-store, or at \$16.79 per pound both online and in-store.

According to Oren Blostein, owner, CEO, and roaster of Oren's Daily Roast, "Blend 44: Beans You Can Believe In reflects my own philosophy of honesty, authenticity, and believing in yourself. My family, my customers, and I are proud to honor of the unique qualities of our 44th President and his potential for positive change."

By adhering to solid business and tasting principles, Blostein is a highly-regarded member of the specialty coffee industry and was named Best Roaster in 2006 at the first-ever Roaster's Choice Competition.



Nobody Knows Your Customers Like We Do



Now You Have the Competitive Edge.

30 Candy



Food Emporium Appeals to the Gourmet Sweet Tooth

Debuts Collection of Imported Artisan Chocolates & Confectionaries

The Food Emporium in New York City has searched throughout Europe to bring shoppers in Manhattan a truly unique, exquisite selection of chocolate and confectionary offerings, the likes of which cannot be found in any other supermarket in Manhattan. This new collection features specialty sweets created by five celebrated family-owned companies that have been producing hand-crafted, chocolate masterpieces for generations.

From Venchi's signature "Chocaviar" to Durke's all-natural hand-made almond cookies, The Food Emporium's new collection is designed to enliven the senses, as customers can indulge in the quintessentially classic flavors of premier chocolate & confections.

■ **VENCHI** – Based in Cuneo, the Piedmont region of Italy, Venchi products are created with decades old traditional family recipes that have been handed down for centuries, using extraordinarily fine quality ingredients such as IGP hazelnuts. Prized for its delicate, smoky flavor, IGP hazelnuts are grown in a protected geographic origin and are used exclusively by premium chocolate producers.

■ **BOVETTI** – The Bovetti brand

originates from the Périgord region in Southwestern France and is unique in that they use only cocoa butter and absolutely no vegetable fat or soy lecithin to create their chocolate masterpieces.

■ Bovetti chocolate bars come in dark, milk and white chocolate varieties and are highlighted by a wide range of innovative flavors, including fennel seeds, banana chips, apricot, ginger, sesame seeds, jasmine, cinnamon, rose, Szechuan pepper, blue mint, violet, and caramel with Fleur de Sel. Available in 3.5 oz. bars for \$5.99 each.



■ **DURKE** – Dedicated "bakeress" Maurizia Pala hails from Bitti, a small town in Sardinia's mountainous interior, where she has mastered the ancestral art of baking hand-made

Sardinian cakes & sweets whose shapes are as varied as their tastes & aromas are diverse. The all-natural, preservative-free artisanal almond cookies now available at The

Food Emporium include:

- Ossus de Mortu - Almond and Cinnamon Durke (6.7 oz. for \$9.99)
- Mustazzeddu - Almond and Vanilla (6.7 oz. for \$9.99)
- Papassinos - Almond, Walnuts, Raisins and Fennel Seeds (6.7 oz. for \$9.99)

■ **LA PERLA** – Known throughout Torino as the creator of the best Gianduja and hazelnut chocolates, La Perla has been family operated since 1952. The Nocciola Piemonte, considered by the confectionery industry to be the finest in the world, is the fundamental ingredient in two of La Perla's three signature truffles and their 'Giandujct,' all of which are now available at The Food Emporium.

■ **SCALDAFERRO MANDORLATO** – Based just outside of Venice, Scadaferro Mandorlato is known for creating one of the best hard nougat candies in Italy. This delicious nougat is created using freshly roasted Italian Almonds, five types of honey, egg whites and sugar, which is slowly & gently cooked in small batches for 12 hours.

■ Scadaferro Torrone, which comes in plain and chocolate covered flavors, is a crunchy, honey flavored nougat that is irregularly shaped and packaged in antique tins and nostalgic gift boxes. Available in a 6.9 oz. box for \$9.99, or a 14 oz. tin for \$28.

CAFE BUSTELO



To learn more about how you can increase your coffee sales and profits, contact:
EDDIE DUYOS, General Manager, Café Bustelo at 1-800-273-6144, 786-336-5040 or Fax: 305-592-9471

ROWLAND COFFEE ROASTERS, INC. 5605 N.W. 82nd Avenue, Miami, FL 33166

CATALINA



TASTE OF THE CARIBBEAN™ EL SABOR DEL CARIBE™

Tamales with Pork in Corn Husk
Ham, Chicken and Cheese Croquettes
Stuffed Potato Balls with Beef and Pork
Stuffed Potato Balls with Chicken
Stuffed Yuca with Beef and Pork
Mojo Criollo Marinade Sauce
Black Bean Soup

For information please call: (800) 627-6393

Catalina Finer Food Corp.

Tampa, Florida 33614

www.catalina-tamales.com

Jeff Noddle Receives FMI Herbert Hoover Award

Continued from PAGE 1

He provides great leadership in the fight against hunger," said FMI President and Chief Executive Officer Leslie G. Sarasin, presenting the award at the association's 2009 Midwinter Executive Conference in Orlando, FL.

Under Noddle's leadership, SUPERVALU earned many awards for sustainable business practices such as building LEED stores, using solar power, installing low-energy lighting and taking other measures to protect the environment and its resources.

"Jeff helped chart a new course for FMI, serving as our Board chairman from 2005 to 2007. He helped create a strategic plan for

the future, featuring a new mission statement that sharpened our focus and defined FMI's core competencies. The plan called for the creation of an industry educational conference. This became Future Connect, a forum where the entire industry can come together and develop the leaders we critically need for tomorrow," said Sarasin. This conference debuts May 4-6 in Dallas, TX.

The Herbert Hoover award was introduced in 1961, inspired by industry and government campaigns that President Hoover led to deliver food relief to victims of the Boxer Rebellion, World War I and Great Depression. Noddle is the 54th person to receive this award.

Save Mart Names Junqueiro President

Continued from PAGE 1

ue to report directly to Piccinini. "Over the course of the last year, Steve Junqueiro has demonstrated great leadership as we relaunched the Lucky banner and began developing a new Save Mart Supermarkets family," said Bob Piccinini. "He has helped me and the executive team to build on the company's strengths and has focused with passion on leadership development, operational efficiency, and company-wide communication."

Junqueiro was appointed to the post of Executive Vice President in March 2007 and then

as Chief Operating Officer in May 2008. He continues to lead the company's administrative, operations, merchandising, marketing, strategic planning, and distribution efforts. A 35-year employee, he has worked his way up the organization from his start as a produce clerk. He spent many years of his career dedicated to the produce industry and is well respected both nationally and internationally. In more recent years, Junqueiro has been actively committed to many charitable causes and regularly supports a variety of industry events and issues.

94% of Young People Have Positive Outlook on the Future

Continued from PAGE 2

lennials spend more time enjoying life than worrying about it and this group is most optimistic about their overall well-being and relationships with friends and family. Other findings include:

- With the season of good will upon us, 74% find that supporting causes make them feel more optimistic.

- Despite recent job forecasts, 77% of Millennials report having a strong sense of optimism about their careers.
- Nearly all Millennials (95%) make positive associations when they think of the word "change," associating it with "progress" (76%), "hope" (77%) and "excitement" (72%).
- Two-thirds of Millennials (67%) say that the election of Barack

Holiday Sales Decline 2.8 Percent in 2008

A deep recession, severe winter weather and five fewer shopping days combined to create the most challenging sales environment in years for the nation's retailers. According to the National Retail Federation, retail industry sales for December (which exclude automobiles, gas stations, and restaurants) declined 2.2 percent unadjusted over last year and decreased 1.4 percent seasonally adjusted from November.

November sales were revised down to a 3.4 percent decline unadjusted year-over-year from the original reported 2.2 percent.

As a result, initial 2008 holiday sales, which combine November and December sales, declined 2.8 percent to \$447.5 billion, weaker than NRF's projected 2.2 percent holiday forecast. Holiday sales in 2007 were \$460.2 billion. This represents first decline in holiday sales since NRF started forecasting and tracking the numbers in 1995.

"The current economic crisis proved to be more challenging than any had anticipated," said NRF Chief Economist Rosalind Wells. "Consumers showed they were more than willing to wait out retailers this year causing increased pressure on prices."

December retail sales released by the U.S. Commerce Department show total retail sales (which include non-general merchandise categories such as autos, gasoline stations and restaurants) decreased 2.7 percent seasonally adjusted from last month and dropped 7.9 percent unadjusted year-over-year.

There were very few seasonal bright spots in December. Among them were health and personal care stores, where unadjusted sales grew a solid 7.6 percent year-over-year and 0.4 percent seasonally adjusted from November. Sporting goods, hobby, book and music stores were up 0.7 percent unadjusted from a year ago and down 0.4 percent from seasonally adjusted month-to-month.

Weakness was seen by clothing and clothing accessories stores (down 9.4% seasonally adjusted year-over-year and 2.5% month-to-month seasonally unadjusted), furniture and home furnishings stores (down 11.9% seasonally adjusted year-over-year and 1.8% month-to-month seasonally unadjusted) and electronics and appliance stores (down 3.2% seasonally adjusted year-over-year and 1.0% month-to-month seasonally unadjusted).

Want a 10-Minute Workout "Solution" this Summer?

Continued from PAGE 4

sampler DVD by mail, free with the purchase of five Special K products. The sampler DVD, made up of workouts from four best-selling DVDs, will include a \$2.00 coupon to drive sales of the full-length "10 Minute Solution" DVDs.

The Special K Challenge will be supported with a national television and print advertising campaign. Point of purchase materials promoting the offer will include free-standing floor displays to hold cereal boxes and

bars and counter displays. Clip strips and floor displays will also be available to merchandise "10 Minute Solution" DVDs.

Anchor Bay VP of Marketing, Julie Cartwright says, "It's no secret that the most successful way to lose weight is with a combination eating right and exercising. Teaming with a health-conscious brand like Special K will expose millions of consumers to the benefits of working out with DVDs. We hope that these Special K consumers will quickly become fans of the "10 Minute Solution" DVDs."

Foods Purchased at Retail Outlets Represent Growing Percentage of Foodservice Meals

Continued from PAGE 2

"Consumers' increasing use of foodservice for ready-made meals has long been recognized by grocery retailers as an opportunity," said Bonnie Riggs, NPD restaurant industry analyst and author of the Retail Meal and Snack Solutions report. "For some time, retail stores have offered prepared foods in the

deli department, but have now expanded foodservice offerings to include a variety of cold and hot ready-to-consume meals and snacks."

The report dispels the popularly-held belief that supper is the prime day part for retail meal and snack solutions. NPD finds supper accounts for only 17 percent of retail meal solutions consumed, but is steadily growing, whereas it's a weakening day part for QSR. PM Snack represents the largest share, 35 percent, of ready-to-eat food consumed, followed by lunch with 27 percent share, and then morning meal, which represents a 21 percent share.

"Retail outlets are more dependent on morning meals and PM Snack purchases than QSR," says Riggs. "These are the on-the-go needs that are being met by retailers — consumers making those purchases on the way to work, to eat at work, or in their car. Purchases that otherwise would have been made at a QSR."

Consumer motivation in purchasing prepared meals and snacks from retail stores include convenience, availability of healthier options, variety, and affordability, according to the report. Riggs points out that these are attributes consumers report lacking at QSRs.

"As always, it's a matter of learning and understanding consumers' needs when it comes to meal and snack solutions," she said. "With this learning and understanding, there is opportunity here for retailers, foodservice manufacturers, and restaurant operators."



Vintage Liquors & Wine Bar

"YOUR FINE WINE STORE"

11753 SOUTH DIXIE HWY. • PINECREST, FL 33156

305-235-4302

Call For Corporate & Private Wine Tasting With Our Wine Connoisseur !!

MON-THURS: 9AM-9PM • FRI-SAT: 9AM-10PM

VISIT US, YOU WILL EXPERIENCE THE DIFFERENCE



COME BY TODAY
Enjoy a glass of wine at our Wine Bar

You're Gonna' Love Us!

VISIT US SOON!

Vintage Liquors

Offers you over 1600 boutique wines & a large variety of spirits and gourmet beers that you won't find at any other liquor store.

We offer superb service, everyday low prices, weekend tastings, cigar humidor, temperature controlled wine cellar with hard-to-find old & rare wines, great gifts & wine accessories beer kegs, and a largest selection of single malts & tequilas.



Your One-Stop Wine Shop

Vintage Liquors & Wine Bar

11753 SOUTH DIXIE HWY. • 305-235-4302

America's Favorite Rice Brands

Mahatma[®], Minute[®] and Success[®] Rice offer a complete line of quality rice products.

Mahatma[®]

Mahatma Long Grain White Rice, Whole Grain Brown Rice, Valencia, Mahatma Gold[®], authentic Basmati and Jasmine Rice, great tasting, simple-to-prepare flavorful Rice Mixes and popular WaterMaid[®] Medium Grain Rice provide the perfect product selection for all your rice customers.



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

Success

Success Boil-in-Bag White, Whole Grain Brown Rice, and authentic Thai Jasmine Rice continue to meet your customer's need for convenience and quality and will help grow your rice business.



Riviana

Riviana Foods Inc., Houston, Texas

To order, contact your local broker.

34 Hospitality

Quick Service Pizza



Pizza Patron Opens Trend-Setting QSP Restaurant

Popular Latino Pizza Brand Pioneers New Niche in Crowded Category

Pizza Patron, the popular Latino pizza brand, recently opened its first Quick Service Pizza (QSP) outlet in San Antonio, TX. The restaurant is located at 3116 Nogalitos in a densely-populated and heavily Hispanic residential community in the South/Central area of the city.

The new QSP outlet shattered all previous opening sales records and became the top-selling store in the 22 year-old chain within its first week of business. Team members scrambled to have additional product brought in over-night due to the unexpected high volume of transactions.

The brand has a proud history of service to community and commitment to value, and now it brings the convenience of fast-food to the pizza segment. The new QSP location is the concept's first standalone location and features three distinct points of service for customers — a drive-thru order menu with pick-up window, a walk-up order window, and a colorful lobby strategically developed with a warm, food-centric retail environment.

"For years, we have wanted to take pizza to the next level but there were many operational and economic challenges to overcome," said Andrew Gamm, director of Brand Development for Pizza Patron. "The launch of our first QSP location is truly ground-breaking — we hope to change the way people think about buying pizza."

Pizza Patron worked hand-in-hand with Lincoln Ovens developing a new "Fast-Bake" technology that could be added to any of the company's existing Impinger-style ovens. The new system allows for custom-made pizzas to be baked in just over three minutes, dramatically reducing traditional cook times.

"QSP is the first really new element of our industry in decades, and we are committed to perfecting it," said Antonio Swad, founder of Pizza Patron Inc. "We will look back on this as a redefining event."

The company hopes to add more QSP units in multiple markets soon, and has developed executions for both custom-build projects and existing pad-site remodels.



PIZZA PATRON, the popular Latino pizza brand, recently opened its first Quick Service Pizza (QSP) outlet in San Antonio, TX. The restaurant is located in a densely-populated and heavily Hispanic residential community in the South/Central area of the city. The new QSP outlet shattered all previous opening sales records and became the top-selling store in the 22 year-old chain within its first week of business.



Restaurant Performance Index Fell to a Record Low in November

The outlook for the restaurant industry worsened in November, as the National Restaurant Association's comprehensive index of restaurant activity fell to a record-low level. The Association's Restaurant Performance Index (RPI) — a monthly composite index that tracks the health of and outlook for the U.S. restaurant industry — stood at 96.7 in November, down 0.4 percent from October and its 13th consecutive month below 100.

"The November decline in the Restaurant Performance Index was the result of broad-based declines across the index components, with the Current Situation index falling to a new record low," said Hudson Riehle, senior vice president of Research and Information Services for the Association. "A solid majority of restaurant operators reported negative same-store sales and traffic levels in November, while nearly one-half expect their sales in six months to be lower than the same period in the previous year."

"The continued deterioration in economic conditions is reflected in operator sentiment, with a record 47 percent of restaurant operators saying the economy is currently the number-one challenge facing their business," Riehle added. "Looking forward, restaurant operators aren't particularly optimistic about an improvement either, with 49 percent expecting economic conditions to worsen in six months."

The Restaurant Performance Index is based on the responses to the National Restaurant Association's Restaurant Industry Tracking Survey, which is fielded monthly among restaurant operators nationwide on a variety of indicators including sales, traffic, labor and capital expenditures. The index consists of two components — the Current Situation Index and the Expectations Index.

The Restaurant Performance Index is constructed so that the health of the restaurant industry is measured in relation to a steady-state level of 100. Index values above 100 indicate that key industry indicators are in a period of expansion, while index values below 100 represent a period of contraction for key industry indicators.

The Current Situation Index, which measures current trends in four industry indicators (same-store sales, traffic, labor and capital expenditures), stood at 96.2 in November — down 0.3 percent from October and its lowest level on record. In addition, November marked the 15th consecutive month below 100, which signifies contraction in the current situation component.

Restaurant operators reported negative same-store sales for the sixth consecutive month in November. Twenty-six percent of restaurant operators reported a same-store sales gain be-

tween November 2007 and November 2008, down from 29 percent who reported a sales gain in October. Sixty percent of operators reported a same-store sales decline in November, matching the proportion who reported negative sales in both September and October.

Customer traffic levels also remained negative in November. Eighteen percent of restaurant operators reported an increase in customer traffic between November 2007 and November 2008, down slightly from 20 percent who reported similarly in October. Sixty-five percent of operators reported a traffic decline in November, matching the proportion who reported negative traffic in October.

Along with weak sales and traffic levels, capital spending activity remains extremely soft. Thirty-nine percent of operators said they made a capital expenditure for equipment, expansion or remodeling during the last three months, which equals the lowest level on record.

The Expectations Index, which measures restaurant operators' six-month outlook for four industry indicators (same-store sales, employees, capital expenditures and business conditions), stood at 97.1 in November — down 0.5 percent from October and just slightly above the record-low level of 97.0 registered in September. In addition, November represented the 13th consecutive month in which the Expectations Index stood below 100.

Restaurant operators are more pessimistic about sales growth in coming months. Only 21 percent of restaurant operators expect to have higher sales in six months (compared to the same period in the previous year), matching the proportion who reported similarly last month. However, 48 percent of restaurant operators expect their sales volume in six months to be lower than it was during the same period in the previous year, up from 43 percent who reported similarly last month and one of the highest levels on record.

Restaurant operators are also more uncertain about the direction of the economy. Seventeen percent of operators expect economic conditions to improve in six months, down slightly from 18 percent who reported similarly last month. Forty-nine percent of operators said they expect economic conditions to worsen in six months, up from 40 percent who reported similarly last month.

Restaurant operators remain reticent to plan for capital expenditures in the months ahead. Forty percent of restaurant operators plan to make a capital expenditure for equipment, expansion or remodeling in the next six months, up slightly from 37 percent who reported similarly last month.

Operators' Outlook Grows More Pessimistic



Fazoli's Gives Away More than Two Million Pounds of Free Spaghetti

JOIN THE ITALIAN REVOLUTION!

FREESPAGHETTI.COM

Fazoli's, known for fast, fresh Italian food, has launched a revolution against high restaurant prices that will have guests around the country chanting, "Let them eat spaghetti!" To fuel the protest, the 264-unit quick service chain is giving away more than two million pounds of spaghetti.

"With unpopular corporate bail outs, a steady stream of bad economic news and food prices going up, we decided it's high time somebody gave American consumers a way to protest," said Carl Howard, Fa-

zoli's president and CEO. "So we created an Italian revolution that is fun and gives guests what they really need right now - a break from all the anxiety, and free spaghetti."

After signing up at "http://www.freespaghetti.com" consumers can download coupons for free spaghetti. There is a different offer each week for six weeks during the promotion which began January 5. Fazoli's expects to give away an estimated 2.7 million pounds of free spaghetti. Lined up end to end, that is more than 100 thousand miles of noodles - enough to wrap around the Earth more than four times.

But that's just part of the revolution. Site visitors can throw tomatoes at friends and family via e-mail, and they can view a fun YouTube video. The revolution also includes a Facebook page. Outside Fazoli's restaurants, guests will find humorous picket signs. And don't be surprised if you find a smashed tomato, in the form of a sticker with a coupon, under your windshield wiper.

"Throughout history, revolutions have been led by smart people with good ideas," said Howard. "Fazoli's guests are savvy diners who know they can get it all at Fazoli's — fast service, fresh food, big flavors, good quality, variety and great prices, all in a fun, friendly environment. That's why they are joining the revolution and protesting the high prices other restaurants charge."

Celebrating its 20th anniversary this year, Fazoli's, based in Lexington, KY, is one of America's largest quick service Italian restaurant chains, operating or franchising more than 260 restaurants in 28 states.

Is Making Money An Issue With You?

Then make sure each issue of TODAY'S GROCER reaches you every month!

Those in the know look to TODAY'S GROCER to regularly keep them posted on the latest competitive market information... new store openings... new products... current merchandising campaigns... personal changes... awards and honors... everything one must know to remain ahead in this hotly-contested market.

TODAY'S GROCER subscribers know what's happening in the marketplace because by not missing a single issue they've become experts on the marketplace.

It's all here every month in every issue of TODAY'S GROCER. The Newspaper Southeast Grocers Are **Sold On!**

Order your personal subscription to the nation's leading food trade newspaper.

CLIP AND RETURN WITH PAYMENT

TODAY'S GROCER

Subscribe now for your personal copy of TODAY'S GROCER

☐ One Year= \$39.00 ☐ Two Years= \$69.00 ☐ Three Years= \$89.00
☐ Please send me advertising information

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TEL. () _____ FAX: _____

E-MAIL: _____

TYPE OF BUSINESS: _____

Clip and return now with payment to: TODAY'S GROCER, P.O. Box 430760, South Miami, FL 33243-0760



Technology



Forces Shaping The Future of Food Retailing



JOHN SACCOMANNO

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

In last month's column I discussed how the self-service technology evolution is being influenced by consumer preferences, and the need for businesses to be more efficient while maintaining, even improving, customer service levels. Consumer preferences appear to be clear as indicated by the Buzzback Research showing 86 percent of survey respondents said they'd be more willing to do business with a company that offers the option of self-service than with a business that didn't.

But does the increase in consumer demand for self-service mean that it makes business sense for the retailer to invest in it?

To answer this, let's explore the retailer benefits of the most dominant self-service application in the grocery industry - self-checkout.

One big benefit of self-checkout is the improvement in operational efficiencies. Basically, self-checkout allows retailers to manage more customers with less checkout labor - enabling retailers to redeploy the non-revenue generating front-end labor to consumer-facing "valued" labor in service areas. In addition, self-checkout is a frontend

constant, continually serving regardless of the highs and lows of customer traffic, and the longs and shorts of employee availability. As such, it smoothes out the labor headaches often associated with employees being sick, labor turnover and vacations.

The second big benefit of self-checkout is the enhancement of the shopper's store experience. Shoppers now have a choice in how they checkout, transacting with the retailer in the manner that serves them best for each shopping trip. Additionally, with self-checkout, the shopper has a sense of privacy and control. Also, self-checkout helps relieve congestion in the assisted lanes by diverting some traffic from those lanes, thus improving the checkout experience for the customer base at large.

Studies have shown that a pleasant checkout experience can lead to a satisfied customer. On the other hand, an unpleasant checkout experience can not only lead to a dissatisfied customer, but a lost one. A recent Maritz poll showed that 72 percent of department store customers and 65 percent of specialty store customers abandoned their purchases because of long waits at the checkout. In addition, a third of dissatisfied customers will spread

the news about their bad checkout experience with other shoppers.

The self-service evolution as a whole is accelerating. Retailers of all sizes, and from all segments and geographies are turning to self-service technology to achieve high customer service levels and contain their operating costs. Retailers using self-checkout are expanding their use, and new retail formats are beginning to roll them out. Retail kiosks like DVD rental/sales, coin processing, self-shipping, food ordering and bill payment are now commonplace.

Technology advancements are leading to a convergence of solutions. Financial services kiosks at some of the nation's largest retailers handle transactions like: money orders, money transfers, bill payment, basic automated teller machine functions, gift card sales, payroll check cashing, and ticketing. Convergence also means that self-service devices are no longer limited to "stand alone" kiosks. They now can co-exist on one in-store architecture, making it easier for retailers and service providers to manage.

In the future, enhancing the consumer experience will be facilitated by self-service technology enabling the personalization of the

shopper's experience. For example, when an individual identifies themselves, the self-service user interface may dramatically change to accommodate that customer's preferred language, colors, left hand vs. right hand perspective, volume, and most likely product selections.

Profound forces of change are shaping the way consumers interact, connect and transact with business. A consumer-driven self-service, multichannel movement is emerging that is changing the way consumers live, work, shop and play.

Self-service is no longer an option. It is becoming an absolute necessity to compete. Businesses that continue to only focus on the single channel of face-to-face customer service delivered through a brick and mortar infrastructure may be challenged.

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.

Need a new image?
raise your customer satisfaction and increase the sales...

Image concepts
Space planning & layout
Exterior & interior signage
Design, remodeling & Manufacturing
Custom or standard signage packages

Products

- Checkout stand lane market
- Aisle signs/directories
- Department signs
- Season signs
- Banners and posters tags
- Price labels, vehicle wraps, uniforms
- Interior marketing displays
- Menu boards
- Item price sign
- Windows signs
- Online stores

Call us today and let us show you how we can help you to increase your sales

800.892.9257

Of. South Florida - Central Florida

USA | Caribbean | South & Central America



Signage Supermarket Specialist
www.asagroupusa.com



Independent Management Consultants

The economy remains rocky. Your margins are flat or shrinking. The chains and superstores are aggressively pursuing your customers.

Are you ready to adapt to this new reality?

Despite these ever-increasing pressures, you can be competitive in this environment and prosper.

Call us today.

Your financial success is our Business.



954-385-8632 | 2719 Edgewater Court | Weston, FL 33332

www.JAndersonCo.com



Show Us Your Stuff and We Will Show You Ours

Celebrating
20-Years
of Commitment to
the Food Industry

*"Proudly Celebrating Two Decades
in Business- with More Than
7,000 Scanning Lanes Installed!"*



your retail solutions partner.

7891 W. Flagler St., Suite 569 • Miami, FL 33144
Tel.: 800-423-4046 www.ise-corp.com



■ **RACHEL HANKINSON** of Newark, Ohio, was named the winner of the Velvet Ice Cream create-a-flavor contest Tuesday night. The 10-year-old created a chocolate-covered strawberry ice cream, which was selected from more than 850 entries. Rachel is pictured with Andre Dager, Guest Relations Manager for Velvet, left, and Joanne Dager, Food Service Director for Velvet.

Ohio Girl Wins Velvet Ice Cream's New Flavor Contest

Velvet Ice Cream's newest flavor, chocolate covered strawberry, will soon be rolling into grocery stores, compliments of a strawberry loving 10-year-old from Newark, Ohio.

Rachel Hankinson is the winner of Velvet Ice Cream's 2008 create-a-flavor contest. Rachel's entry for chocolate covered strawberry ice cream was selected from the more than 850 entries submitted.

The Velvet Kids Club sponsored the competition, which was open to anyone between the ages of 6 and 13. Contest entrants submitted essays explaining their idea for the new flavor, and why they would be the ideal person to sit on the Velvet's taste panel.

"We have been considering introducing a new, strawberry based ice cream, and Rachel really made the choice much easier for us," said Velvet Vice President Luconda Dager. "She's a creative little girl and we're looking forward to getting this new flavor on the store shelves."

For winning the contest, Rachel will receive free Velvet ice cream and a seat on the Velvet Ice Cream Tasting Panel for one year.

This is quite a perk for Rachel, who states in her entry that she would make an ideal panelist because, "I love ice cream."

Rachel is home-schooled and a member of the Columbus Children's Choir.

KeyImpact Gives Tom Windsor New Assignment

KeyImpact Sales & Systems, Inc., is pleased to announce that Tom Windsor has been promoted to the position of Vice-President of Sales and Marketing for Gordon Food Service Operations, effective immediately.

In Windsor's new role, he will be responsible for all KeyImpact sales and marketing activity with Gordon Food Service in the U.S., including states currently served by KeyImpact, such as Wisconsin, Illinois, Ohio, Pennsylvania, Michigan, West

Virginia, Florida, Kentucky and Missouri. Windsor will manage a staff of 28, and will be reporting to Vice-President of Midwest Operations Gary A. Sobkowiak.

Prior to this promotion, Windsor was the KeyImpact Distributor Business Manager for all center-of-the-plate activity with the Gordon Food Service account. Before joining KeyImpact in 2007, Windsor spent over 12 years with We Market Success in Michigan, and also has over two decades invested in the food serv-

ice business. Windsor is a graduate of the University of North Florida, and a U.S. Navy veteran.

"Tom has strong leadership skills and a great feel for food service sales and marketing," said KeyImpact Chief Operating Officer Eric Frost. "His ability to drive business for both our manufacturer partners and Gordon Food Service through his results-oriented approach will be a tremendous asset for the employee owners of KeyImpact."

■ "Touching Lives for a Better Tomorrow"

Winn-Dixie Aids Battle Against Breast Cancer

The battle against breast cancer received a financial and emotional boost today as Winn-Dixie announced gifts totaling \$400,000 for two foundations. The National Breast Cancer Foundation (NBCF) and The Donna Foundation each received contributions today during Winn-Dixie's "Touching Lives for a Better Tomorrow" Ceremony.

Winn-Dixie Chief Merchandising and Marketing Officer Dan Portnoy presented \$300,000 to the National Breast Cancer Foundation. The company also pledged \$100,000 to The Donna Foundation as a part of Winn-Dixie's premier sponsorship of the second annual National Marathon to Fight Breast Cancer, also known as the 26.2 with Donna.

"Winn-Dixie is proud to show its commitment to the community by supporting two exceptional foundations dedicated to the fight against breast cancer," said Portnoy. "We understand the importance of this cause and sincerely hope that these funds will make a difference in many people's lives."

During October, a number of vendors joined with Winn-Dixie in a special "Touching Lives for a Better Tomorrow" promotion and raised \$300,000, which will go toward providing mammograms for those people who cannot afford them. While research continues to seek a cure for breast cancer, early detection through self-examination and regular mammograms is the critical first step to winning the war against the disease. Unfortunately, many women do not have the medical and financial resources necessary for early detection. Beneficiaries of the NBCF donation include The Mayo Clinic, The Alabama Breast Cancer Early Prevention Program, The Mississippi State Health Department, and The League Against Cancer (La Liga Contra el Cancer).

"Our mission is to save lives through early detection

and education about breast cancer, each of which is crucial in this battle," said Janelle Hail, founder of the National Breast Cancer Foundation and breast cancer survivor. "The contribution from Winn-Dixie and its partners will provide women the greatest chance for today, while funding research to give hope for tomorrow."

Winn-Dixie also announced its second-year \$100,000 premier sponsorship of The Donna Foundation's National Marathon to Fight Breast Cancer, the only breast cancer marathon in the country that is dedicated exclusively to raising funds for breast cancer research and care.

"I am so grateful that Winn-Dixie, our hometown grocer of Jacksonville, stepped up to the plate again this year to help us finish breast cancer," said Donna Deegan, The Donna Foundation founder and three-time breast cancer survivor. "Winn-Dixie truly is a Company with heart, and its contribution will help improve many lives."

Customers showed their support in the "Touching Lives for a Better Tomorrow" promotion to help the fight against breast cancer by purchasing products from vendors including Acosta, Advantage, Bayer, Celestial Tea, Chinnet, Coca-Cola Enterprises, Crossmark, Dole, Edy's, Flowers Foods, Folgers, General Mills, Gorton's, H.C. Brill Company, Hefty, Hormel Foods, Kimberly Clark Corporation, Kraft Foods, La Croix, Mueller's, Nestle, Ocean Spray Cranberries, Passion Farms, Procter & Gamble, Rayovac, Riverdale Farms, Sanderson Farms, Sara Lee Corporation, Smucker's, Sun Light, Sunburst Farms, The Dial Corporation, The Hershey Company, Welch's, Wrigley, Unilever, and 4C Foods.

Last year, Winn-Dixie and its vendors donated \$250,000 to the foundation, with the funds helping provide education and free mammograms to women who cannot afford the life-saving screenings.

QKL Opens Two New Stores in China

QKL Stores Inc., a leading regional supermarket chain in Northeast China, has announced the opening of two new supermarkets in Heilongjiang Province and Inner Mongolia.

The company's 29th new store is situated in Boli City, China, with a population of approximately 120,000 people. QKL Stores' supermarket opened its doors on December 22, 2008, and is located in the underground portion of the Dongbeiyi Shopping Mall. The company occupies more than 108,000 sq. ft. of leased space, with nearly 42,000 sq. ft. attributed to the supermarket and the remaining 16,892 sq. ft. attributed to the Our tenant area.

The 30th new store is located in Hailar, a capital city of Hulunbuir in Inner Mongolia, which has a population of approximately 300,000 people. Hailar is renowned for its farming and mining business as well as its solid tourism industry and foreign trade with Russia. The Hailar store opened its doors on December 28. This new supermarket is located in the Huahui shopping center in the commercial hub of the city. The supermarket is approximately 49,500 sq. ft. and the tenant area is roughly 32,285 sq. ft.

Mr. Zhuangyi Wang, Chairman and Chief Executive Officer, said, "With the addition of these two new supermarkets, we currently operate 30 stores comprised of 26 supermarkets, 2 department stores, and one convenience store, for nearly 1,363,593 sq. ft. of space. The two new locations warranted larger stores, and we are pleased to offer an expanded non-food product selection to customers in these regions. We continue to focus on growing our margin opportunity while increasing sales. We remain confident in our expansion strategy and look forward to furthering our success in 2009."

Dennis Shollenberger Dead at Age 61

Longtime Member of Florida Food Industry



■ **DENNIS SHOLLENBERGER**

Dennis W. Shollenberger, of Boca Raton, FL, formerly of Easton, PA died suddenly on Thursday, December 18, 2008, in Boca Raton. He was 61 years of age and was a longtime member of the food broker industry in the Sunshine State.

Dennis was the husband of June Shollenberger. They celebrated their 28th anniversary in June. He worked for 12 years at Acosta Sales, Inc. as a business manager for perishable products, including meats, deli, and produce. Prior to this, he worked for a number of other food companies in a buying capacity including: head buyer for Hyde Park Supermarkets, dairy/frozen buyer at Xtra Super Food Centers (1992-95), and head buyer at Fine Distributing (1995-96), among others.

Born in 1947 to May and the late Wilmer Shollenberger, he obtained his bachelor of science degree from East Strassburg State. He was a wonderful husband, father and grandfather. His grandchildren were the light of his life.

In addition to his wife and mother, he is survived by his daughter, Tracy (Wade) Mickey; sons, Scott (Joelle) Strahler and Todd (Lisa) Shollenberger; grandchildren, Joshua and Samantha Shollenberger, Parker and Chase Strahler and Alexis, Landon and Keegan Mickey.

"Dennis will certainly be missed, but definitely not forgotten," said Acosta South Florida branch manager, Rey Valdés.

A memorial was held on Monday, December 29 at the KalisMcIntee Funeral & Cremation Center, in Wilton Manors, FL.

Gordon Food Service Expansion to Bring Jobs to Pennsylvania

Gordon Food Service will build a 150,000 sq. ft. distribution center near Pottsville, PA.

"It's very good news, especially in this challenging economy, to announce the creation of nearly 100 family-sustaining jobs for the hard-working men and women of Schuylkill County," Pennsylvania Governor Edward G. Rendell said. "Despite the challenges of today, it's important that we continue to invest in projects that bring new jobs and leverage private sector investment."

Gordon's facility will be built in the Schuylkill Highridge Business

Park and it will serve as a distribution center to support its northeastern U.S. customers. Site preparation for the project is underway, and the company expects the facility to be operational by late this year.

Gordon Food Service, which has been in business for more than a century, is North America's largest family-owned and -managed broad-line food service distributor. The company serves more than 45,000 customers in 15 states and Canada, and operates 129 GFS Marketplace retail stores. The Schuylkill County facility will be the company's 11th U.S. distribution center

and its first in Pennsylvania.

"We are excited to expand our distribution network into the northeast region," said Gordon Food Service President Jim Gordon. "Our physical presence in Schuylkill County will provide us growth opportunity while enabling us to offer greater geographic coverage to our many key multi-unit customers with operations in this area."

The Schuylkill Economic Development Corp., or SEDCO, assisted Gordon Food Service in obtaining a \$1.4 million funding offer that included a \$490,000 opportunity grant, a \$500,000 infrastructure develop-

ment program grant, \$125,000 in job training assistance, and \$294,000 in job creation tax credits.

"Only a public/private sector team effort could make this outcome possible," said Karl Kramer, chairman of SEDCO. "The Governor's Action Team, the supervisors and planning commissions of Cass and Foster townships, the Schuylkill Conservation District, SCMA, the Schuylkill County Office of Community and Economic Development, the Pennsylvania CareerLink Office in Pottsville and the NEPA Manufacturers and Employers Association worked together to make it happen."

Bacardi Names Misorski Sr. V.P. & CFO

Bacardi U.S.A., Inc. has announced the appointment of Michael Misorski as senior vice president and chief financial officer.

Misorski joins Bacardi U.S.A. from Absolut Spirits Co. where he was vice president of finance and chief financial officer. While at Absolut, Misorski led a number of departments including human resources and operations, and oversaw tax reporting, budgeting and a range of other responsibilities in addition to his financial role.

Previously, Misorski spent 13 years with Seagram Company Ltd.

serving in a variety of financial positions.

"It gives me great pleasure to welcome Michael to Bacardi U.S.A.," said John Esposito, president and chief executive officer, Bacardi U.S.A. Inc. "Michael's varied background and broad industry and financial expertise makes him an ideal addition to our leadership team."

Misorski began his finance career at Price Waterhouse, later serving in roles of increased responsibility at Occidental Petroleum and Transamerica Insurance before joining Seagram Company.

"Bacardi has strong leadership,

a premium and super premium portfolio, and a team that values the company's history and believes in its future," said Misorski. "Joining the company is an exciting and energizing move for me."

Misorski holds Master of Business Administration in international business from University of Miami where he graduated valedictorian and a Bachelor of Science degree with a double major in finance and accounting from the University of Arizona. He succeeds Ken Sutter who is taking a leadership position on a global technology project within the company.



■ MIKE MISORSKI

United Natural Foods to Relocate Corporate Headquarters

United Natural Foods, Inc. has announced plans to relocate its corporate headquarters in May from Dayville, Connecticut to Providence, Rhode Island. UNFI will combine executive and administrative offices by relocating approximately 150 employees to the American Locomotive Works development on Valley Street. UNFI will continue to maintain its presence in Dayville, where its distribution facility will remain its third largest facility on the East Coast and the sixth largest in the United States.

"United Natural Foods is excited to move its corporate headquarters to Rhode Island and take advantage of the area's strong talent pool and resources, and the state's strategic Northeast location," says Tom Dzi-ki, vice president of sustainable development for UNFI. "In Providence, UNFI has found an ideal environment for our business and a solid platform to deliver on our vision to contribute positively to the environment and provide people with healthier food, grown and produced naturally. We look forward to set-

ting up our operations in the American Locomotive Works development, and completing our relocation to Rhode Island by May, 2009."

UNFI comes to Providence, Rhode Island with strategic growth plans which could see the company expand its headquarters workforce to approximately 240 associates over the next three years. "We are very pleased to welcome United Natural Foods to Rhode Island. The relocation of UNFI's corporate headquarters to Providence is expected to bring good, high wage jobs to Rhode Island with more job growth opportunity to follow in the months and years to come. This is exactly the kind of economic growth Rhode Island needs to build a more prosperous future for our state," said Governor Donald L. Carcieri.

"We are thrilled to welcome UNFI to the City of Providence. UNFI's relocation to the American Locomotive Works development on Valley Street is a big win for the state and

for our Capital city. The company brings another boost of activity and development to a neighborhood that is day by day transforming itself into a new hub of economic activity. We look forward to UNFI's continued growth and supporting the company's expansion in the months and years to come," said Providence Mayor David N. Cicilline.

American Locomotive Works (ALCO) is a bold and innovative neighborhood transformation project in Providence, Rhode Island. The mixed-use development will contain up to 1.7 million square feet of commercial, retail and residential space and create a vibrant new neighborhood in an underutilized section of the city.

"The lease signing of United Natural Foods at American Locomotive Works is a great achievement for the City of Providence, for the State of Rhode Island and especially for the community" said Bill Struever, President of Struever Bros. Eccles & Rouse and the developer of ALCO.

Stater Bros. Opens New Corporate H.R. Building

Stater Bros. has announced the Grand Opening of the company's new 17,000 sq. ft. Human Resources Building. This new building will incorporate all the Stater Bros. Human Resources Departments, so that the nearly 19,000 members of the Stater Bros. family of employees will have one facility to visit regarding their employment, health care, retirement and other company-provided benefit programs.

The new Stater Bros. Human Resources Building is located at 305 South Tippecanoe Avenue and is just south of the new Stater Bros. Corporate Offices in San Bernardino. The offices of Stater Bros. Charities will also be located in this building.

For the past 14 months, Stater Bros. has been steadily relocating the company's Corporate Offices and Distribution Centers to the nearly 200-acre site at the former Norton Air Force Base in San Bernardino. The Stater Bros. Corporate Offices relocated in September 2007, the Stater Bros. Dry Distribution Center relocated in February 2008 and the Stater Bros. Refrigerated Distribution Center relocated in September 2008. The new Stater Bros. Norton Distribution Center replaces eight Stater Bros. Distribution Centers, which were located in Colton, Redlands and Mira Loma.

"This latest move to the new Stater Bros. Human Resources Building is yet another milestone in our company's plans to have all the Stater Bros. Corporate Offices and Distribution Center under one roof," stated Jack H. Brown, Chairman and CEO of Stater Bros. Markets.

DeMet's Acquires the Treasures and Stixx Brands

DeMet's Candy Company announced today that it has completed the acquisition of the Treasures and Stixx confectionery brands from Nestle USA, Inc. DeMet's will merge these two brands into its existing portfolio of confectionary products after a short transition period with Nestle. DeMet's currently markets the Turtles® and Flipz® brands and is headquartered in Stamford, CT. DeMet's is owned by Greenwich, CT based Brynwood Partners.

"DeMet's is pleased to welcome the Treasures and Stixx brands to its family of confectionary products," said David Clarke, President and CEO of DeMet's Candy Company. "The Treasures and Stixx brands are both innovative and high quality prod-

ucts. They are an excellent addition to our existing base business and we plan to expand these well known brands into new formats and flavor profiles in the near future."

"The Treasures and Stixx brands will enable us to reach a broader consumer base," said James Gerbo, Senior Vice President, Marketing. "These products appeal to segments within the category that we currently do not serve."

Founded in 1984, Brynwood Partners is a private equity fund which invests in lower middle market companies over a long-term horizon targeting consumer products, light industrial manufacturing, specialty retailing and business services.

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.

6

SOUTHEAST WHOLESALE FOODS, 8th Group Buying Event and Annual Casino Night Extravaganza, Hilton Miami Airport, Miami, FL, 4:00 p.m.-9:30 p.m. For additional information, contact Mary Lopez at: 305-883-1198.

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"

19-20

ASSOCIATED GROCERS OF FLORIDA FOOD SHOW "The Latin Festival," Doubletree Miami Mart Hotel & Convention Center, Miami, FL. For additional information, contact: Julia Lovelira at Tel. 954-876-3151.

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



associated
grocers OF FLORIDA
INCORPORATED

Proudly Presents

Latin Festival
Food Show

FEBRUARY 19th-20th, 2009

DOUBLE TREE AIRPORT

HOTEL & CONVENTION CENTER

For more information please contact:

Roy Deffler at 305-522-6830

defflerr@idgbl.com

or Julia Loveira 954-876-3151

jloveira@agfla.com