

TODAY'S GROCER

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Whole Foods and FTC Reach Settlement

Whole Foods Market, Inc. has reached a settlement agreement resolving the Federal Trade Commission's (FTC) antitrust challenge to Whole Foods Market's August 2007 acquisition of Wild Oats Markets, Inc.

Pursuant to FTC protocol, the settlement agreement has been placed on public record for a 30-day comment period ending April 6, after which the FTC will issue a final ruling. Under the terms of the agreement, a third-party divestiture trustee has been appointed to market for sale:

- Leases and related assets for 19 non-operating former Wild Oats stores, 10 of which were closed by Wild Oats prior to the merger and nine of which were closed by Whole Foods Market;
- Leases and related fixed assets (excluding inventory) for 12 operating acquired Wild Oats stores and one operating Whole Foods Market store; and
- Wild Oats® trademarks and other intellectual property associated with the

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Mike Byars Named President and CEO



MIKE BYARS

BI-LO, LLC has named Michael Byars as President and CEO. Byars replaces Randall Onstead, who has acted as Interim CEO since November, 2008, in addition to serving as Chairman of the Board. Onstead will continue his role as Chairman of the Board.

Byars most recently served as President and CEO of Minyard Food Stores in the Dallas/Fort Worth area. Prior to

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BEEFING UP BUSINESS

CANADIAN BEEF

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Hoffa Denounces Hershey for Plant Closing

Teamsters General President Jim Hoffa has denounced the Hershey Food Corporation's closing of its plant in Reading, PA, leaving nearly 300 workers out in the cold. Hershey's plan to move the jobs to a Monterey, Mexico plant shows how unfair trade deals like NAFTA continue to harm American workers.

The plant's closing continues a disturbing trend for a city that has already lost more than one-fourth of its good-paying manufacturing jobs since January 2001. Of the workers losing their jobs, 50 are Teamsters.

"That plant stood for decades in Reading, providing countless families with good wages and job security," Hoffa said on February 20.

"Members of this community helped build that company and this is how they are repaid. Hershey's actions are unconscionable in this economic climate."

The Hershey plant in Reading made York Peppermint Patties and 5th Avenue bars. To date, the company has shut down six plants with this most recent closing a stage in its plan to cut 1,500 U.S. jobs.

"Pennsylvania lost nearly 60,000 jobs in the last quarter of 2008 and the estimate for the month was well over 30,000 jobs lost," Hoffa said. "When are we going to tell companies like Hershey that enough is enough?"



■ JIM HOFFA

PHOTO: GREGORY JIM SAHAI

Kraft Foods Highlights Turnaround Progress



■ IRENE ROSENFELD

At the Consumer Analyst Group of New York (CAGNY) Conference, Irene Rosenfeld, Chairman and CEO, highlighted Kraft Foods' momentum as the company enters the final year of its three-year turnaround. Tim McLevish, Executive Vice President and CFO, underscored the company's steady financial progress, noting strong top- and bottom-line growth and improving cash generation. The company also reaffirmed its 2009 guidance.

"We're well-positioned to win going forward," said Rosenfeld. "We have a strong plan. We're making the right investments. And we're executing well. The majority of our businesses are now delivering, and all geographies are contributing."

Punctuating this fact, Rosenfeld noted that the company delivered strong results across the board in 2008, including the best performance in North America since the company's IPO in 2001; 4 percent growth on the top and bottom lines in Europe; and 18 percent growth on the top line and nearly 40 percent on the bottom line in Developing Markets.

"We're turning Kraft Foods into a unique combination of focus and scale," Rosenfeld said. "It's a combination none of our competitors can match — one that will allow us to deliver the top-tier, sustainable growth that we — and our investors — expect."

The company provided additional perspective on its 2008 fourth quarter volume and share performance. Against a backdrop of high absolute price points due to unprecedented input cost inflation and a crisis of consumer confidence, Kraft Foods' volumes held up much better than predicted. Looking forward, the company expects volume growth to improve as 2009 progresses.

Rosenfeld noted that fourth quarter U.S. market share was disappointing. However, she explained that in the four categories that drove the change, Kraft Foods still realized very solid growth, just slightly below that of the category overall.

The company also showed that private label is no stronger in Kraft Foods' categories than in food and beverage overall. Rosenfeld emphasized that the company's investments to differentiate its brands are enabling Kraft Foods to outperform its branded com-

Continued on PAGE 25



■ TIMOTHY McLEVISH

Bruno's Restructuring Measures to Focus on Core Business

Bruno's Supermarkets, LLC, Birmingham, AL, is taking a number of measures to restructure the company's operations as part of its plan to reduce costs, improve profitability and focus its resources on its strongest markets.

A total of 10 of the 66 stores that operate under Bruno's banners, including 4 Bruno's stores and 6 FOOD WORLD stores are being closed due to continued under-performing operations, pending court approval.

Due to its smaller footprint, the company will also be reducing approximately 30 corporate positions through attrition and position elimination across all HQ areas, including Finance, Human Resources, Information Technology, Merchandising and Store Operations.

"It is never an easy decision to close stores or

reduce positions, but we believe this is a necessary step that will enable Bruno's to be a more focused and competitive business across the region we serve," said Jim Grady, Chief Restructuring Officer for Bruno's. "We owe this to our customers and others who depend on us to operate efficiently, effectively and profitably."

"We appreciate the loyalty of our customers who have supported these stores through the years and we remain committed to maintaining regular operations at our continuing locations," said Grady. "We also wish to thank our Teammates for their hard work and for the excellent service they have provided to our customers and our communities in these locations. I want to emphasize that this decision is not a reflection on the contributions, dedication or hard work of those affected."

AS PART OF ORGANIZATIONAL RESTRUCTURING

Pilgrim's Pride Plans to Idle Three Chicken Processing Plants

Pilgrim's Pride Corporation has announced plans to idle three of its 32 U.S. chicken processing plants by mid-May as part of its reorganization. The idling of these three underperforming plants is intended to improve the company's product mix by reducing commodity production and to significantly reduce its costs in the midst of an industry-wide oversupply of chicken and weak consumer demand resulting from a national recession.

The plants that the company plans to idle within 60 to 75 days are located in Douglas, GA; El Dorado, AR; and Farmerville, LA. These plants employ a total of approximately 3,000 people — or roughly 7 percent of the company's total U.S. workforce. Pilgrim's Pride will provide transition programs to employees whose positions are eliminated to assist them in securing new employment, filing for unemployment and obtaining other applicable benefits. Approximately 430 independent contract growers who supply birds to these three plants also will be affected.

There will not be any disruption in the supply of product to retail, foodservice and industrial customers

as a result of the idling of these plants, since these changes will only eliminate production of excess commodity chicken. The company plans to keep the plants idle until it believes that additional production capacity is needed.

Pilgrim's Pride expects to generate annualized net savings of approximately \$110 million from idling these three plants.

"The idling of these three plants is a painful reflection of the unprecedented challenges facing our company and our industry from an excess supply of chicken and weakening consumer demand resulting from a crippled economy," said Don Jackson, president and chief executive officer. "Simply put, we are producing too much commodity chicken in what is a very weak market. The actions announced will reduce our production of low-value, commodity meat that is a financial drain on the company without affecting any of our core business lines or customers."

In addition, the company announced it will be consolidating its protein salad production from Franconia, Pa. to its further-processing facility in Moorefield, WV.

"We recognize the pain and uncertainty that the idling of these plants will have on our employees and growers at these locations, as well as on the surrounding communities. It is a devastating situation, and we sincerely wish that such actions were not necessary," Dr. Jackson said. "But the reality is that our country is arguably facing the most significant financial crisis since the Great Depression, with consumer spending on food dropping at its steepest rate in more than 60 years. We are taking decisive steps now to protect the greatest number of jobs and growers in order to restructure our business and ultimately emerge from Chapter 11 as a stronger, more efficient competitor."

As previously announced, the company filed voluntary Chapter 11 petitions on December 1, 2008. The Chapter 11 cases are being jointly administered under case number 08-45664. The company's operations in Mexico and certain operations in the United States were not included in the filing and continue to operate as usual outside of the Chapter 11 process.

Vita Announces Approval of Merger

Vita Food Products, Inc. announced that the Board of Directors of the company, upon recommendation of a Special Committee of the Board, has approved an Agreement and Plan of Merger dated February 27, pursuant to which the company will merge with an entity beneficially owned by Howard E. Bedford. Bedford is a member of the company's Board of Directors and the company's largest stockholder and beneficial owner of a majority of the company's outstanding stock.

The Board of Directors of the company will recommend that the Merger Agreement be approved by the company's stockholders. While Nevada law requires the approval of the Merger Agreement by the owners of a majority of the company's outstanding shares of common stock, the Merger Agreement also re-

quires that it be approved by a majority of the votes cast by stockholders other than Bedford. Bedford, as well as each of the company's other directors, has stated his intent to vote his shares in favor of approving the Merger Agreement.

The Vita Seafood division is a leader in the herring and retail packaged salmon markets, and is engaged in several other food segments, including cream cheese, cocktail sauce, tartar sauce and horseradish. The company markets and sells these items under the Vita®, Elf® and Grand Isle® brands. More than 95% of Vita Seafood's sales are in kosher foods.

Vita Specialty Foods, Inc., the company's wholly owned subsidiary, markets and sells honey, salad dressings, barbecue sauces and other meat enhancements and salsas.

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TROPICANA has launched a major integrated marketing and advertising campaign for its Tropicana Pure Premium Orange Juice, designed to reinforce the brand and product attributes, rejuvenate the category and help consumers re-discover the health benefits they get from drinking America's iconic orange juice brand.

Tropicana Launches Campaign to Emphasize Healthy Benefits

Tropicana Products, Inc., a division of PepsiCo, Inc., has launched a historic integrated marketing and advertising campaign for its Tropicana Pure Premium Orange Juice, designed to reinforce the brand and product attributes, rejuvenate the category and help consumers re-discover the health benefits they get from drinking America's iconic orange juice brand. For the first time, Tropicana Pure Premium Orange Juice will be branded 100% Orange, which will be featured as a bold, new graphic on all packaging to remind shoppers and consumers alike that Tropicana Pure Premium is squeezed from fresh oranges, has no added sugar or preservatives and is the pure and natural choice for their families. In addition to the new

branding, a proprietary fresh cap, designed to look like an orange is squeezed into every carton, will be another visual signal of the brand's natural, health benefits.

"It's time to remind consumers that Tropicana Pure Premium is pure, natural and squeezed from fresh oranges," said Peter Arnell, renowned brand expert and architect of Tropicana's multi-faceted marketing and advertising campaign. "In order to reinforce this message, we focused on the health benefits of the juice but showed it in a more emotional way than ever before in this category. We want to remind consumers how it should feel to drink this juice every morning."

To complement the new branding and packaging, the advertising campaign, entitled

"Squeeze — It's a Natural," seeks to establish an emotional connection between consumers and orange juice by reminding them of the positive ritual associated with starting each morning with Tropicana Pure Premium Orange Juice.

"Tropicana is looking forward to helping people re-discover the functional and emotional 'squeeze' they get from drinking an 8-ounce glass of Tropicana Pure Premium Orange Juice every morning," said Neil Campbell, President of Tropicana. "Our consumers trust the Tropicana brand to bring them a healthy all-natural, great-tasting product and we're confident the new marketing campaign and new packaging will really get their juices going."

VALENTINO ROSSI



Legendary Motorcycle Racer to Run the Monster Energy M-Claw Logo

Motorcycle racer Valentino Rossi is one of the most recognizable athletes on the planet. And now people are going to associate him with one of the most recognizable energy drink brands on the planet as well, as Rossi is set to run the Monster Energy M-claw logo on the 2009 MotoGP tour.

Continuing its global push, the No. 1 by-volume sales energy drink in the United States - Monster Energy - will look to Rossi as a means of delivering Monster's 'core' message to the legions of fans that follow the world's premier two wheel road racing motorsport.

"Going Big has been our motto at Monster Energy for some time and aligning ourselves with Valentino Rossi is about as big as it gets in motorsports," said Mark Hall, President of Monster Energy. "We feel that Valentino is one of those rare athletes that not only defines his sport, he actually transcends it."

Rossi's race resume is stellar. Not yet 30-years-old, he stands as the only racer in the sport's history to have won world titles in the 125cc, 250cc, 500cc and MotoGP classes. And his 97 career race wins in 210 starts approaches a 50-percent win percentage that is absolutely mind boggling.

"I'm happy to join up with Monster Energy and to be one of the first European sportsman testimonials for this new brand," said Rossi. "Monster is growing all over the world and I am very excited to be joining them. I think that together we can make something special and the M-claw is going to look good on my new helmet!"

Monster Energy's Valentino Rossi began testing for his 2009 MotoGP title defense at the Sepang Circuit in Malaysia this past weekend. The series opens on April 12th at the Grand Prix of Qatar.



Sanderson Farms Encourages Families to Pull From the Pantry

Launches New Program Helping Families to Save Time and Money

With the holiday season over and extracurricular activities back in full swing, families are juggling packed schedules. The slow economy is also forcing most families to look for creative new ways to save money. With that in mind, Sanderson Farms has developed the PULL FROM THE PANTRY program encouraging families to prepare meals at home with basic ingredients currently found in their kitchens.

Children racing out the door to catch the school bus with Pop-Tarts in hand and cafeterias serving lunches with dishes resembling fast food, school day meals often lack the healthier options that parents value for their kids. However after a day of school, work and activities, it's easy for families to lose the motivation to prepare a home-cooked meal. Sanderson Farms has developed quick recipes to help families unwind while sharing dinner during the week.

By utilizing inexpensive ingredients commonly found in most kitchens, Sanderson Farms' Pull From The Pantry program is helping families stay on schedule and on budget. From Italian breadcrumbs and pasta to rice and frozen vegetables, Sanderson Farms' quick recipes incorporate household food staples.



The whole family will enjoy Sanderson Farms' Asian inspired Chicken and Basil Stir Fry or classic Italian Chicken Parmesan. For a new take on sandwiches, Sanderson Farms has developed Chicken Lettuce Wraps and updated the traditional American Chicken Pot Pie, with recipes starting as low as two dollars per person.

These timesaving recipes feature Sanderson Farms 100 percent natural chicken as a lean and healthy, center of the plate ingredient. While some other companies are injecting their chicken with additives, such as salt and seaweed extract, Sanderson Farms offers, and always has, truly 100 percent natural chicken.

Sanderson Farms' Pull From The Pantry recipes can be found on-line at "<http://www.pullfromthepantry.com>"

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Executive V.P. & CFO Lou Moore pictured with Senior Executive V.P. Georgina Perez, Dir. of Public Relations, Ariel Melchor, and Sr. V.P.-Export Sales, Jose Capellades.



COO Christopher Miller and President/CEO Cal Miller board one of the new AG of Florida tractor cabs.

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6 Produce

Red Prince Apple Makes Its North American Debut



Riveridge Produce Marketing has announced a whole new apple experience with the North American launch of the Red Prince apple. This new apple variety is available exclusively at Meijer stores throughout Michigan, Ohio, Illinois, Indiana and Kentucky.

The Royally Crisp, Red Prince apple, is sure to delight apple lovers. The variety provides a rich, full flavor with mildly sweet taste excellent for fresh eating, salads and baking. Its attractive, deep-red exterior reveals an extreme crunch with a juicy, cream-colored flesh. This unique specialty variety hits peak flavor in winter providing consumers with a fresh apple treat in the heart of winter.

The Red Prince originated on the German/Holland border in 1994 and is a cross between a Jonathan and Golden Delicious. The variety has the same parentage as Jonagold but with a much different eating characteristic.

"Riveridge is excited to offer this apple variety to North America which is certain to

provide a whole new apple experience to U.S. consumers," Don Armock, President and Partner of Riveridge Produce Marketing told TODAY'S GROCER.



Sabroso hasta el último buchito.



A collection of Pilon Espresso products including two large yellow and red cans, two smaller boxes, and a white cup filled with coffee. The products are arranged on a wooden surface with coffee beans scattered around. The background shows a sunset over water with a small boat.

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.

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January Sales See Upward Revision

Retail Sales Beat Expectations Two Months in a Row

Beating analysts' expectations for a second straight month, February retail sales showed surprising growth. According to the National Retail Federation, retail industry sales for February (which exclude automobiles, gas stations, and restaurants) rose 0.6 percent seasonally adjusted from January and decreased 5.0 percent unadjusted over last year. Retail industry sales for January were revised up from 0.5 percent growth to 1.4 percent seasonally adjusted month-to-month.

February retail sales released today by the U.S. Commerce Department show total retail sales (which include non-general merchandise categories such as autos, gasoline stations and restaurants) decreased 12.3 percent unadjusted year-over-year and 0.1 percent seasonally adjusted month-to-month.

"While we are seeing some growth in consumer spending, it remains to be seen whether this trend will continue," said Rosalind Wells, NRF Chief Economist. "Given the state of the economy, NRF is still expecting year-over-year sales declines through the first half of the year with a slight turnaround at the end of 2009."

While year-over-year comparisons look grim, month-to-month sales growth was a nice surprise for retailers. Sales at furniture and home furnishing stores grew 0.7 percent seasonally adjusted from January but decreased 14.8 percent unadjusted over last year. Electronics and appliance stores sales increased 1.2 percent seasonally adjusted month-to-month but decreased 4.9 percent unadjusted year-over-year. Clothing and clothing accessory stores sales rose a solid 2.8 percent seasonally adjusted from last month but decreased 6.5 percent unadjusted from 2008.

Sales at sporting goods, hobby, book and music stores also increased 0.2 percent seasonally adjusted month-to-month but decreased 4.8 percent unadjusted over last year.

Fifth Year

Grocers & Manufacturers Unite for Go Organic! for Earth Day

From corner stores to the most urban gourmet oases, America's grocers are uniting with top organic food manufacturers for the fifth anniversary of Go Organic! for Earth Day, a bold statement of support.

Designed to increase consumer awareness of the benefits of organic food and drive organic product sales, the major national program is an innovative collaboration between the Organic Trade Association, Earth Day Network, and MusicMatters.

"The success of Go Organic! for Earth Day has grown steadily every year because the program delivers the results that organic grocers and food manufacturers need, especially in a down economy," said Christine Bushway, Executive Director of the OTA.

Throughout April, Go Organic! for Earth Day offers retailers a national cooperative consumer promotion that drives sales and awareness of organic products. Elements include:



point of sale signage; in-store merchandising; a national public relations campaign; and web and email marketing.

"Value-minded consumers will especially appreciate the Go Organic! for Earth Day coupon book, a full twelve dollar value," said Michael Martin, Prez of MusicMatters. He noted that coupon books will be in-store with dynamic floor stand displays.

Retailers will also benefit from the consumer on-line store finder located on the campaign's national website www.OrganicEarthDay.org.

"The Go Organic! for Earth Day campaign has made major inroads into helping Americans understand that organic is worth it. It encourages people to try organic products. It raises awareness about how organic products are the best choice for our health and the health of the planet. It's a great way to salute Earth Day on April 22," said Sean Miller, Director of Education at Earth Day Network.

Hooters Plans Expansion to Czech Republic and Slovak Republic

Hooters of America, Inc. announced it is extending the Hooters Restaurant franchise into the Czech Republic and the Slovak Republic. The franchise territory was awarded to Na Zdravi Ventures, a.s. who plans to open a minimum of six Hooters restaurants across both countries. The first restaurant is slated to open in Prague later this year.

"The Hooters concept has a unique

niche in the marketplace and I know it will be successful in Central Europe as it has been in the United States and many other parts of the world," stated J. Steven Parker, CEO of Na Zdravi Ventures. "The people of these two countries enjoy going out frequently with friends for food and fun, and Hooters will fit into that culture perfectly."

We believe that the Czech Republic and Slovak Republic are excellent mar-

kets and that the time is right for the introduction of the Hooters brand."

Na Zdravi Ventures, a.s. is a Czech company that holds the exclusive franchise rights to operate Hooters restaurants in the Czech Republic and Slovak Republic. The company, the brainchild of six U.S. and two Czech partners, was formed in 2008 and will open its initial restaurant in Prague in late 2009.

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10 Meat

Wholesaler Expands Business – and Profits with Canadian Beef

In today's troubled economy, many food dealers are discovering that they could increase their meat sales by joining in partnership with Canadian Beef. In our January issue, we brought the story of a D.C. area chain that was driving sales volume with Canadian Beef. This month, we travel out west to speak with a distributor who first used Canadian Beef to build volume at his meat distributorship. He has become so successful that he now has plans to expand into retailing – again with Canadian Beef at his side.

Marco Antonio Lopez has been in the beef business for a long time. He started his business – Distribuidora in Tucson, Arizona, 5 years ago. Before that he operated a butcher business for 15 years in Mexico.

"We have a lot of experience selling beef," he recently told TODAY'S GROCER. "We work with a variety of clients and we give them the best service and the highest quality beef. And that is what Canadian Beef gives me and my customers – quality and consistency. When I buy beef from other suppliers, what we have found is that the beef does not always keep its bright red color. This does not happen with Canadian Beef. Their beef is always red."

"Here at Distribuidora we provide our cus-



■ **DISTRIBUIDORA** owner Marco Antonio Lopez is among a growing list of food dealers building his meat sales by participating in the Canadian Beef Partner's Program.

tomers a wide variety of beef cuts. In my experience, Canadian Beef is leaner, has great flavor, is more tender and they have the cuts that I need and sell to my customers."

Lopez has been working with Canadian Beef



since he first opened his company's doors. His client list consists of restaurants, taco shops, wholesale and some retail. As a matter of fact, in the near future, he will be opening the front of his establishment – like a butcher shop – to the community.

"We continue to build our sales with people coming from the community wanting to buy beef from us," he says.

He credits much of his growth to Canadian Beef and the marketing assistance he has received from Canadian Beef Director of U.S. Marketing Service, Jorge Mendez-Manzanilla. "When I first met Jorge, we had already been working with Canadian Beef for sever-

al years. What Jorge helped us understand were the many ways to run our business more efficiently, and improve our merchandising through the various materials available to us from the Beef Information Center (BIC)."

Distribuidora supplies all types of cuts. "Our clients need a variety of cuts. We provide steak, ground, rib eye, flank, skirt etc. We work directly with our clients and provide them the best beef."

Lopez is quick to sum up his experiences with Canadian Beef for others, "When we started our business 5 years ago we were ordering a pallet of beef. Today, we are ordering two truckloads!"



Hillshire Helps the Nation Get Grillin'

With spring just the around the corner, many will be dusting off the grill and thinking of new ways to use it.

To help get the nation in a barbecue "state of mind," Hillshire Farm is introducing Grilling Tips and two new Flavors, Hillshire Farm Miller High Life Beer Brats and Hillshire Farm Hot & Spicy Italian Style Smoked Sausage and Recipes to help grilling enthusiasts spend less time with preparation and more time doing what they love – Grilling.

Frito-Lay Sprints Ahead to Improve Fuel Efficiency

Adding More Than 1,000 Fuel Efficient Sprinter Vehicles to U.S. Fleet

Frito-Lay North America is adding more than 1,200 fuel-efficient Sprinter vehicles to its nationwide fleet, which will help the company improve miles per gallon (MPG), continue to cut energy costs, and reduce emissions.

The new Sprinter vehicles improve gas mileage to 17 MPG, which is more than 50% over current route trucks. These new vehicles, which are used to deliver snack food products every day, offer additional product and safety features, which include larger cargo capacity and advanced driver and front passenger air bags. The improved MPG and more efficient 3.0 liter diesel engines translate into a 28% reduction of CO2 emissions per vehicle.

"Converting 10% of the trucks that distribute our products to stores daily across the country is a positive step toward



■ **FRITO-LAY** is adding more than 1,200 fuel-efficient Sprinter vehicles to its nationwide fleet, which will help the company improve miles per gallon (MPG), continue to cut energy costs, and reduce emissions. The new Sprinter vehicles improve gas mileage to 17 MPG, which is more than 50% over current route trucks.

making Frito-Lay's fleet the most efficient and safest," said Mike O'Connell, director, fleet, Frito-Lay North America. "Equally important is managing and improving the impact our fleet has on the environment. Sprinter vehicles are the latest step

we've taken to meet our goals to help reduce greenhouse emissions and improve overall productivity of our fleet."

Over the last five years, Frito-Lay's fleet team has implemented a number of programs to improve the company's fleet performance. Key areas of focus include aerodynamics, lightweight materials, driver behavior, advanced technology and strategic partnerships. Frito-Lay has been a member of the Environmental Protection Agency's SmartWay program since 2005, which allows the company to save fuel, costs and the environment by identifying products and services that reduce transportation-related emissions.

"Lowering fuel consumption is one approach to reduce costs and our environmental impact, but in the future new emerging technologies and advances in hybrids, fuel cells and hydrogen might move us

away from gasoline altogether," added O'Connell.

This latest effort is part of PepsiCo's commitment to reduce the use of water by 20 percent, energy by 20 percent and fuel consumption by 25 percent by the year 2015.

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Visítenos en www.canadianbeef.info para más información o llame a Jorge Méndez al 1-800-CDN BEEF (1-800-236-2333).

Dairy & Deli



HP Hood 'Extends' its Product Line



HP Hood has announced the addition of three new Extended Shelf Life (ESL) single-serve milks to its product line.

Available in three flavors—1% Chocolate Lowfat Milk, 1% Strawberry Lowfat Milk and 1% Lowfat Milk—the new 12-ounce milks are perfect for on-the-go consumers. And, with a 90-day shelf life, they provide operators with the option of fewer orders and deliveries.

"These new milks are a win-win for customers and consumers," said Chris Ross, VP of Marketing, HP Hood. "They provide consumers with delicious on-the-go options that are an excellent source of calcium and that are low in fat. And, thanks to the 90-day shelf life, many of our customers will be able to minimize their inventory losses."

The new ESL products will begin shipping in May. Cases are available 12 to a pack.

Cabot Expands Kosher Cheese Line

Kosher Cheddar Available Just in Time for Passover



In an effort to meet the nationwide demand for kosher dairy products, Cabot Creamery of Vermont offers Cabot OU Kosher-for-Passover Sharp Cheddar, which is certified by the Orthodox Union.

An estimated 6 to 8 million Americans are believed to be consumers of kosher foods,

including Muslims, Seventh Day Adventists, and vegetarians, in addition to individuals of the Jewish faith. "Our kosher products are in keeping with our commitment to provide our consumers with dairy products that fit their desires and lifestyles," states Dr. Rich Stammer, President of Cabot Creamery. The OU Kosher Sharp Cheddar is available in random weight deli bars weighing approximately 10 ounces each. These bars are clearly marked with the OU's hologram sticker. Cabot cheeses are certified kosher by Tablet K and also bear the Halal symbol.

LAND O'LAKES TO OFFER

Butter Half Sticks in 1-lb. Package Nationally

Land O'Lakes® Butter Half Sticks are going national. Land O'Lakes, Inc. announced that its exclusive Half Stick packaging configuration will be available in its flagship 1-lb. package of Land O'Lakes Salted Butter throughout the country in the first quarter of 2009. Changing demographics and time-starved U.S. consumers prompted the dairy foods manufacturer to introduce this new butter stick size.



Due to growing consumer demand for convenience packaging, Land O'Lakes began offering a new 1-lb. package of Land O'Lakes Salted Butter with eight (2-ounce/one-quarter cup) Half Sticks early in 2008. The new packaging was available in approximately half the country — 21 states along the Eastern Seaboard and across the Southeast — in addition to its original package with four full-length, quarter-pound sticks.

Land O'Lakes 1-lb. Salted Butter in Half Sticks will begin appearing in grocers' dairy cases next to packages of other Land O'Lakes Butter products in new markets this spring.

With the introduction of the Half Stick packaging, Land O'Lakes Salted Butter is now available nationwide in three packaging configurations — a half-pound or 1-lb. package with Half Sticks, or a 1-lb. package with full-length, quarter-pound sticks. In order to differentiate from traditional Land O'Lakes Butter packages, the 1-lb. Half Stick package will have an information burst on the left hand side stating, "New Size! 8 Half Sticks." The new 1-lb. Half Stick package of Land O'Lakes Salted Butter will be priced the same as its traditional full-length stick counterpart.

For consumers on the West Coast, Land O'Lakes will continue to offer its western-style packaging of Land O'Lakes Salted Butter, as well as the Half Stick package, which comes in an Elgin-style or East Coast-style package. The states that carry the western-style packaging are: Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington and Wyoming.

■ **SPECS**, the Houston-based wine-spirits and grocery chain owned by John and Lindy Rydman, will now feature Wyke Farms' imported gourmet British cheese and butter products. Specs was founded in 1962 by Lind's parents as a neighborhood liquor store.



Wyke Farms Gourmet Farmhouse Cheddar and Butter Featured at Spec's

Wyke Farms, the UK's largest independent cheese producer and milk processor, has announced the availability of the company's farmhouse cheddar and butter in Spec's, the Houston-based spirits and grocery chain. Currently available throughout the Midwest and other retailers around the United States, Spec's becomes the first Texas-based chain to carry Wyke Farms' imported gourmet British Farmhouse cheddar and butter products.

Wyke Farms is a family-owned and operated business in the heart of the Somerset cheddar-making region in England with a rich history dating back to 1902 when the family's award-winning original recipe was created by grandmother Ivy Clothier. Today, over 100 years later, Wyke Farms remains loyal to the family's heritage and approach to farming, which enables them the unique ability to produce a wide variety of traditional, real farmhouse cheddars that have made the company a household name across the UK and Europe.

"We officially announced Wyke Farms' presence in the United States less than a year ago, so we're still relatively new to U.S. soil and are therefore thrilled to expand our distribution into Texas," said Richard Clothier, Managing Director and third-generation family member, Wyke Farms. "Spec's has a unique history deeply rooted in family values very similar to our own, and we feel our farmhouse cheddar and butter will be well-served along side their impressive stock of other imported and domestic gourmet cheeses and deli products."

Owned and operated by the same Houston family since 1962, Spec's operates over 50 stores located throughout Houston, the surrounding areas and Beaumont, Texas.



■ **RICHARD CLOTHIER**
Wyke Farms Managing Dir.



■ Interior of a typical Specs store illustrates the company's extensive wine and spirits offering.

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14 Beverage



New Red Light Energy Elixir

Seduces Taste Buds and Inspires Passion



Let the seduction and fun begin with the launch of Red Light, a new exotic and erotic energy elixir, developed for the passionate, adventurous set who want a better-tasting, better-looking and less-extreme "energy drink." A sparkling, non-alcoholic beverage, Red Light is formulated with a unique blend of flavors and exotic fruit juices with roughly the same amount of caffeine

as a cup of coffee.

Red Light will initially be available in New York, Houston and Los Angeles with national and international distribution scheduled for later this year. Original Seduction, Red Light's signature flavor, is available in both regular and sugar-free. Each ready-to-drink beverage comes in a 12 oz. premium glass bottle with a suggested retail price of approximately \$2.25.

Red Light creator Paul Ebrahimi developed the beverage from years of experience in the fashion industry, working with tastemakers and on-the-go designers who wanted a more drinkable "energy" beverage.

"Red Light is all about feeling sexy and happy, embracing the adventure in life and living spontaneously," said Ebrahimi, chief executive officer of Red Light Industries. "The Red Light experience is inspirational with a touch of fantasy."

Red Light's unique recipe and flavors makes it a great mixer with a number of alcoholic beverages such as vodka, rum, pisco, tequila, champagne and light lager beer.

Red Light is also sold in 4-packs that retail for \$7.99.

Turkey Hill Adds to Refrigerated Beverage Line-up



Green tea and lemonade are fusing with mojito and pomegranate for a twist on classic Turkey Hill flavors this year. Turkey Hill Dairy has added the Cuban-inspired Mojito Green Tea and Diet Mojito Green Tea to its Nature's Accents refrigerated line and Pomegranate Lemonade to their diverse line of fruit beverages for sweet and sour unity.

The new Green Tea Mojito is a non-alcoholic blend of citrus and mint inspired by the famous Cuban cocktail. Other green tea Nature's Accents, such as Diet Green Tea and Green Tea Mango, have been strong sellers in the line with a 10% increase just last year.

New Pomegranate

Lemonade is made with all natural flavors and combines Turkey Hill's classic lemonade recipe with the trendy fruit recognized for its health benefits and unique flavor. "What's so great about our tea and drinks flavors is that we can take our customer favorites and mix them with hip new juices and flavors. We think that the more unique the flavor, the better, especially with the popularity of pomegranate and mojito," said Turkey Hill Consumer Marketing Manager Melissa Mattilio. "Both flavors are intriguing and refreshing, great served extra cold and enjoyed with friends." The new flavors come in pints and half gallons.

Coca-Cola to Launch Dasani Essence

For consumers looking for a lightly flavored, unsweetened bottled water, Coca-Cola North America has announced the launch of its new Dasani® essence flavored water beverages — the great taste of Dasani water with just a splash of all-natural fruit flavor. Dasani essence will have no sugar, no preservatives and no calories.

"Our goal is to redefine the flavored water category with Dasani essence," said Brandon Leck, Director, Coca-Cola North America Water Brands. "Many people enjoy squeezing a fresh lime or lemon into their water at restaurants to add some flavor. We're offering consumers that same experience with their Dasani water. We believe Dasani essence will add a new splash of excitement for water drinkers with its natural light flavoring."

Dasani essence is being offered in three lightly flavored varieties: lime essence, strawberry kiwi essence, and black cherry essence. Packaged in stylish 18.5-oz. single PET bottles and 16-oz. 4-packs, DASANI essence will be available nationwide.

The launch will be supported with sampling, in-store merchandising and a fully integrated media campaign.



Jones Soda Co. Debuts Jones GABA America's Only Functional Beverage with GABA

Jones GABA, Jones Soda Co.'s tea-juice blend with the amino acid, GABA, will be available in stores across the country early spring. Jones GABA is the only beverage in the U.S. with natural PharmaGABA, which studies have shown to improve mental focus, balance and clarity, while reducing stress. Its benefits extend to a wide array of consumer groups.

"Jones GABA is a revolutionary, great-tasting beverage," said Joth Ricci, chief operating officer of Jones Soda. "It has a rare distinction in the functional beverage marketplace. Its benefits can be felt within five minutes and have been shown to last for hours. Jones GABA helps people feel more relaxed and focused, allowing them to perform at their peak."

GABA (gamma-aminobutyric acid) has become extremely popular in Japan as a functional food and beverage ingredient and is expected to achieve mainstream popularity in the U.S. PharmaGABA is the natural form of GABA, a key neurotransmitter in the regulation of proper brain functionality. In Japan, sales of GABA-infused food and beverages increased more than five-fold between 2004 and 2006, with 2006 sales reaching approximately \$122 million. ("Japanese Health Food and Component Markets," Japanese World, September 8, 2006.)

"There is a lot of great science to support the effectiveness of PharmaGABA," said Dr. Michael Murray, a leading expert on natural medicine. "PharmaGABA has been shown to counteract the effects of stress on both the mind and body. It increases the production of alpha waves in the brain as well as reduces biological markers of stress like cortisol levels. The benefits of PharmaGABA's anti-stress effects are quite apparent in that it induces feelings of calmness and clarity, creating increased focus on the task at hand, which is very unique."

Jones GABA will be available nationally in four flavors: Fuji Apple, Lemon Honey, Nectarine and Grapefruit. Single serve 12 fl. oz. cans contain 150 mg of PharmaGABA and retail for \$2.99.



7-Eleven Marches Boldly into Coffee Wars

Brazilian Bold Offers Consumers Richer, Coffeehouse-Type Flavor

Coffee-drinkers who prefer stronger, darker brews touted as coffeehouse blends have a new option on the 7-Eleven® hot beverage bar — Brazilian Bold. The new premium blend features select Arabica beans grown in the mountains of Central and South America. Priced at the same retail per cup as all other 7-Eleven hot beverages, the new, robust coffee complements the convenience retailer's selection of mild to strong blends and offers a value-priced alternative to coffeehouses and donut shops brews.

"In blind taste tests, we found that coffee-drinking consumers really like our Exclusive Blend coffee," said Paul Pierce, 7-Eleven's senior director for merchandising. "We also learned that many young coffee-drinkers prefer a strong, rich flavor, so we developed a coffee to fit that flavor profile. Our new Brazilian Bold scored just as high as strong flavors from national competitors in the taste tests we later conducted."

As consumers stretch their dollars by switching from name-brand products to private label, mid-level casual restaurants to fast-fooders and giving up their \$4-a-day coffeehouse habit, 7-Eleven has positioned itself to be an economical choice. Besides adding Brazilian Bold as a fresh-ground alternative to higher-priced coffees, the company also is rolling out dozens of private-label items under the brand name of 7-Select.

Suggested retail price ranges from 99 cents to \$1.79, based upon cup size (12 to 24 ounces) and geographic market.



New Organic Young Coconut Water

Looking for all-natural ways to re-fuel after a workout?

Edward and Sons has introduced Organic Young Coconut Water under its Nature Factor brand. Made from the clear liquid contained inside USDA-certified organic young coconuts, Organic Young Coconut Water is packed with vitamins, minerals, antioxidants, and is low in calories.

A hugely popular beverage in Thailand, coconut water contains natural electrolytes and high levels of potassium that help the body recover from rigorous activities. Its unique composition makes it an excellent, all-natural alternative to synthetic sports drinks.

Available in handy, recyclable 10.5 oz. cans, Nature Factor's Organic Young Coconut Water is now available for \$1.49-1.89 nationwide.



Sun Shower Debuts Light 'N Healthy Revitalize



Consumers looking for a tasty, healthy and low-calorie treat that will "revitalize" their mind and body, need look no further than Sun Shower's™ new Light 'N Healthy super juice beverage Revitalize, a perfect blend of taste and nutrition that contains only 10 calories per serving.

"Sun Shower's™ new Light 'N Healthy super juice beverage Revitalize will help revitalize your mind and body while also giving you more energy throughout the day," said Chris New, founder, chairman and CEO of NBI Juiceworks, producers and distributors of Drenchers™ and Sun Shower™ brands products. "This is another one of our beverages that taste-tested extremely well with consumers who are looking for

healthy, great tasting drinks that are low in calories. After drinking a glass, you truly will feel revitalized."

Each 64-ounce container of Sun Shower™ Light 'N Healthy Revitalize contains eight servings with only 10 calories per serving.

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Canada Answers the Call

Mandatory Cattle I.D. Program: First of its Type in North America

A recent survey among U.S. beef buyers indicates a high preference for beef from cattle which can be traced back to their herd of origin. Seventy-three percent of respondents from among the U.S. retail and foodservice trade, preferred to purchase beef from cattle that were implanted with a Radio Frequency Identification (RFID) program tag bearing a unique identification number to identify the herd from which they originated.

"This is not surprising," says Marty Carpenter, Director, U.S. Market Development with the Beef Information Centre. "The perception of food safety is more about trust than it is about science. And that trust must extend all the way back to the farm gate."

Canada's National Cattle Identification System is the first of its type in North America. Administered by the Canadian Cattle Identification Agency and enforced by federal law, this program is designed primarily as an industry system, to protect animal health and food safety. But the ability to quickly trace an animal back to its original herd sends a strong message of assurance to all, which benefits

everyone in the beef business.

"Quick identification on a national scale improves consumer confidence in beef and its food safety systems," explains Carpenter. "Identification delays can lead to uncertainty and negative speculation. A speedy system, such as we have in Canada, demonstrates to all that our government and industry safety systems are operating at maximum efficiency."

Canada is the only country in North America that has a mandatory national cattle identification program. "Initiated by beef producers, the program demonstrates not only their foresight, but a level of cooperation, integrity and pride which reflects in their high standards for Canadian beef," adds Carpenter.

Ten years ago, ranchers and beef farmers recognized the vital contribution of traceability to animal health and food safety. They set out to establish a way to trace an animal back to its herd of origin in the event of a

Canada is the only country in North America with a mandatory national cattle identification program

serious animal health or food safety issue. The Canadian Cattle Identification Agency (CCIA) was formed in 1998 and the cattle identification program started on January 1, 2001. With strong industry and government support for its activities, the CCIA has become a world leader in animal identification.

The regulations which support the function of the CCIA are part of Canadian Law under the Federal Health of Animals Act and Regulation. The Canadian Food Inspection Agency (CFIA) is responsible for auditing and enforcing the program.

All cattle in Canada must be ear tagged with a Radio Frequency Identification (RFID) program tag bearing a unique identification number by the time it leaves its herd of origin. Cattle can not be sold at an auction without a CCIA ear tag.

The number stays with the animal until it passes carcass inspection. Packers record and report the numbers from tags on the cattle they receive to the CCIA, and the ID numbers from slaughter-

tered cattle are then retired and this event is recorded in the national electronic database.

Carpenter notes that unique animal identification is a key component of record keeping required by the internationally recognized Hazard Analysis and Critical Control Point (HACCP) food safety systems. Canadian law makes it mandatory that all meat plants exporting beef to the USA utilize a HACCP system recognized by the CFIA. The Age Verification System is now in place so that all birth dates can be registered with the animal's ID number. Further enhancements include an increasing capability to record information required by on-farm food safety programs. The CCIA is also supporting a national approach to

Premise Identification within Canada's traceability system. Information related to the geographic location of an animal will further enhance the ability of the ID system to contain and eradicate animal disease.

"The scope of this undertaking is immense," says Carpenter. "Since its creation, the CCIA has issued over 45 million tags." He adds that a CFIA audit indicated an almost 100% compliance among Canada's cattle producers, a testament of Canada's commitment to quality and safety.

"Consumers make beef purchase decisions based on an array of product attributes," concludes Carpenter. "The Canadian Cattle Identification program is an important aspect of Canada's food safety system, but just one of the many programs in place to ensure quality, safety, and profitability. Collectively, we call these our *Canadian Beef Advantage*."



To help industry better understand the Canadian Beef Advantage, the BIC has developed a set of resources highlighting Canada's systems based approach to quality, safety and animal health. These booklets contain technical information that details these systems and points of differentiation of Canadian beef. To order a copy of "Canadian Beef - Quality that Inspires Confidence" kit today, call 1-866-538-2333 or order online at www.canadianbeef.info



JORGE MENDEZ - MANZANILLA
Dir.-U.S. Marketing Service
Beef Information Center (BIC)

MARTY CARPENTER, CCC
U.S. Market Development Mgr.
Beef Information Center (BIC)

■ NEW CONCEPT TAKES OFF IN NYC

Angelina's

METRO MARKET FINE FOODS OF NYC

Angelina's Metro Market Opens Flagship Store at LaGuardia Airport

The Food & Shops at LaGuardia Airport announced that Angelina's Metro Market, a new gourmet market concept, opened its first location, February 17 in the Central Terminal Building.

Developed and managed by MAR AIR Foods, which operates franchises as well as its own brands in several major airports, Angelina's Metro Market is an upscale Manhattan-style gourmet market that features organic and natural foods. While the focus is healthy, the food is strong on flavor and creativity. Travelers can choose from an array of freshly prepared Barilla® pastas and sauces, such as Pomodoro and Basil Pesto Sauce, as well as crisp, organic and natural greens with 60 toppings, that allow customers to create customized salads.

Fresh pastries, New York style bagels, muffins and scones are delivered daily and can be warmed in seconds, using high-tech ovens. Also available at the Market are imported and domestic yogurts, cheeses, spreads, deli meats, fresh fruits and vegetables, International preparations and more. An amazing array of over 120 beverages is available and features organic, ethnic, energy and healthy options. Custom packaging has been created to allow LaGuardia's busy, food savvy travelers the ability to take food with them on board the plane.

A keen sense of design and thought went into the Market, giving it a Manhattan-style food emporium feel with an emphasis on quality offerings. A strong customer service-training program emphasizes a sincere approach to service, with employees empowered to give the customer what they want.

MAR AIR Foods also opened Angelina's Panini Bar post-security at Gates B. This satellite of Metro Market offers a selection of hot, oven-toasted and grilled panini creations.

MarketPlace Development is the private partner with The Port Authority of New York and New Jersey in the \$18 million, 50,000 sq. ft. redevelopment of the food and retail program at the Central Terminal Building, the largest of LaGuardia's four terminals. A Massachusetts based retail development and management company, MarketPlace Development also handles the development, management and leasing of all retail, food and beverage, and passenger service concessions in the seven domestic and international terminals at Philadelphia International Airport.

ANGELINA'S METRO MARKET, an upscale Manhattan-style gourmet market that features organic and natural foods, developed and managed by MAR AIR Foods, opened February 17 in the Central Terminal Building at New York's LaGuardia Airport.



18 Frozen Foods

Yovation Probiotic Frozen Yogurt Now Available at Winn-Dixie

Winn-Dixie customers can now enjoy a premium frozen yogurt with the added health benefits of probiotics commonly found only in refrigerated dairy products. Yovation recently debuted in all 520 Winn-Dixie stores. Yovation comes in six flavors: Cookie Fudge Crunch, Double Fudge Brownie, Toasted Almond, Vanilla Bean, Vanilla Honey Granola, and Vanilla with ¡Hola! Fruitful Pomegranate & Blueberry Sherbet.

Yovation was inspired by the growing consumer interest and popularity of probiotic products and the medical community's recognition of probiotics' benefits in promoting digestive health. The premium frozen dessert is smooth and creamy, but has fewer calories and fat than regular ice cream and is certified Kosher (OU-D) by the Orthodox Union. Made by Pierre's Ice Cream Company, a quart of Yovation sells for \$4.79 – \$4.99.

Yovation starts with traditional, active yo-

gurt cultures and then adds a probiotic culture, Ganeden BC30 (*Bacillus coagulans* GBI-30, 6086), that overcomes the shortcomings of other commonly used probiotics so that it withstands the manufacturing process, extreme temperatures and product shelf life. Other probiotics are highly sensitive to these demands. Ganeden BC30 was developed by Miami-based Ganeden Biotech.

"Yovation provides all of the great taste people want in a frozen yogurt with the added benefits probiotics provide," said Laura Hindulak, Pierre's director of marketing. "Consumers are looking for other ways of getting probiotics into their diet, and Yovation is positioned to fill that role."

"Winn-Dixie customers tell us they like new and innovative products that provide health benefits," said Robin Miller, Winn-Dixie's director of communications. "We are confident Yovation frozen yogurt will be a popular choice."



Guest Editorial

Product Recalls – Preparing for More

Critical Technologies for Compliance and Risk Management for CPG Companies

By: RAVI SHANKAR



As we've seen in recent years, with the peanut butter salmonella outbreak of early 2009, product recalls are a very real aspect of doing business in the food sector of the consumer products industry (CPG). There's growing evidence that the public is becoming more aware of and concerned about product safety issues, and as a result they are changing their buying behaviors based on this increased awareness. As noted in a recent Washington Post story, a 2007 Gallup poll found that, "62 percent of Americans said they avoided buying certain brands or types of food due to a food safety warning or recall in the previous 12 months."

Clearly, the consumer goods market is trending toward increased regulation, and manufacturers and distributors will

need to increase transparency into their operations, and broaden their capability to accommodate recalls and comply with notification rules. This will require increased visibility into product-oriented information systems and a greater ability to reach out to business partners and customers in order to communicate effectively when a recall occurs.

For these reasons, smart decision-makers in the CPG space are now seeking technology investments to help establish good governance models that will in turn help them maintain regulatory compliance, lower operational risk and ensure successful performance at critical times. Master Data Management (MDM) is exactly this kind of investment and it offers the potential to substantially advance consumer product companies' compliance efforts.

MDM ensures that critical enterprise data is validated as correct, consistent and complete when it is circulated for consumption by internal or external business processes, applications or users. But not all MDM technologies can address the various compliance requirements facing today's consumer product businesses. Case studies show that an integrated, model-driven and flexible MDM platform provide the functionality needed to meet complex compliance requirements and lower risk.

By taking the time to ensure the MDM technology supports the following ten requirements, you will be well on your way to laying the foundation for a complete compliance program with the ability to evolve it to address unforeseen future requirements across the organization.

1. Manages multiple business data entities within a single MDM platform.
2. Permits data governance at both the project and/or enterprise-level.
3. Works with your standard workflow tool.
4. Handles complex relationships and hierarchies.
5. Provides support for Service Oriented Architecture (SOA) services.
6. Allows for data to be cleansed inside of the MDM platform.
7. Enables both deterministic and probabilistic matching.
8. Creates a golden master record with the best field-level information and stores it centrally.
9. Stores history and lineage.
10. Supports both analytical and operational usage.

Taking the time to build the foundation for a sound master data management program is critical to the success of any compliance effort. By following the ten requirements listed above you can identify and evaluate a suitable technology and establish a consistent master data foundation.

ABOUT THE AUTHOR

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¹ Food Scares Make Us Think Not Act. Washington Post, Wednesday, February 4, 2009. <http://www.washingtonpost.com/wp-dyn/content/article/2009/02/03/AR2009020300486.html>



TODAY'S GROCER

Now You Have The Competitive Edge.

Publix Expands GreenWise Market Concept to Tampa

39K Store Opens at Hyde Park

Publix has introduced its GreenWise Market concept to Florida's West Coast with the recent opening of a 39,000 sq. ft. location in Tampa. The format, which first made its debut in Southeast Florida with openings in the West Palm Beach area and Boca Raton, was expanded to the Tampa Bay area late last year with the opening November 6 of Publix GreenWise Market at Hyde Park. Store #1182 is located in Tampa's Hyde Park community at 2403 West Azeele Street.

The impressive new store offers shoppers an extensive selection of earth-friendly, all-natural and organic products along with top-selling conventional items. Anyone familiar with the GreenWise concept knows that prepared foods — lots of them — and great-tasting items are king and this store is no different. It features more than 4,500 ft. of culinary creations to satisfy every taste.

Store Manager of the new Publix GreenWise Market #1182 is David Tapia. Assisting him in management of the nearly 200 associates at the new Hyde Park location are members of his key management team including: ASST. STORE MGR.-Phil Farmer, CUSTOMER SERVICE MGR.-Alicia Permanente, ASST. CUSTOMER SERVICE MGR.-Jessica Valladares, GROCERY MGR.-Jonathan Walker, ASST. GROCERY MGR.-Dan Snyder, MEAT MGR.-Doug Moore, ASST. MEAT MGR.-Clavis Morgan, PRODUCE MGR.-Scott Westbay, ASST. PRODUCE MGR.-Matt Martin, DELI MGR.-Will Jannusch, ASST. DELI MGR./PREPARED FOODS-Josh Burnaford, ASST. DELI MGR./TRADITIONAL DELI-Freddy Viscarra, BAKERY MGR.-Geoff Spoerl, and ASST. BAKERY MGR.-Dennis Czapiga.

This store offers a wider variety of products and services. The produce department carries both organic and conveniently grown fruits and vegetables and features a dedicated organic processing area. A floral department features a cooler designed to keep flowers fresher longer. Flowers are available by the stem or arrangement.

A dedicated body care section offers customers a wide selection of natural and conventional lines of



■ Publix GreenWise Market at Hyde Park management team.



■ THE BAKERY DEPARTMENT offers more than 300 items made-from-scratch to include more than 20 varieties of fresh-baked breads and rolls, pita chips, croutons and bread crumbs. Pastries, muffins and cookies are available in assorted varieties made with all-natural ingredients.



■ DAVID TAPIA
Store Manager

homeopathy, herbals, aromatherapy, shampoo, cosmetics, body care, vitamins, minerals and supplements. A HealthNotes kiosk provides customers with information on fresh foods, wines, organics, diets, supplements and medications.

The wine department carries an

extensive line of specialty wines from the United States and around the world along with a large selection of champagnes and sparkling wines. Unique to Publix GreenWise Market are fine wines made with organic grapes. Wine specialists assist customers in pairing the perfect wines with their food selections.

Apron's Simple Meals offer customers two recipes per week. Some of the recipes are focused around products exclusive to Publix GreenWise Market. Meals clerks will conduct live cooking presentations and recipe cards will be available. All of the ingredients for the recipes can be found in the Apron's Simple Meals case located directly next to the cooking kiosk.

The full-service meat department features 32 feet of meats including more than 20 varieties of sausages made in-house and ready-to-cook products. Customers can find a variety of fresh meats that have never had any antibiotics or added hormones while being fed a 100 percent vegetarian diet. The seafood department offers wild and farmed-raised varieties of fresh fish as well as an extensive variety of shellfish options, including lobsters. Sushi is available and made with organic brown rice.

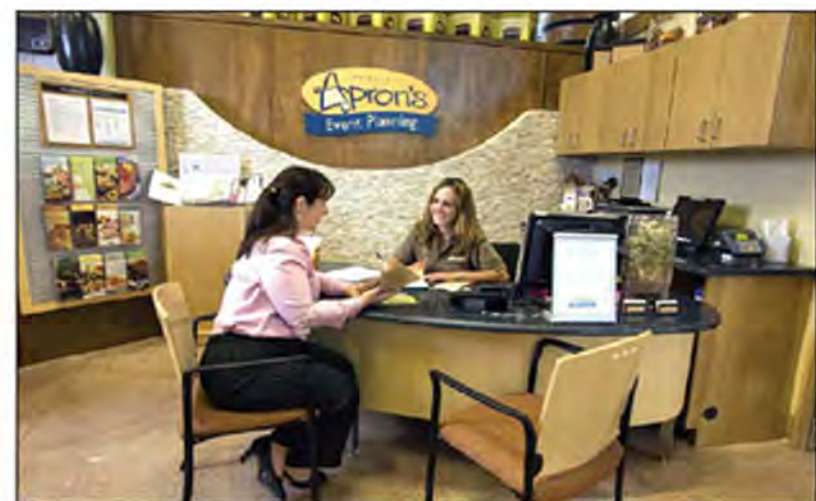
The deli department includes a full-service deli counter with a full line of exclusive Boar's Head meats and cheeses. Boar's Head All Natural and handcrafted old world delicacies; cured sausages, sopresatta and aged prosciuttos. In addition, the deli will also have olives, antipastos and hummus and offer more than 300 varieties



■ THE WINE DEPARTMENT at Publix GreenWise Market #1182 in Hyde Park carries an extensive line of specialty wines from the United States and around the world along with a large selection of champagnes and sparkling wines.



■ THE FULL-SERVICE MEAT DEPARTMENT features 32 feet of meats including more than 20 varieties of sausages made in-house and ready-to-cook products.



■ THE NEW HYDE PARK LOCATION offers customers an Event Planning area where event planners will assist customers with the various planning that goes into getting ready for every special occasion. The planners can place orders for cakes and platters and make suggestions that will perfectly complement every themed event.

of artisan cheeses.

The bakery department offers more than 300 items made-from-scratch to include more than 20 varieties of fresh-baked breads and rolls, pita chips, croutons and bread crumbs. Pastries, muffins and cookies are available in assorted varieties made with all-natural ingredients. Chocolate offerings include an exotic array of decadent truffles, bulk chocolates and chocolate-dipped items.

Publix GreenWise Market offers customers an Event Planning area where event planners will assist customers with the various planning that goes into getting ready for every special occasion. The planners can place orders for cakes and platters and make suggestions that will perfectly complement every themed event.

There is a seating area located near the front of the store allowing customers to sit, relax and enjoy one of the many selections featured in the prepared foods or café area. This area is also equipped with free Wi-Fi service.

The Publix GreenWise Market is certified by Quality Certification Services (QCS). To reduce the store's ozone depleting substances, the Publix GreenWise Market uses environmentally-friendly secondary coolant systems and refrigerants throughout the store. LED lighting is used in refrigerated cases, coolers and freezers. Renewable re-

sources were used whenever possible, including bamboo and reclaimed and recycled metal in the décor and sales fixtures.

"Publix GreenWise Market was created to meet the needs of our customers who are seeking a healthier lifestyle for their families without sacrificing the occasional indulgence or ability to purchase conventional items," said Shannon Patten, Publix's Lakeland manager of media and community relations. "We recognize that our customers have become more food and environmentally savvy and want to explore these options in one convenient location."

The store is open from 7:00 a.m.-10:00 p.m., 7 days a week.



■ Miriam Mitchell and Fred Scadron in the BODY CARE Natural & Organic section.



SURVIVE AND THRIVE

Southeast Wholesale Foods' Retailers Economic Stimulus Plan



**SOUTHEAST
WHOLESALE
FOODS**



We don't claim to have answers for all the problems that beset the world today: Health, Environment, the Economy, and World Peace, etc. But, we do believe we have a solid program for helping you – the independent retailer – survive and thrive during these trying times.

Our Stimulus Plan Includes:

POINT 1:

HOLDING THE LINE ON COSTS – We continue to keep our expenses to a minimum. We have not changed our fee schedule in five years!

POINT 2:

REFLECT TRUE ENERGY COSTS – In response to our lower fuel cost, we reduced our fuel surcharge!

POINT 3:

OFFER GREATER VALUE – To help consumers manage their grocery budget, we expanded our quality store brand products!

POINT 4:

INCREASED MERCHANDISING ACTIVITY – We doubled our promotional events – from two to four – to allow our retailers the advantage of planned year 'round marketing strategies!

**Through These Changing Economic Times,
Our Value Proposition Remains Constant:**

**"The Right Products at
The Right Price at The Right Time"**



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Strictly Natural



Funky Monkey Snacks Offer All-Natural Alternative For Dieters

As nearly every nutritionist and diet expert agrees, the key to losing weight is to consume fewer calories and increase one's daily intake of fruits and vegetables.

All well and good. But how to fit more fruit and vegetables into a busy lifestyle? And what's the answer when those midday snack cravings arrive?

Funky Monkey™ Snacks is at the forefront of the trend toward complete, wholesome, yet go-anywhere snacks. Its unique freeze-drying process turns 100% real fruit into crispy, bite-sized pieces that are nutritionally equivalent to their fresh counterpart. Each package contains three of the four daily recommended servings of fruit.

Funky Monkey Snacks come in four varieties: Bananamoni® (freeze-dried banana and cinnamon), Carnival Mix™ (freeze-dried banana, pineapple, apple, papaya and raisins), Jivealime® (freeze-dried pineapple and lime juice), and Purple Funk® (freeze-dried banana and acai).

At roughly 110 calories per package, with virtually no fat and about the same amount of sugar as a medium-sized apple, Funky Monkey Snacks are also USDA-certified organic and are gluten-free and kosher.

Pastor Chuck Orchards Introduces New Sugar Free Applesauce

Pastor Chuck Orchards recently introduced a no sugar organic applesauce, adding to its growing line of delectable and nutritious apple products. In light of parents choosing healthier snacks and side dishes for their children and the nation's diabetes epidemic, this product meets rising market demand for naturally sweet, sugar free food choices.

"We've had our no sugar applesauce in the works for a full year, making sure we got it just right," said Waite Maclin, founder and CEO of Pastor Chuck Orchards.

Pastor Chuck's no sugar applesauce is made with the natural sweetness of Maine grown apples (Cortlands, Galas, Golden Delicious, Macintosh), organic sweet cider, organic cinnamon, and clove. It is USDA and Kosher certified and contains no artificial sweeteners.

Packaged in a 23-ounce jar distinguished with a yellow and green label, Pastor Chuck's no sugar applesauce is the perfect complement to any meal – chicken, fish, pork, beef, or vegetables, or a tasty dessert.



Old Orchard Brands Teams With Chiquita to Debut Real Fruit Smoothies

Old Orchard Brands, has signed a licensing agreement with Chiquita to produce frozen fruit smoothie concentrates. Old Orchard was chosen as key development partner due in part to its leading position in the frozen fruit juice concentrate category and its strong distribution network across the U.S.

The Chiquita Frozen Fruit Smoothies will be available in recyclable 12-ounce plastic cans which provide three, eight-ounce servings when blended with ice and water. The product has a suggested retail price of \$2.69 per can.

Chiquita Frozen Fruit Smoothies are all-natural products; they contain no artificial coloring or preservatives, and are gluten and dairy free. Each smoothie serving contains at least 1/2 cup of fruit and 100 percent of the recommended dietary allowance of Vitamin C. The product is ideal for consumers who want the great taste of a smoothie but seek an affordable option. The line includes popular flavors such as Strawberry Banana, Banana Colada, Peach Mango and Mixed Berry.

A national consumer campaign will begin on April 1 which will be supported by a nation-wide advertising campaign that includes broadcast television, radio and print ads, as well as free-standing coupon inserts (FSI) placed within the top 100 U.S. newspapers. In-store merchandising includes floor-graphics, shelf signage and a variety of sampling events to entice new customers.

Crofter's Organic Introduces Superfruit™ Spreads

Crofter's Food Ltd., introduced its new line of Superfruit Spreads at Natural Products Expo West, in Anaheim, CA. The company's booth offered samples of the four new spreads, each one stuffed with one pound of premium organic fruit, made with Fair Trade sugar and sourced authentically from around the globe.

- CROFTER'S NORTH AMERICA SUPERFRUIT: Classic Cranberry and Blueberry
- CROFTER'S SOUTH AMERICA SUPERFRUIT: Exotic blend of Maqui Berry and Passionfruit
- CROFTER'S EUROPE SUPERFRUIT: Old world Pomegranate and Black Currant



"If superfruits are the hot new trend, then Mother Nature is a trendsetter whose time has finally arrived," said Gerhard Latka, co-founder and president. "She's been packing antioxidants into dark red, blue and purple fruits for thousands of years; we're just packing them into the jar." Crofter's Organic Superfruit Spreads are available in 11-oz. jars and retail for \$4.99. Distribution of the new line will begin in May.

Is Making Money An Issue With You?

CLIP AND RETURN WITH PAYMENT



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.

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Food Makers Pumping Up Fiber Contents

Consumers have long known that fiber is "good for you." Now food makers are redoubling their efforts to increase the fiber content of many popular food products. According to Datamonitor's Product Launch Analytics, the percentage of new food products touting high fiber contents is up in markets like the USA.

High Fiber Cookies, Bars, Bread and More

In the USA, the percentage of new food products claiming to be high in fiber hit 6.3% in 2008, up from 5.2% in 2006 per Datamonitor's Product Launch Analytics. Companies jumping on the high fiber bandwagon include multinationals like PepsiCo, Kraft, Campbell Soup, Kellogg and Dannon.

Kellogg's Pop-Tarts brand is on-trend with its new Toaster Pastries featuring 20% Daily Value of Fiber that recently debuted in the USA. Sold in flavors like Brown Sugar Cinnamon and Frosted Chocolate Fudge, the pastries are said to contain 16 grams of whole grains per serving. The company's new Kellogg's Fiber Plus Antioxidants Chewy Bars also join the trend by promising to deliver 35% of the daily requirement for fiber.

Along similar lines, Quaker Fiber & Omega-3 Chewy Oat Granola Bars recently debuted from PepsiCo's Quaker Oats unit in the USA. Sold in flavors like Dark Chocolate Chunk and Peanut Butter Chocolate, these bars are said to be an excellent source of fiber along with omega-3 derived from

flax. Kraft is hoping fiber can help energize its South Beach Living brand. In February, Kraft added Fiber Fit Cookies and Fiber Fit Granola bars to its South Beach Living line in the USA.

Bread, chips and yogurt are other food categories getting a helping hand from fiber. Campbell Soup's Pepperidge Farm unit has just launched Pepperidge Farm Light Style Wheat Bread in an Extra Fiber version in the USA. Claimed to contain 16 percent more of the daily value of fiber than the leading premium white breads, the product is made with whole grains. Snyder's of Hanover's new MultiGrain All Natural Tortilla Chips include whole grains and tout a higher fiber content than regular tortilla chips. As for yogurt, Dannon recent-

ly added a With Fiber extension to its Activia Lowfat Yogurt.

Weight Loss Concerns a Factor

Fiber can play a key role in satiety which is that feeling of fullness that can help reduce snacking to help control body weight. Although many of the new high fiber products do not make any overt weight loss or weight control claims, it may only be a matter of time before they do.

Indeed, Kraft Foods recently added On The Go Hunger Satisfaction Drink Mix to its Crystal Light brand in the USA. The powdered drink mix is said to contain 5 grams of fiber and 3 grams of protein per serving to help satisfy hunger. Also going the more overt route is Tree Top Trim Enlightened Fruit Beverage

from Tree Top, Inc. This USA entry is said to help promote a healthy metabolism and curb appetite with ingredients like L-Carnitine and Chromium.

In the Netherlands, Campina International recently unveiled its Campina Optimal Control Drink that is specially formulated to help consumers eat less without dieting. The fruit-flavored drink is formulated with natural plant extracts said to activate satiety, causing consumers to eat less between and during meals. Nestle is going in a similar direction with its Nestle Sveltesse Saciante Yogurt Drink that is sold in Portugal and Spain. Sveltesse Saciante was created to give consumers a feeling of satiety and comes in a strawberry, apple and cereals flavor.

■ SURVEY REVEALS -

Double-Digit Increase in Food Gardening

Findings from the National Gardening Association's (NGA) new survey, The Impact of Home and Community Gardening in America, indicate food gardening in the United States is on the rise as 7 million more households plan to grow their own fruits, vegetables, herbs or berries in 2009, up 19 percent from 2008. This anticipated increase is nearly double the 10 percent growth in vegetable gardening activity from 2007 to 2008 as more food gardeners emerge this year.

More Americans are recognizing the benefits of growing their own produce, including improved quality, taste and cost savings. In 2008, gardeners spent a total of \$2.5 billion to purchase seeds, plants, fertilizer, tools and other gardening supplies to grow their own

food. According to NGA estimates, a well-maintained food garden yields a \$500 average return per garden when considering a typical gardener's investment and the market price of produce.

Key highlights from The Impact of Home and Community Gardening Survey include:

- 43 million U.S. households plan to grow their own fruits, vegetables, herbs and berries in 2009, up 19 percent from 36 million households in 2008
- 21 percent of households said they plan to start a food garden in 2009
- 11 percent of households already active in food gardening plan to increase both the amount and variety of vegetables they will grow in 2009; 10 percent also said they will

spend more time food gardening this year

"As in previous recessions, we've seen increased participation in and spending on food gardening as people look for ways to economize," explained Bruce Butterfield, research director for the NGA. "That said, these results suggest the interest in food gardening may continue to increase, even after the economy improves."

The economy is believed to be among the leading factors potentially driving Americans away from grocery stores and into their backyards to grow their own fruits and vegetables. However, when asked, only one in three respondents surveyed said they were motivated to grow their own food because of the recession.

Among the other reasons respondents gave

as to why their households are growing their own food:

- 58 percent said for better-tasting food
- 54 percent said to save money on food bill
- 51 percent said for better quality food
- 48 percent said to grow food they know is safe

"As more people understand the benefits of growing their own fresh produce, we're finding consumers are hungry for information on how they can start and maintain a successful food garden. And we are well positioned to help," said Craig Humphries, director of consumer research at ScottsMiracle-Gro. "In fact, last year alone we saw about a 66 percent increase in the number of vegetable gardening-related calls into our Scotts Consumer Services line."

To learn more about how you can increase your coffee sales and profits, contact:

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Suspense: The Lost Episodes-Collection 3

'And now, a tale well calculated to keep you in ...Suspense'

The journey into the obscure, the bizarre and the downright terrifying continues with *Suspense: The Lost Episodes, Collection 3*, on DVD for the first time from Infinity Entertainment Group and Falcon Picture Group.

Following the successful releases of *Suspense: The Lost Episodes, Collections 1 and 2*, comes *Suspense: The Lost Episodes, Collection 3*, a four-disc DVD collector's set available for the first time ever in any format.

Suspense, a premiere anthology drama series featuring stories of mystery and the macabre, broadcast live from New York on CBS from 1949 to 1954. The show chilled and thrilled Americans each week with a new, spine-tingling tale.

Includes an episode written by (The Twilight Zone) and Features many of Hollywood and Broadway's most legendary young stars, including *Boris Karloff, George Reeves, Walter Matthau, Jayne Meadows, Eddie Albert, Hume Cronyn, Lloyd Bridges, Jackie Cooper, Jack Warden, Stella Adler* and many more.

Running Time: Approx. 147 Hours
(30 Episodes/29 Minutes Each)
Suggested Retail Price: \$39.98



The Jill & Tony Curtis Story

A Story About Love and Commitment

Fulfillment comes from something much more than fame or fortune in *The Jill & Tony Curtis Story*, on DVD from SKD USA (Distributed by KOCH Entertainment).

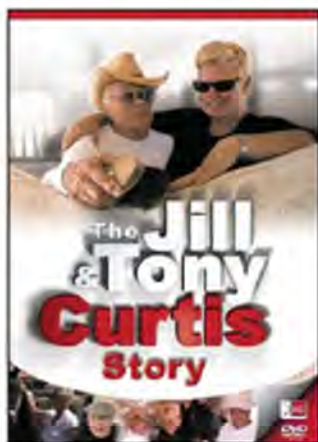
An award-winning equestrian, Jill Vandenberg Curtis grew up loving horses. Upon discovering that over 100,000 horses a year — many of them in the best health — are being slaughtered for human consumption overseas, she broke down in tears. When she and her husband, legendary actor Tony Curtis (*Some Like It Hot, Sweet Smell of Success, The Defiant Ones*), left Hollywood behind for quieter life in the Nevada desert, Jill sought a fulfilling passion that would make a difference.

That cause is to halt the senseless slaughter of thousands of American horses for human consumption overseas. With a clear mission, the Shiloh Horse Rescue and Sanctuary was born ("Shiloh" means "a place of peace" in Hebrew).

Join Jill and Tony on this inspiring journey and a tour of Shiloh. Meet some of their special friends — two and four legged — as they celebrate their 400th rescue. And travel to the nation's capital where, along with fellow advocate Bo Derek, Jill and Tony persuade representatives and senators to vote for legislation to end this atrocity.

The Jill & Tony Curtis Story is presented in widescreen with an aspect ratio of 16 x 9. Special features include three bonus documentaries: "Tony Curtis: The Artist Extraordinaire," "When Tony Met Jillie" and "The Love of Horses"; archival footage of Marilyn Monroe from *The Misfits* (1961); and a bonus music video of "The Jill & Tony Curtis Song."

Running Time: Approx. 73 Minutes (Plus Special Features)
Suggested Retail Price: \$19.98



Dance and Be Fit: Abs Burn

Two Ab Slimming Dance Workouts on One New DVD

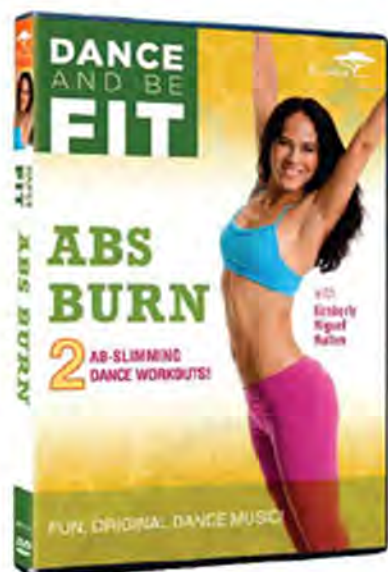
Dance expert Kimberly Miguel Mullen explains, "In dance everything stems from the abdominals." Her newest DVD, *Dance and Be Fit: Abs Burn* targets the #1 trouble spot with creative and uplifting dance moves that burn calories and sculpt the muscles that make up your core. No boring crunches allowed here. This workout focuses on getting your center as fit and in tune as possible. Great original music and Mullen's joyful

spirit lift this program from 'exercise' to 'fun'. Bonus segments let you also try Bollywood and Brazilian dance workouts. *Dance and Be Fit: Abs Burn* is being released on April 7 (\$14.99 SRP).

The first 20-minute workout, 'Curvy Core', builds core strength first from the floor then through Brazilian style dance moves. The 20-minute 'Sexy Sculpt' segment flows with hip and waist undulations to get that curvy definition. Dance, twist and smile your way through each section one at a time or play the whole DVD from start to finish including 5 minute warm-up and 5 minute cool down for a full 50-minute workout.

Instructor Kimberly Miguel Mullen holds a Master of Arts in Dance from UCLA with an ethnology specialization and teaches dance and performs all over the world. She is part of the theatre faculty teaching dance at California State, Los Angeles and Occidental College.

SRP: \$14.99
DVD Single — Approx. 50 minutes



BookReview



How to Fearlessly Keep Your Small Business Sailing Through the Rough Seas of the Recession

If you own a small business, you've probably been losing a lot of sleep at night while you spend your days poring over budgets, hoping desperately for a new client to walk through your doors. Indeed, with the economy in trouble, businesses everywhere are feeling the crunch, but no one is more worried than small business owners.

While fear may drive you to go into survival mode and compromise your values, author Robin Fisher Roffer says do that and you may be making a huge mistake that in the long run can hurt your business far worse than the recession.

"You can't let yourself, or your business be paralyzed by fear," says Robin Fisher Roffer, author of *The Fearless Fish Out of Water: How to Succeed When You're the Only One Like You* (Wiley, 2009, ISBN: 978-0-4703166-8-9, \$24.95). "In times like these it's more important than ever to maintain your brand identity and focus on what makes your company stand out, what makes it great. You have to be what I call a 'fearless fish out of water'—shining a light on those qualities that make your company different and more desirable than the other businesses in your industry. Playing up what makes you special could be the very thing that keeps you in business."

While other companies are taking on any project that comes their way (whether it's the right fit for them or not), Roffer says that now more than ever is when you should be staying true to your company's brand by sticking to projects where you can excel.

"If you try too hard to work outside the boundaries of your talents, it will be reflected in the quality of



■ ROBIN FISHER ROFFER

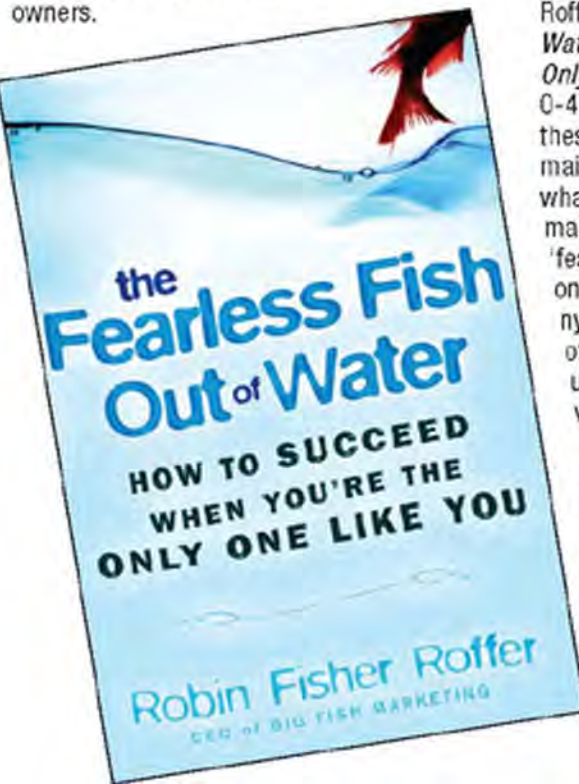
your work," she warns. "And in an economy when new business is already hard to come by, providing less than stellar results is a sure way to put the nail in the coffin."

So, what should small business owners do at a time like this? Roffer says it's time to refocus on your company's core values, to remind yourself and your employees what it is that sets your company apart from all the rest, and most importantly, to be fearless.

Your clients are likely feeling just as nervous and unsure as you. Invest in some serious face time to build your client relationships. Doing so will help ease your fears and theirs.

"Now is the time to meet with your clients face to face," asserts Roffer. "Find out what attracted them to you and ask what you can do to be of further service to them. Brainstorm with them. Bounce revenue-boosting ideas off of each other. Show them that you want to be more than a vendor or a provider of a certain service. Partner with them now and not only will you make it through the recession, but you'll have an even stronger business when the seas have calmed."

"The biggest problem is that most small business owners are failing to see the big picture right now," Roffer concludes. "And when your livelihood and the livelihood of your employees is dependent on your ability to be successful in a tough economy, I can't say that I blame them. The trick is to quit thinking about what's going on right now. And instead think back to who you were when your business first started, and what kind of business you want to have on the other side of this recession. If you hold on to who that person is, and who your business truly is, you'll sail through this time and into an even brighter future."



Whole Foods and FTC Reach Settlement

Continued from PAGE 1

Wild Oats stores.

The divestiture trustee will have six months to market the assets to be divested.

"We are pleased to have reached a mutually-satisfactory agreement with the FTC. We believe it was in the best interests of all our stakeholders to resolve this matter so we can dedicate our full attention to selling the highest quality foods available in our inviting store environments," said John Mackey, chairman, chief executive officer, and co-founder of Whole Foods Market. "It will be business as usual in the 13 operating stores to be marketed for sale.

We are committed to serving our shoppers by continuing to operate these stores in the manner our customers deserve and expect. We will be offering Team Members in stores that are sold the choice of either a guaranteed job offer in another store or an enhanced severance package."

After receiving final approval by the FTC, which is expected prior to April 30, 2009, the company expects to record a non-cash charge of approximately \$19 million or less relating to the potential sale of the 13 operating stores. These stores had combined sales of approximately \$31 million in the first quarter of fiscal year 2009, or approximately 1.3 percent of the company's total sales of \$2.5 billion. The

company will incur some cash expenses relating to legal and trustee fees which are not expected to be material. No material additional charges are expected related to the 19 closed properties, for which a lease liability reserve is already recorded, or related to the trademarks which have been fully amortized.

The FTC had challenged the company's August 28, 2007, acquisition of Wild Oats Markets, Inc. Prior to completion of the acquisition, the FTC had filed a motion in the United States District Court for the District of Columbia seeking a preliminary injunction to enjoin the acquisition. The FTC had also filed a complaint commencing an administrative proceeding challenging the acquisition. On August 16, 2007, the United States District Court for the District of Columbia denied the FTC's motion for a preliminary injunction. The FTC appealed denial of the preliminary injunction motion to the United States Court of Appeals for the District of

Columbia Circuit and on July 29, 2008 the Court of Appeals reversed the District Court and remanded the case to the District Court for further proceedings. On remand, the FTC renewed its motion for preliminary injunctive relief pending resolution of the administrative action, specifically seeking a hold separate order, the rebranding of all former Wild Oats stores, and the appointment of a trustee or special master to establish an independent management team for the former Wild Oats assets and oversee Whole Foods Market's compliance with the order. The administrative proceeding was scheduled to commence on April 6, 2009. On January 28, 2009, the FTC issued an order granting the company's motion to withdraw the administrative case from adjudication for the purpose of considering a proposed consent agreement that would resolve the administrative proceeding. A further order dated February 4, 2009 extended the withdrawal through March 6, 2009.

Kraft Foods Highlights Turnaround Progress

Continued from PAGE 2

petitors.

In reviewing progress against the company's strategies, Rosenfeld highlighted benefits from reworking the organization. She explained how general managers are now empowered with full profit-and-loss and balance sheet responsibility and metrics aligned with shareholder value. As a result, they are reacting faster to market changes and delivering improvements in revenues, operating income and cash flow.

Next, Kraft Foods spotlighted efforts to reframe categories, its second growth strategy. In 2008, the "growth diamond" guided investments aligned with key consumer trends in quick meals, health and wellness, snacking and premium products. These efforts have helped revitalize Kraft Foods' new product growth through more than a dozen platform-based innovations, like Cakesters snack cakes, Biskuat affordable nutrition biscuits and Oscar Mayer Deli Fresh meats.

The growth diamond also has helped improve the relevance of brands like Oreo cookies (22 percent global growth), Milka chocolate (20 percent organic growth and now the No. 2 chocolate player in Europe), Rainforest Alliance-certified Kenco coffee (double-digit revenue and 1.2 points of share growth in the fourth quarter) and DiGiorno pizza (five consecutive quarters of double-digit revenue growth and margin expansion).

Rosenfeld noted improvements to Kraft Foods' portfolio driven by strategic acquisitions such as the LU biscuit business, key divestitures of slow-growth businesses and the pruning of less-profitable products. Taken together, these actions enhance growth on both the top and bottom lines. The company also reinforced its clear focus on priority categories, core brands and key markets. With clear portfolio roles, Kraft Foods is now better able to skew investments to maximize growth opportunities.

As a third strategy, Kraft Foods has been investing in sales as a sustainable competitive advantage. Rosenfeld announced High-Visibility Wall-to-Wall, the next evolution of its

successful sales initiative in North America. The enhanced program will drive 1 percent of incremental revenue annually, adding to the 1 percent increase delivered by the current program.

Rosenfeld also discussed investments in quality designed to move Kraft Foods' products from "good enough" to "truly delicious." And consumers have noticed, now rating 65 percent of the company's key products as preferred to the competition, compared to just 44 percent in 2006.

"We've made steady progress toward our goal of sustainable growth," said McLevish. "In 2007, we got the top line growing. And last year, we demonstrated that we can grow both the top and bottom lines, while still investing for the future."

"We've rebuilt our brand equities, and our pricing power is the strongest it's been in some time," McLevish concluded. "We delivered our earnings guidance for the second year in a row and generated strong cash flow. We remain confident that we will build market shares and expand profit margins this year and that we'll be well-positioned to deliver sustainable growth in line with our long-term targets."

MAKE TODAY DELICIOUS

Looking to the future, Rosenfeld unveiled a higher purpose that clearly captures the essence of Kraft Foods: "Make today delicious." This new purpose, along with a clear set of values, will help build a high-performing culture and put the company a step further on its path to delivering top-tier performance.

"Make today delicious" defines, unites and inspires us," said Rosenfeld. "During the past two years, we've built a solid foundation by reinvesting in our brands, putting a new organization in place and improving our cost structure. As the next step in our turnaround, we're adding three new ingredients to our recipe for success — a higher purpose that acts as a common call to action, values in action that guide our behavior and a new look and feel to visually depict our renewed energy. Together, they will accelerate our journey from good to great."

Demand for Western-Style Bakery Products is Growing in Russia

The demand for bakery products has seen a strong increase in recent years in Russia. One of the major reasons for the growing demand is the growth of the Russian population's buying power. Local products are leading the market, as they occupy the largest part of the market, but the demand for western-style and more expensive bakery products is constantly growing. Also the demand for frozen bakery products is growing. As most of the local players concentrate on manufacturing products in the lower price segment, there are enormous opportunities for foreign companies, which are actually leading the upper price segment.

The overall demand for bakery products grew, on average, about 15% a year between 2002 and 2007. The demand in 2008 is estimated to be about 5.7 billion euros. Compared to earlier years, the demand growth is believed to have slowed down due to the real financial climate and is estimated to have been 9.6% in 2008. According to recent forecasts, the demand for bakery products will be between 5.1 and 6.9 billion euros in 2012.



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Mike Byars Named President and CEO

Continued from PAGE 1

his tenure at Minyard Food Stores, Byars spent several years with Florida-based Kash N Karry Supermarkets and preceding that, his grocery career began with Food Lion Stores.

"With more than 30 years of experience in the supermarket industry, Michael Byars is the ideal choice to lead the company," said Onstead. "We are fortunate to have someone with the background of Michael joining BI-LO. He's an outstanding leader who is in tune with how best to serve our customers and inspire our employees."

Byars said, "I'm looking forward to as-

suming the President and CEO responsibilities at BI-LO. I am grateful for the opportunity to work with the BI-LO team to continue providing our customers with the low prices, high quality and excellent service they've come to expect."

In addition to currently serving on the boards of the National Grocers Association and the Associated Wholesale Grocers, Byars has also worked with Tampa Children's Hospital at St. Joseph's and Project Return of Tampa Bay. He previously served as Chairman of Tampa Bay's U.S. Government Bond Committee, and was affiliated with The Children's Medical Center of Dallas and Texas Health Harris Methodist Foundation.

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■ Jim D'Achille with Fran and Jim Rines and Cal Miller.



■ SUN INT'L PRODUCE – Benny Carmona, Ira Bernhard, Bryan Ore, Dennis Ledesma, Peter Warren, and Joe DiGirolano with AG Food Show Chairman, Roy Deffler.



■ AG board member Allen Milam, Milam's IGA Markets pictured with Melvyn Louis, Total Sales, Inc. and June Bailey, Bailey's General Store [Sanibel Island].



■ ASSOCIATED GROCERS' V.P. of Procurement Gary Bausch [center] with Martin Pomeran and Cathy Avery, Western Beef.



■ Clint Knoblach, A-B; Cal Miller and Christopher Miller, AG of Florida; Carlos Hernandez National #2 Supermarket [Hialeah, FL], and Richard Johnson Bailey's General Store [Sanibel Island, FL].



■ BRAVO SUPERMARKETS GROUP – Mayra Rodriguez, Alina Leal, Jay Reinstein, Dennis Wallin, Lou Papa and Jose Jorge.



■ Amaury Portela and Bob Fortunato welcome David Valdes, Sedano's #37 [center].



■ BEST BOOTH AWARD WINNER - The TOTAL SALES, INC. Exhibit.

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■ ASSOCIATED GROCERS V.P. of Perishables Larry Gherardini with AG board member Jerry Keen.



■ ASSOCIATED GROCERS Senior Executive V.P. Georgina Perez pictured with Enrique [Henry] Castellanos, Independent Food Brokers, and Jose Jorge, Bravo Supermarkets.



■ BRAVO SUPERMARKETS – Jose Jorge, Mayra Rodriguez, Jay Reinstein, Lou Papa, Alina Leal, and Ricardo Lira.



■ Kevin Storr, Stop-N-Shop with Bruce Hall, consultant.



■ Ricardo Carbonell, Sedano's Supermarkets pictured with Cal Miller.



■ Roberto Guerrero, Sedano's #9 with Sedano's meat manager Angel Molina.



■ Ariel Melchor [left] and Georgina Perez [right] Associated Grocers of Florida pictured with Lydia Carbonell, Sedano's Supermarkets buyer and Juan Colome, Flowers Baking Co. of Miami.



■ Raed Mustafa, Love City Mini Market with Maher Al-Retel, Pine Peace Mini Mart.



■ RICO RICE – Miguel Herrera, Terry Hunt, Nibaldo Menendez, Javier Valentin, and Enrique Torrens.



■ Joe DiGiacomo [left] and Ariel Ambros, Crossmark Sales & Marketing [right] with AG of Florida buyers, Lafreda Kelly and Kelly Walkin.



■ Jamie Largent, Sun Int'l. Produce [second, right] with Shantell Covington, Debra Swan and Clifton Fernander, Super Value [Bahamas].



■ AG of FLORIDA board member Jimmy Weekley, Fausto's Food Palace [Key West, FL] with Bryan Ore (left) and Joe DiGirolamo, Sun Int'l. Produce (right).



■ BAILEY'S GENERAL STORE – June Bailey, Richard Johnson, Dane Bailey and Jessie Burke.



■ The ADVANTAGE SALES AND MARKETING Group.



■ ASSOCIATED GROCERS' COO Christopher Miller with Mike Yusuf, Plaza Extra.



■ ASSOCIATED GROCERS President/CEO Cal Miller; Fran Rines, Rines' Indiantown Market, with Bill Sevigny and Bob Loblien.



■ Wally Perez, AG of Florida; Martin Pomeran, Western Beef; Christopher Miller, AG of Florida; Cathy Avery, Western Beef, and Gregg Young, AG of Florida.



■ HISPAMER CORP. – Thomas Pirkle [Hickory Foods] with Dan Serna and Oscar Serna.



■ Allison Bradley, BS&T Int'l. Development with Stewart Walrord, Super Centre [Barbados].



■ Javier Valentin, Pan American Grain [Rico Rice]; with Ivan Rivera and Israel Kopel, Almacenes Pitusa (Puerto Rico).



■ PILON COFFEE - Benny Aguirre and Nelson Martinez.



■ The ACOSTA SALES Group.



■ The Associated Grocers' store brand exhibit.



■ VELDA FARMS - Lynn Swaidon, Jose Rojas and Frank Sabarolli.



■ KEHE FOOD DISTRIBUTORS - Bob Blakely, Martin Walsh and Scott Mook.



■ Farley Yie, Clementine Yie, and Percy Yie, Kong Hing Supermarket [Aruba].



■ Leslie Salmon, Food Brokerage Services, with Jose Capellades.



■ ASSOCIATED GROCERS' President/CEO Cal Miller; Max Milam, Milam's Supermarkets; Ken Krasne, CEO, Alpha I Marketing Corp.; Lou Moore, AG of Florida.



■ The PAN AMERICAN FOOD BROKERS exhibit took Second Place Best Booth honors.



■ NESTLE WATERS' Jose Acovedo with Bill Barry, Nestlé Purina.



■ HERCULES PRODUCTS, INC. - Shakeno Johnson, Lester Mapp and Jennifer Lopez.



■ Sadye Francis, Solomon's Super Center [Nassau]; Opal Prat; Ronnel Sweeting, Solomon's; Franklyn Butler, Milo Butler & Sons, and Henrietta Brown, Cost Right [Nassau].



■ Spiros and Melissa Mamars, Super Baru, S.A. [Panama].



■ Cal Miller and Charlie Webb greet Keith Brown and Darren Bass, Scaff's.



■ TRES CRUZ Food Brokers - Jim Bush, Jim Thomas and Dick Briggs.



■ ASSOCIATED GROCERS OF FLORIDA Chairman of the Board Jim Rines [second, left] with AG team members: Gregg Young, Charlie Webb, Gary Bausch, and Angel Ruiz.



■ Cal Miller [center] with John Anderson and Eric Smith, John Anderson Co.

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Ghirardelli Launches LUXE MILK

For the Ultimate Milk Chocolate Experience

With dark chocolate being a big newsmaker in the chocolate category, it's easy to forget that America remains a nation of milk chocolate lovers. Milk chocolate accounts for a whopping 80 percent of total chocolate sales in the U.S. 1

To honor milk chocolate lovers looking for the ultimate chocolate experience, Ghirardelli has created a new line: Ghirardelli Luxe Milk. The silky and sumptuous formulation uses all-natural ingredients.

The Luxe Milk Chocolate collection is available in five popular flavors in 2.8-ounce to 3-ounce bars. The bars retail at \$2.29 each.

The new Ghirardelli Luxe Milk line flavors include:

- **LUXE MILK** — This bar delivers the ultimate premium milk chocolate experience — pure, all-natural milk chocolate with a velvety texture that melts smoothly in your mouth.
- **LUXE MILK Hazelnut** — Lavished throughout this bar, all-natural deep-roasted hazelnuts add crunch and a distinctive, sophisticated flavor.
- **LUXE MILK Almond** — Toasted almonds contribute a clean, crisp taste to complement and enhance the flavors of the creamy-sweet milk chocolate base.
- **LUXE MILK Crisp** — This bar features lightly toasted crisped



rice; a grown-up, sophisticated version of everyone's favorite childhood flavors.

- **LUXE MILK Duet** — For those who can't decide between dark or milk, duet melds a layer of the lighter, sweeter flavor of milk chocolate with a layer of bittersweet dark chocolate.

"Ghirardelli wants milk chocolate lovers to know it's okay to come out of the dark," said Fabrizio Parini, senior vice president of marketing for Ghirardelli. "Milk chocolate fans may

have felt left out as dark chocolate has gained in popularity among chocolate consumers. Milk chocolate should be a delightful indulgence, and we have put our company's resources into creating that intense Ghirardelli chocolate pleasure for milk chocolate lovers. Our goal is to craft ultimate high-quality for every type of chocolate we bring to our consumers."

1 Source: AC Nielsen Scanner Data, FDM, 52 Weeks Ending 3/22/08

Tropical Cheese Takes Top Cheese Competition Honors

Tropical Cheese Industries, Inc., Perth Amboy, NJ, was among the best in the dairy industry as the company took top honors at the recent World Dairy Expo 2008. Tropical Cheese earned the accolades for their Queso Fresco cheese and drinkable yogurts. Tropical Cheese Industries and Roberto Encarnacion took "Best of Class" honors with a score of 99.50 for the company's Queso Fresco cheese.

Dairy producers and industry representatives from around the world converged on Madison, WI, September 30-October 4 for World Dairy Expo. The event featured five full days of world-class competition among North America's top dairy breeders, over 1,600 exhibit booths presented by over 700 companies, free educational seminars, the World Dairy Expo Dinner with the Stars, and award recognitions to top leaders of the dairy industry.

In the Championship Dairy Product Contest, Tropical Cheese and Alex Quiles scored a triple-header in the Drinkable Yogurts category. FIRST PLACE honors went to Tropical's Strawberry Drinkable Yogurt with a score of 99. SECOND PLACE also went to Tropical for their Strawberry-Banana Drinkable Yogurt with a score of 97.5. Rounding out the honors, the company took THIRD PLACE with a score of 97 for its Guava-Mango Drinkable Yogurt.

This year's event will be held in Madison September 29-October 3.



■ **TROPICAL CHEESE** "Best of Class" Queso Fresco Authentic Mexican Style fresh cheese. The cheese scored an unbelievably strong 99.50.



■ **TRIPLE-HEADER** honors went to Tropical Cheese Industries for its drinkable yogurts which took First, Second, and Third Place awards.

Marcal Introduces



Small Steps Line of 100% Recycled Paper Products

As more consumers want to make eco-friendly purchases that are both affordable and meaningful, Marcal Paper Products, LLC has announced the launch of its new product line: Marcal Small Steps.

The Small Steps line of 100 percent recycled paper products gives consumers a small, easy step to a greener Earth. Indeed, if each American household were to buy just one roll of Small Steps paper towels and bath tissue, we would save one million trees. The new and improved Small Steps line of bath tissue, paper towels, napkins and facial tissue will be on store shelves in early 2009.

Small Steps focuses squarely on Marcal brand's green heritage, making 100 percent recycled paper products since 1950. The product is made entirely from recycled paper, mostly newspaper, magazines and office paper.

Marcal is supporting the rollout to consumers through a variety of tactics, including print and broadcast advertising as well as a significant FSI program.

Small Steps products are manufactured without chlorine bleaching and are hypoallergenic.

Call for Entries for 2009 FMI Store Manager Awards

The Food Marketing Institute (FMI) has announced a call for entries in the 2009 FMI Store Manager Awards, an annual program recognizing store managers who excel in customer and community service. The awards program will take place at Future Connect™, the new industry leadership education event May 4-6 in Dallas, TX. It serves," said Leslie G. Sarasin, FMI president and CEO. "We are proud to recognize store managers by acknowledging their leadership, customer service and community commitment with the FMI Store Manager Awards."

Store managers or their associates are invited to send in stories that demonstrate how a manager created positive growth and customer satisfaction during the past 12-18 months. Entries will be judged on the manager's ability to improve customer service and community relations, lead or men-

tor the store associate team, execute and achieve goals with the team, generate sales growth and positively impact the overall business of the store.

Three grand prize winners will be awarded a \$1,000 cash prize. Nine finalists, including the three grand prize winners, will receive two tickets to Future Connect and three nights of hotel accommodations in Dallas.

Only store managers from FMI member companies who have been at the same place of business for at least one year are eligible.

Entries will be divided into three categories based on company size. Category A includes small retailers with 1-49 stores, Category B includes medium retailers with 50-199 stores and Category C includes large retailers with 200 or more stores. Judges will select three finalists and one grand prize winner from each category.

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Modelo Especial 18-Pack Cans Hits Shelves



Crown Imports is adding a new package to the Modelo Brands Family — the Modelo Especial 12 oz. can 18-pack. The new package is shipping from Mexico now for retail placement in Arizona, California, Colorado, Florida, Georgia, Nevada, New Mexico, North Carolina, South Carolina, Texas and Virginia.

The Modelo Especial 18-pack is an extension of the existing 12 oz. can, and is being introduced to broaden exposure for Modelo Especial, the number two Mexican beer and number three imported beer overall in U.S., which grew 10.2% in 2008.

In addition to fueling even more growth, Modelo Especial 18-pack 12 oz. cans will open up new distribution opportunities and selling occasions. The 18-pack is perfectly suited to the off-premise channel, particularly Hispanic off-premise accounts and convenience stores. The 18-pack can complement existing Modelo 6- and 12-pack cans, while also featuring the bold logo graphics that are popular with all Modelo Especial drinkers.

"The Modelo Especial 18-pack can package provides retailers the opportunity to trade up domestic beer consumers and current Modelo Especial 12-pack can consumers, generating incremental revenue and profit per transaction," said Bruce Jacobson, executive vice president of sales for Crown Imports, Modelo Especial's U.S. importer. "And this new package size will help our distributors increase their overall high-end sales and garner additional Crown portfolio shelf space."



Woodbridge by Robert Mondavi Introduces Moscato

Delicious, affordable wines shared each night around the communal table. Such was the vision with which the late Robert Mondavi founded Woodbridge Winery back in 1979. Today, Woodbridge by Robert Mondavi has expanded its Classic Series portfolio to include new Moscato.

Made in the Moscato d'Asti style from Orange Muscat and Muscat Canelli clones, Woodbridge by Robert Mondavi Moscato has a bright, lightly sweet style with a hint of effervescence and a lower level of alcohol than most white wines. "This is a wine with heady floral aromas and nicely balanced flavors of orange blossom, honey and sweet spice," notes winemaker Todd Ziemann. "It is fantastic paired with spicy dishes or with not-too-sweet desserts like polenta cake or almond biscotti."

Ironically, while Muscat is believed to be the oldest known and cultivated wine grape variety (it was first classified by Pliny the Elder, a Roman naturalist who lived from 23 to 79 AD), only a handful of domestic producers offer a Muscat wine.

With national distribution and the reputation for quality wine at an affordable price, Woodbridge by Robert Mondavi Moscato is expected to both answer current consumer demand for alternate white varieties and win over new consumers who may not yet be familiar with Muscat's charms. Aromatic white wines such as Riesling, Muscat and Gewürztraminer have been rising in popularity in recent years as consumers increasingly look beyond Chardonnay and Sauvignon Blanc when purchasing white wine.

"Consumers are clearly responding favorably to this lightly sweet and lively style of wine that is adaptable to so many drinking occasions," said Nick Withers, Brand Director. "Muscat is a timely addition to the Woodbridge by Robert Mondavi portfolio."

The 2008 Woodbridge by Robert Mondavi Moscato will be available nationally. The suggested retail price for 750 ml is \$8.00.

Samuel Adams Fulfills Beer Lovers' Desire for More Intense Flavors



For nearly twenty-five years, the brewers at Samuel Adams have taken great pride in introducing beer lovers to full-flavored, distinct brews. The brewers are again answering drinkers' thirst for bigger, more intense craft brews with the new Samuel Adams Imperial Series. The Samuel Adams Imperial Series will offer beer lovers' an intense version of some of their favorite traditional beer styles by boosting the ingredients and testing the limits of each traditional style. With more robust flavors and nearly twice the alcohol by volume of your average beer, each style in the Imperial Series is intended to be savored and appreciated like a fine wine. This new series of beers will be offered year-round and include Samuel Adams Imperial White, Samuel Adams Imperial Stout and Samuel Adams Double Bock each in their own four-pack. The Imperial Series will be available nationwide at a suggested retail price of \$9.99 per four-pack.

Admiral Imports Names Tucker as Dir. of Marketing

Admiral Imports has appointed Mark Tucker to the position of Director of Marketing. Tucker will be responsible for the marketing activities of all brands in the portfolio. The position will report to Dan Lasner, Vice President of Sales and Marketing.

Tucker brings 10 years of wine marketing experience to Admiral Imports and has worked previously with Mionetto USA as their Marketing Manager. "We are very pleased to have Mark join our company to add to the value of our brands and our suppliers," said Lasner. Tucker will be working out of the corporate of-



■ MARK TUCKER

fice in Cedar Grove, New Jersey.

Admiral Imports Iceberg Vodka, Berentzen Apfel, Sheep Dip Blended Single Malt Scotch, Pig's Nose 5 Yr. Old Scotch Whisky, Voodoo Tiki Tequila, Antica Sambuca, Green Fairy Absinth, as well as fine wines like Farnega Vinho Verde, Luis Felipe Edwards wines from Chile, Royal Oporto, Wines of Real Companhia Velha, Wines from Bacalhoa, Tishbi wines from Israel, Fabiano Wines from Veneto, Fazi Battaglia wines from Marche, Italy, Villa Dante Toscana, Sielo Blu from Josef Brigl, Tosti Sparkling Wines from Piedmont, Italy, Torlasco wines and more.

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Saint James Co. Announces Pact with Koala Blue

The Saint James Company announced that it has executed a licensing agreement with GreatStone Wines Pty Ltd. for the North American rights to "Koala Blue Wines", a brand founded in 1983 by Olivia Newton John and Pat Farrar. The Saint James Company will be the exclusive producers and importers for the United States and Canada for the famous Koala Blue portfolio of classic and premium wines.

Koala Blue captures the essence of Australia viticulture, featuring high quality grapes and food friendly wines at everyday affordable prices.

Wayne Gronquist, President of the Saint James Company, commented, "Olivia Newton John, the brand founder, is herself an Australian icon and with Koala Blue Wines we have captured the quintessential Australian quality of 'good cheer, quality of life and wholesomeness'. We are thrilled to have formed this partnership with Koala Blue Wines, and expect to generate substantial commercial success with this powerful brand."

■ GARY'S WINE & MARKETPLACE

New Jersey Wine Retailer Sees the Light

Gary Fisch has seen the light, more specifically, how light impacts the product presentation and desirability at his retail wine enterprise with his customers. More than one year ago, as he made plans to open the Wayne, NJ location of Gary's Wine & Marketplace — the third location of his fine wine retail establishment — he came to realize the central importance of lighting in his store.

Gary's Wine & Marketplace is the kind of place where people love to shop. A commitment to friendly, attentive service by knowledgeable staff, an extensive inventory of domestic and imported wines — in all price levels — and a strong program of educational activities, all add up to set Gary's apart from other stores. There is even an entire British foods section.

"Working with my architect, we realized we could light the new space to give our products tremendous visual appeal while reducing their risk to exposure. We also discovered a way to be more efficient in our energy consumption and save money, too," Fisch, president of Gary's Wine & Marketplace told TODAY'S GROCER.

Gary's Wine & Marketplace began as a small wine shop in Madison, N.J., in 1987 and has grown to become one of the largest fine wine businesses in the New York metropolitan area with three stores in Northern New Jersey. Commit-

Attractive Lighting Brings Visual Appeal, Savings to State's Largest Purveyor of Fine Wine



GARY FISCH, originator of the Gary's Wine & Marketplace concept pictured in his Wayne, NJ location.

ment to friendly, attentive service by knowledgeable employees and myriad wine and food events for the public sets Gary's apart from other wine stores.

Filling the cavernous warehouse-style space with custom manufactured track and task lighting by Amerlux Lighting Solutions, Fisch surpassed his goal of eliminating heat output that might damage both his rare vintages and cost friendly "Economy Buster" vintages, while simultaneously reducing the fading of wine labels that can occur after a period of close proximity to light sources. Fisch said he has realized a sav-



ings of between 22 and 28 percent on his utility expenses compared to his other locations in Madison and Bernardsville.

No stranger to environmentally-friendly offerings, Gary's has an established reputation for its popular "Gary's Green Selections." So it came as no surprise to his architects, Tricarico Architecture and Design, that he would pursue an opportunity to invest in eco-conscious design options.



AMERLUX LIGHTING SOLUTIONS has made it possible for Gary Fisch to realize significant savings on his utility expenses compared to his other two store locations.

"There was a concern at the beginning that due to the size of the space, it might be overwhelming and Gary wanted his customers to experience a warm, welcoming environment that offered green elements," noted Nicole Tricarico, the interior designer who helped create the space in Wayne for Gary's. "When the lighting came into play, we saw our best 'green' opportunity that also made the feel of light very natural. Because of the nature of the Amerlux products, we were able to go green, efficient and beautiful."

The incorporation of the Evoke 2.9" aperture recessed downlights from Amerlux in the stylish Wine Room sets a perfect mood for Gary's customers looking for exclusive, rare vintages in a rich and stylish environment. The main store features low wattage HID

Ceramic Metal Halide high CRI lamps in 20W and 70W, making it a highly energy efficient store with better color rendering than its peers. In addition, all of the Amerlux units were supplied with GOLD reflectors to bring the lamp Kelvin temperature down to a warmer +/- 2700k (closer to incandescent), again, protecting the wines from potential heat damage.

"At Amerlux, our mantra is to focus on the look of light," explained Chuck Campagna, president and CEO of Amerlux Lighting Solutions. "The presentation at Gary's Wayne location is a perfect example that shows his customers, in a very visual way, how great lighting can make something look extraordinarily desirable. And we did it in a way that met the owner's sensibilities while reducing operating expenses."



GARY'S WINE & MARKETPLACE, Madison, New Jersey offers an extensive array of wine and foods. Beginning with one store in 1987, it has grown to become one of the largest fine wine businesses serving the metropolitan New York City/northern New Jersey areas.





Forces Shaping The Future of Food Retailing



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

Last month I participated in the NACS/Convenience Store News 2009 CIO Roundtable. This particular roundtable focused on the "top of mind" issues facing c-store IT organizations, and was centered on Convenience Store News' most recent technology study.

Despite the state of the economy, this technology study shows c-store retailers expecting to spend the same on IT in 2009 as they spent in 2008. Loss prevention and POS replacement are the top planned technology investments. The study also shows the c-store industry will increase its IT focus on business intelligence and in-store kiosk solutions.

The need to maintain their "convenience" edge, while improving operational efficiency, are the primary c-store business drivers for in-store kiosks. With the possible exception of restaurants, no retail segment has a greater challenge than c-stores with floods of concentrated traffic flows in short time periods. Anyone who has been at a c-store during the morning commute rush, lunch hour or evening commute rush, knows how "incon-

venient" these stores can become. And good luck in finding a parking spot — let alone service — if you happen to visit a c-store when there is a large lottery payout looming.

Also, c-store service levels are at risk whenever there is a bump in employee availability. A c-store can lose 33 percent of its available workforce when a single store clerk calls in sick.

In general, C-store customers are time-pressed shoppers. Any solution that speeds up their shopping process will be appreciated and used. In addition, c-store customers already have a self-service mindset when they drive onto the c-store site. These customers are already using self-service devices to dispense and pay for gas, pour their own coffee and soda, even prepare their own food.

In-store kiosks were among a number of "top of mind" issues discussed during the roundtable, but the session was dominated by a single subject — PCI compliance. Without a doubt, the #1 "top of mind" issue with these c-store IT attendees is achieving and maintaining compliance with the Payment Card Industry's Data Security Standards. This standard, originally issued in late 2004, is designed to protect consumers by requiring retailers meet minimum standards of security

when they process cardholder information.

The convenience store industry is especially sensitive to PCI compliance, given their reliance on the use of plastic as a payment method, and because a large number of c-store plastic payments are completed away from a store associate, at the gas pump. But PCI compliance is not just a c-store industry issue. In the recent 2009 RIS Store Systems Study, sponsored by NCR, a survey of nearly 100 cross-segment retailers showed PCI compliance was the #1 store systems priority. And according to the most recent Supermarket News annual technology report, only 58 percent of retailers said they were in compliance with PCI.

Because they had earlier compliance due dates, the largest retailers already invested large sums of IT budget and resources to become PCI compliant. But as these retailers found, compliance alone doesn't ensure full security. Hannaford Brothers was certified as being PCI compliant when they were breached twelve months ago. As long as there are criminals actively engaged in trying to compromise cardholder data, you can expect PCI standards to be a moving target. I think it's safe to say PCI compliance

will continue to place a burden on IT staffs.

This is unfortunate, as PCI compliance does nothing to improve customer service levels, increase operational efficiency, or ensure a retailer's value proposition is relevant in these tough economic times. I'm not questioning the importance of this issue. I understand how critical cardholder data security is, and how seriously retailers should treat their obligations when it comes to storing, processing and transmitting cardholder data. I only wonder, while IT is focused on ensuring compliance, what other mission-critical issues are not being properly addressed. For the c-store industry, that may include living up to the "convenience" commitment.

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.

Technology Helps Supermarkets Cater to Customer Needs

Supermarket technologies on the horizon — and already being implemented in some locations — include computer kiosks that give access to products and information, payment by fingerprint, and location-based advertising (relevant offers sent to consumers based on their proximity to a store). But some highly anticipated technologies, such as using cell phones to pay for purchases, have been slower to catch on than predicted, primarily due to concerns about the security of the information transferred in the transaction. What's In Store 2009, the trends report from the International Dairy-Deli-Bakery Association™ (IDDBA), details how technology is affecting the ways that supermarkets do business.

which provides information on product location and pricing, manages shopping lists based on information provided by the consumer, and scans products, according to TNS Retail Forward. Many also find biometric (fingerprint) payment technology appealing.

COUPONS ARE MAKING THE DIGITAL TRANSITION

According to the Supermarket News report 2007 Consumer Survey of Promotional Practices, 19% of consumers now source coupons from an Internet coupon Web site and 12% from a manufacturer's Web site. Another technology that continues to develop is mobile retailing—special offers and coupons

sent to a cell phone.

SUPERMARKET WEB SITES EXPAND

Web sites are becoming an important part of supermarket marketing plans. At one time, supermarket Web sites were basically a directory of store locations. Now shoppers can find targeted offers, suggestive selling, shopping list management, extensive recipe collections, contests, podcasts, blogs, weekly ads (which can be integrated into a shopping list), and online shopping. Supermarket Web sites could double as social networking sites where consumers gather to discuss products. Retailers and manufacturers would inform cus-

tomers about new products and learn from their discussions.

REFRIGERATION DEADLINE LOOMING

Not all technology trends revolve around computers and communications. "Old-fashioned" technologies like refrigeration, lighting and heating are also undergoing changes. The U.S. Environmental Protection Agency (EPA) has launched GreenChill, a cooperative venture between the EPA and the supermarket industry, with the goal of testing environmentally friendly refrigeration systems. Also, as of 2010, no R-22 refrigerant will be made or imported for new equipment because of environmental

concerns; by 2020, all production of R-22 will be stopped.

CLONED FOODS

Biotechnology could have a big impact on the dairy and deli sections as animal breeders try to produce animals of more consistent quality. Early in 2008, the FDA stated that meat from cloned cattle, pigs and goats and milk from cloned dairy animals is safe, that cloned animals' health is comparable to that of non-cloned animals, and that nutrient levels of food from cloned and traditionally bred animals showed no discernable difference. But the majority of shoppers remain uncomfortable with the idea of eating food from cloned animals.

TECHNOLOGY THAT COLLECTS PURCHASE INFORMATION

Loyalty cards are still the main way that retailers collect shopper data and consumers receive customized offers. Retailers use this shopper data for direct mail offers and targeted messages sent via e-mail, in-store kiosks, point-of-sale media, telemarketing, and cart screens.

Many customers would like supermarkets to collect even more information so that marketing can be more precisely tuned to their needs. The top pick of U.S. shoppers rating the appeal of future retail technologies was the "smart cart,"



New Energy Efficient Technology for Grocers

Smartcool Systems, Inc. has launched the ECO3™, an innovative new wall-mounted unit that helps smaller businesses such as convenience stores and grocery outlets reduce energy use, save money and benefit the environment. It provides extensive cost savings and environmental benefits by optimizing the energy efficiency of air conditioning and refrigeration systems with one or two compressors. These cooling units are found in millions of buildings operated by retailers, restaurants, grocery and convenience stores, hotels, and other small commercial businesses, and residences.

President Barack Obama has stressed the need for energy efficiency, calling it the cheapest and cleanest energy source. The ECO3™ works with existing air conditioning and refrigeration equipment and controls to reduce energy consumption by about 15 percent.

[illegible]

36 Hospitality



Max & Erma's Enters the Sunshine State

First Florida Location Debuts in Royal Palm Beach

While many restaurant chains are downsizing amid dark economic clouds, Max & Erma's sees a bright spot in sunny South Florida. The casual dining favorite opened its 103rd restaurant and its first in Florida in February 9.

Developed by franchisees Andrew Levy and Ed Norris, the new Max & Erma's is located at 11111 Southern Blvd. in Royal Palm Beach, a suburb of West Palm Beach. The restaurant, which created approximately 150 new jobs, serves lunch and dinner daily and offers carryout.

On Monday, February 16, Max & Erma's hosted a grand opening special event. The first 100 guests in line won free tortilla soup for a year. A ribbon-cutting ceremony with Royal Palm Beach Mayor David A. Lodwick and officials of the Palms West Chamber of Commerce was held at 10:30 a.m.

Levy and Norris also own and operate two Max & Erma's in Pennsylvania. They plan to open several more Max & Erma's in South Florida over the next few years. "The Royal Palm Beach community has really welcomed Max & Erma's, and there's been a tremendous outpouring of interest," said Norris. "We're confident that we will make this Max & Erma's as much a part of the local community as it is in other parts of the country."

A Midwest casual dining tradition for more than 35 years, Max & Erma's is especially popular among families. Its menu features appetizers, soups, salads, sandwiches, gourmet burgers, pasta, steaks and seafood, complemented by a full bar.

Max & Erma's was acquired last year by Pittsburgh-based G&R Acquisition, which also owns the Damon's Grill sports-themed casual dining chain. "Even at a time when customers are cutting back on eating out, there is still a demand for fresh, quality food and great service at a good value," said Robert Forbes, president of G&R Management Services, Inc., operator of Max & Erma's and Damon's Grill.

The Royal Palm Beach restaurant takes advantage of Max & Erma's newest building design, which seats approximately 200 guests. The restaurant's other neighbors in Southern Palm Crossing shopping center include: Marshall's, Stein Mart, Rack Room Shoes, Dress Barn, Van del Jewelers, and Shane's Rib Shack, among others.



Members of the Palm West Chamber of Commerce joined Royal Palm Beach Mayor David Lodwick, franchisees Andrew Levy and Ed Norris and Max & Erma's team members to officially open the beautifully new restaurant at Southern Palm Crossing.



One of Max & Erma's popular gourmet burgers.



Tips for Keeping Your Restaurant Recession-Proof

The National Restaurant Association (NRA) estimates that, during 2009, there will be \$1.5 billion spent in restaurants across the country on any given day. In all, it's estimated that the industry will generate \$566 billion in sales, this year. While some restaurants are struggling to keep their doors open, due to the current economic conditions, others are thriving. Just what makes the difference between one that sinks and one that stays afloat during a recession?

"There's no one particular thing that keeps a restaurant thriving during economic turmoil," explains Enzo Febraro, the co-owner and executive chef of D'Acqua Ristorante, located in Washington, D.C. "Rather, it's a combination of steps that the restaurant takes to remain on top. In this economy, you really have

to be proactive, rather than reactive."

Chef Enzo's restaurant, D'Acqua, is one of those restaurants that has managed to maintain a successful position, while so many others in the nation struggle. As he is quick to point out, it's not by luck but, instead, because they have taken steps to meet and exceed their goals along the way.

Even in a poor economy, people still want to dine out, but they may change their expectations somewhat. "Diners are more cautious about spending their money, right now. You need to show them that what you can offer is worth it, and that they can't easily duplicate the dish at home," adds Chef Enzo. "It's really just a matter of giving them a great experience at a fair price."

The restaurant industry employs 13 million people, in this country, and is largely made

up of small businesses. The NRA reports that 91 percent of U.S. restaurants have fewer than 50 employees. To help keep your restaurant recession-proof, keep the following tips in mind:

QUALITY - Diners are paying more attention to the details. They want quality ingredients; therefore, even if costs go up, quality should not be sacrificed. Now is a good time to cut expenses, but avoid any that will diminish the quality of the food you serve.

PRICE - Cost will always remain an issue, for those dining out. Give them a reason to notice your restaurant. Run specials (e.g., happy hour, two-for-one drinks, half-price appetizers, free kids' meals on Wednesdays, etc.) to get diners through the door.

SALES - Once they are there, work on selling them more. Offer drinks, side salads,

desserts, etc. Offer a small daily bonus to the wait staff who sells the most add-ons in a day.

SPECIAL - Try to make each diner's experience as enjoyable as possible. Offer signature dishes that they can't easily recreate at home, treat them well, and thank them for dining at your restaurant.

PROMOTE - It is important, in this economy, to keep getting your name out there. Utilize public relations efforts to keep your name in the public's mind. When they decide to dine out, you want your restaurant to be their first choice.

"Once you get them to dine with you once, it is up to you to make them want to come back," adds Chef Enzo. "If it's a good experience and they enjoyed the food, then it will sell itself the second time around."

Morton's Steakhouses Raise \$374,000 for the Make-A-Wish Foundation

Morton's Restaurant Group, Inc. announced that its Morton's steakhouses raised \$374,000 for the Make-A-Wish Foundation through a yearlong campaign that was the single largest charitable initiative in Morton's 30-year history. Morton's campaign essentially tripled its original fundraising goal of \$125,000 to help the Make-A-Wish Foundation grant the wishes of more than 50 children with life-threatening medical conditions. The campaign was called "30 Wishes for 30 Years" in celebration of the 30th anniversary of the very first Morton's steakhouse, which Morton's co-founders Arnie Morton and Klaus Fritsch opened on State Street in Chicago in 1978.

In 2008, Morton's steakhouses across the United States held a series of special events and promotions to drive the success of the Make-A-Wish campaign. One highlight was Bidding for Wishes, silent auctions that were conducted at many Morton's steakhouses in the United States to raise almost \$105,000. This exciting event offered guests the chance to bid for rare 27-liter bottles of Charles Krug

Cabernet Sauvignon plus a Morton's Dinner in Your Home for Eight. Other events benefiting the Make-A-Wish Foundation included Charles Krug wine dinners, Chimay Belgian Ale tastings, golf outings and other special activities. The Company also donated \$5 to the Make-A-Wish Foundation for every sale of Morton's \$19.78 Prime Sirloin Burger entree on select Sundays during the year. As part of the charitable campaign, Morton's employees also volunteered more than 10,400 hours of their own time to support various local charities and community service organizations, as well as the Make-A-Wish Foundation, in a more personal way.

"With the generous support of Morton's valued guests and our nearly 5,000 dedicated employees, Morton's partnership with the Make-A-Wish Foundation in 2008 was a very meaningful way to celebrate Morton's three decades of fine dining excellence and our commitment to making a positive impact in the communities where our steakhouses operate," said Thomas J. Baldwin, Chairman, CEO and President of Morton's Restaurant Group, Inc.



Zep Launches ProVisions Line of Dish Detergents and Cleaners

Zep Inc. has introduced a new line of dishwashing detergents and food service equipment cleaners. ed for easy identification, and their clear use directions make them safer for employees to use. Zep also provides a range of employee training aids, in English and Spanish, to make the products easy to manage and to help food service operators promote employee safety.

The ProVisions line is ideal for food service facilities including supermarkets, bakeries, butcher shops, delis, taverns/bars, cafeterias, institutional kitchens, and restaurants. All products are packaged in containers that are sized just right for most food service facilities. Products are available in cases of four

1-gallon containers and 5-gallon pails, with some ready-to-use products also available in quarts.

Products in the ProVisions line are environmentally preferable, and all detergents used in their manufacture are biodegradable.

"Food service facilities are fast-paced environments with frequent employee turnover," says Blaine Morton, director of marketing and business development, Food, Zep Inc. "The ProVisions line makes it easy and intuitive for harried or new employees to spot the right product and follow its simple use instructions. We've also packaged these products in smaller containers that are easier to store in tight spaces."

LIFEWARE TEK LAUNCHES

Online Platform to Foodservice Industry

Lifeware TEK has announced the upcoming rollout of its premier online foodservice platform, i-COOK Professional. Offering restaurant operators vital, integrated features including recipe management, nutrition calculator and menu engineering and costing, i-COOK Professional provides the operator with a cost-efficient, easily accessible and user-friendly business solution.

Featuring online product catalogs, social networking, and real-time messaging, i-COOK Professional connects key foodservice stake-

holders by streamlining processes and creating a new channel for direct communication between manufacturers, distributors, operators and consumers. i-COOK Professional also includes promotional mechanisms, establishing a unique and dynamic direct network for foodservice marketers.

Continuous market research conducted with restaurant operators and constant dialog with leaders in the foodservice arena provided Lifeware TEK with valuable insights, driving much of the development

and providing the basis for many i-COOK Professional features.

According to Steve Kent, Lifeware TEK CEO, "Restaurant operators are facing a difficult economic climate. i-COOK Professional offers remarkable value as an affordable solution enabling operators to lower their costs and maximize both resources and profitability. Our goal is to add frequent feature enhancements to i-COOK Professional, focusing on business-building results for all foodservice stakeholders."

SKY BITES

AirTran Airways Launches Buy-On-Board Food

AirTran Airways, has begun offering Sky Bites, an inflight food sales service. The Sky Bites service is being offered in conjunction with AirTran Airways' standard inflight service in both Business Class and coach.

Sky Bites offers a la carte items, which range from \$1 to \$4, or combo packages ranging from \$4 to \$6 in price. A la carte selections include Kraft Foods snacks, such as Oreo Cakesters, Chips Ahoy! cookies, Nilla Wafers, Cheese Nips crackers and premium beverage options, including new selections such as glaceau smartwater(R) and FUZE(R) Slenderize Strawberry Melon; a Snack Box containing Wheat Thins crackers, Planters Smoked Almonds, Oreo cookies, Garden Veggie Cheese Spread and Sun-Maid Raisins. A variety of combo meals include a snack and a premium

beverage. Purchases of Sky Bites may be made with credit or debit cards.

"AirTran Airways is attentive to our customers' desires, and because our passengers have shown us that inflight food choices are important to them, we are happy to offer the best brands through Sky Bites on our flights," said Tad Hutcheson, vice president of marketing and sales for AirTran Airways. "Sky Bites is designed with the individual traveler in mind and will provide enough variety to ensure there are enough tasty options to satisfy everyone all at a very affordable price."

"We're thrilled to partner with AirTran Airways to bring passengers their favorite Kraft snacks as part of the new Sky Bites program," said John Blute, Vice President, Non-Commercial National Accounts for Kraft.

Gregory Richie Named Chef de Cuisine at Emeril's Tchoup Chop

Popular Chef Emeril Lagasse has named Gregory Richie to lead the kitchen at his Polynesian-Asian restaurant Emeril's Tchoup Chop as Chef de Cuisine. Emeril's Tchoup Chop is located at the Loews Royal Pacific Resort at Universal Orlando.

Lagasse takes his first-ever Asian concept to a new level with the inspired creations of Chef Richie - a veteran of popular fine dining establishments in Orlando, Hawaii, Georgia and South Carolina. Most recently, he was admired for his work at Roy's Restaurant, and was voted "Chef of the Year" by readers of Orlando Magazine in 2004.

"I created Tchoup Chop as a little escape that combines many of my favorite cuisines and spices from the Pacific islands and Southeast Asia," says Lagasse. "Chef Greg is on the leading edge of Hawaiian-style cooking and I'm happy to have him join the Tchoup Chop family."



■ CHEF GREGORY RICHIE



White Wedding Rocks the 'White' Castle!

PHOTOS: HOLLY COY

The lucky winners of "Ben and Kelly's White Wedding at a White Castle" contest - Rosemary Coones, 23, and Clinton Smith, 25, of Louisville, KY were married Saturday, February 14, Valentine's Day, at the White Castle located at First and Market (105 E. Market St.) in Louisville, KY. The couple had entered and won the "White Wedding" contest sponsored by the "Ben Davis and Kelly K Show" on Louisville radio station DJX 99.7 fm.

Clinton Smith described their selection as the winning couple as "a blessing." Clinton works nights at a warehouse so that Rosemary can attend classes during the day to become a nurse. They had originally planned to be married at the Otter Creek Park, but those plans fell through when Metro Louisville recently closed the park's facilities due to the city's budget shortfall.

Rosemary and Clinton received a 1.25 carat white gold wedding set for him and her from Gumer & Company jewelry valued at \$5,000; a fully-catered reception featuring White Castle's Silver Tray service; deluxe Valentine's Day overnight accommodations at the Galt House Hotel and Suites; a white limo; flowers; wedding photos; hair and make-up; and more.

Besides the unusual location, the wedding broke with other nuptial traditions. For one, the cake resembled a stack of White Castle burgers. And, instead of traditional wedding music, Epic recording artists "White Tie Affair" (as heard on the MTV's "The Hills") performed during the ceremony. Packets of salt and pepper were thrown at the cou-



A WHITE CASTLE White Wedding portrait of newlyweds Rosemary and Clinton Smith, married on Valentine's Day at the White Castle location at 105 E. Market St. in Louisville.

ple following the ceremony to "season their marriage."

The public was able to attend the ceremony and a reception that followed by making a donation for the YMCA's Safe Place of Louisville at the door.

"We wanted to increase the public's awareness of Safe Place and its services that help teens," said Judge Byer, who will be per-

forming the wedding ceremony and is also chair of the Board of Directors for Safe Place in Louisville. "The wedding at White Castle is a unique way to capture the public's attention," she added.

Safe Place Services also hosted a catered rehearsal dinner for the couple on Friday, February 13 at its headquarters on Crittenden Drive in Louisville.



WHITE CASTLE WEDDING PARTY - Clinton and Rosemary Smith pictured with friends, family members and White Castle restaurant's staff following their wedding Saturday, February 14.



GIANT BURGER WEDDING CAKE - Rosemary and Clinton cut into a slice of their White Castle 'burger' wedding cake.



HAPPY NEWLYWEDS Rosemary and Clinton Smith pictured with Eddie Smith, White Castle's Regional Director of Restaurant Operations for Louisville and Nashville.



CHECK PRESENTATION - Ed Moore, Kingsport, TN, Food City store manager and longtime Santa Train volunteer, pictured with Leigh Anne W. Hoover, author of the book *The Santa Train Tradition*, and Tom Hembree, Sr. Vice President of Marketing for Food City.

Food City Donates Over \$7,000 to Santa Train Scholarship

Throughout the previous holiday season, area Food City supermarkets featured the sale of a special children's book, entitled *The Santa Train Tradition*. Inspired by one of our region's most anticipated holiday traditions, the well-crafted children's book was written by local author Leigh Anne W. Hoover of Kingsport, TN and illustrated by Carol Bates Murray.

"We were thrilled when Leigh Anne asked us to participate in the project," said Tom Hembree, Senior Vice President of Marketing for Food City. "It gave our customers the opportunity to acquire a wonderful children's book and provide assistance to a very worthwhile cause at the same time."

"This is the first children's book about the Santa Train since it began in 1943," Kingsport Chamber President and CEO Miles Burdine said. "We had the utmost confidence that Leigh Anne would truly capture the heart and meaning behind the Santa Train."

The book, which retailed for \$11.99 was available in area Food City locations throughout the 2008 Holiday Season. Food City presented a check for the proceeds, which totaled \$7,352.41 to representatives of the Kingsport Chamber Foundation, on February 20, to benefit the Santa Train Scholarship.

"Food City is a locally owned and operated company. We live, work and educate our children in the areas where we operate. We're proud to have an opportunity to aid in the support of such a great tradition that benefits so many of our area children," said Steven C. Smith, Food City President/CEO.

The check presentation took place at the Eastman Road Food City, where Store Manager, Ed Moore is a long-time participant in the annual Santa Train project, arranging contributions of over \$150,000 in toys, candy and food each year.

"This generous presentation will go directly to your Kingsport Chamber's Santa Train Scholarship fund," said Burdine. "Each year a high school senior along the 110-mile route of the Santa Train is awarded a \$5,000 college scholarship and we are most appreciative to Food City and CSX for their tremendous support of this effort."

Months before the Santa Train leaves the station, Moore is busy collecting, separating and packing donated toys and gifts, which are shipped from all-across the country in preparation for the much anticipated event. The weekend before Thanksgiving the Santa Train, loaded with toys for children of all ages, begins its yearly 110 mile track from Kingsport, Tennessee, winding its way through the mountains of the Southern Appalachians before returning to Kingsport.

Children flood each stop anxiously awaiting the train's arrival. Happy smiles light the faces of the children as they receive their special toy or gift. By the journey's end, over 15 tons of toys, food and gifts are distributed throughout the states of Kentucky, Virginia and Tennessee.

"Seeing the children's faces light up as Santa distributes the gifts makes all of the work worth-while. The Santa Train seems to boost the Christmas spirit of everyone involved," says Moore.

Sara Lee and Clorox to Partner in Latin America

Sara Lee and Clorox have announced a partnership to launch in six Latin American countries new air freshener products under Clorox's Poett and Mistolin brands. Consumers in Argentina, Chile, Colombia, Peru, Uruguay and Venezuela will enjoy many of the products available elsewhere in the world under Sara Lee's Ambi Pur brand.

The commercial agreement encompasses Sara Lee electrical plug-ins, rim blocks and car air fresheners - a strategic fit with the instant air fresheners and laundry fragrances in Clorox's portfolio. The new products will further strengthen the Poett and Mistolin brands, which already hold top-two positions in almost every Latin American country where they compete.

"Partnering with The Clorox Company provides an exciting opportunity to expand our global reach in household products by entering the growing Latin American market," said Vincent Janssen, chief executive officer of Sara Lee's International Household & Body Care division. "It's a win-win for both companies, as it combines proven innovative products with great distribution and marketing expertise."

Schertle Named Weis Markets V.P. of Sales & Merchandising

Weis Markets announced that Kurt S. Schertle, a former Shopper's Food and Pharmacy Executive, has joined the company as Vice President of Sales and Merchandising.

In this position, Schertle will oversee and direct all aspects of the company's marketing, merchandising and advertising for the company's center store, perishable and pharmacy departments. He will have direct management oversight of each of these areas. He will also oversee advertising, procurement/private label, pricing and marketing.

Schertle replaces Wayne Bailey who has become the company's Vice President of Operational Ad-



KURT SCHERTLE

ministration.

Schertle has more than 20 years of food retailing experience, most-

ly with Shoppers Food and Pharmacy, which currently operates 63 stores in the Baltimore-Washington corridor. During his career, he has worked as a Store Manager, Director of Pricing, Director of Non-Foods, Vice President, Grocery and as Senior Vice President, Marketing and Merchandising.

Prior to joining the Company, he was President and Chief Operating Officer of Tree Top Kids, a specialty toy retailer.

Founded in 1912, Weis Markets is a Mid-Atlantic supermarket company. It currently operates 154 stores in five Mid-Atlantic States: Pennsylvania, Maryland, New Jersey, New York and West Virginia.

Nation's Driving Continues to Fall

Consecutive 14-Month Drop Tops 115 Billion Miles

With new data released recently, America's trend of declining driving continued into its second year with 3.8 billion fewer vehicle-miles traveled (VMT), or 1.6 percent less, in December 2008 compared to the same month a year earlier. "The nation's driving decline

is another indication of just how important the President's economic recovery plan is," said U.S. Transportation Secretary Ray LaHood.

The consecutive 14-month trend of declining driving - between November 2007 and December 2008 - now tops 115 billion VMT, compared to the same period a year earlier. As it has since the trend began, the decline in rural driving in December 2008 outpaced urban driving.

At 4.8 percent fewer VMT compared to December 2007, the

new data show the West - a bloc of 13 states - experienced the biggest decline. At 14.7 percent and 11.1 percent fewer VMT respectively, Oregon and Washington led the nation with the largest single-state declines that month which is due, in part, to unusually large snowfall.

Despite the overall national decline, 17 states posted slight increases - the first identified since August. Colorado led the nation in increased single-month travel, with 5.4 percent - or about 200 million VMT - more than in December 2007.

FMI LP Conference Reviews Shrink Reduction Practices



PEDRO RAMOS

Despite strong sales, increased food costs and inflation have contributed to the decrease in the grocery industry's median net profit. Another contributing factor is an increase in shrink as a percentage of sales. According to the Food Marketing Institute's (FMI) 2008 Loss Prevention and Security Report, shrink in supermarkets is up from 1.54% of sales to 2.3%.

FMI hosted their annual Loss Prevention Conference in San Diego from March 1-4. Among the presentations at the show, Pedro Ramos, former VP of LP for Pathmark and current VP of Operations for Agilence spoke about

loss prevention basics including best practices in shrink reduction.

According to FMI data, the biggest source of shrink is associate theft - accounting for 38% of all shrink. Other sources of shrink include shoplifting and vendor theft.

A majority of employee theft takes place at the front end of a store, with 64% of employee theft involving a POS terminal. Ramos outlined the basic principles in dealing with employee theft:

- Create a culture of awareness
- Be fair in policy implementation
- Identify problems early
- React accordingly
- Strong action is a great deterrent
- Don't send mixed messages

Ramos recommends a loss prevention program design that takes a top down approach including following the numbers and trusting your instincts. He suggests getting involved in the entire operation and "thinking business first with an LP twist."

During the presentation, Ramos emphasized that employees are the key to success. "Hire them right, train them right, treat them right." A significant portion of "hiring them right" stems from prescreening potential employees through background checks and testing as well as working with HR and operators on training, policies and procedures.

According to Ramos, the "biggest bang for the buck" in combating shrink stems from training and awareness, business intelligence tools, CCTV deployment and comprehensive financial audits.

PRESIDENT AND COO MARK MEYER TO RETIRE

Advantage Sales Announces Transition in Leadership

Advantage Sales and Marketing, LLC (ASM) has announced a change in its executive leadership with the retirement of President and Chief Operating Officer Mark Meyer later this year. Meyer will spend the next several months transitioning his responsibilities to Chief Strategy Officer, Chris Olivier, who has been named President of Sales.

"Mark has built a first-class client and customer-focused organization at ASM," said Sonny King, ASM's Chairman and Chief Executive Officer. "His dedication and service to ASM has been invaluable. He retires from ASM with a reputation for excellence in our industry and I thank him for his outstanding contributions over the years."

Meyer has more than 30 years experience in the sales and marketing industry. While at ASM, he was responsible for leading the client services team. He also founded Central Marketing, Inc., a former ASM member company and part of the company's consolidation in 2003.

"Thank you to all our clients, customers and associates who I've had the privilege of working with over the years," said Meyer. "I will miss ASM and the people who make it truly a great organization."

"Chris' strategic vision for ASM has been a tremendous asset for our organization," said King. "This is a critical time for ASM as we find new ways to grow our business with an intense focus on the needs of our clients and customers, and Chris will help lead the way in this new role."

Olivier joined ASM in July 2008. Prior to joining ASM, Olivier served as Chief Executive Officer for more than seven years at The Smollan Group, one of the largest sales and marketing agencies with operations in South Africa, China and India. He has more than 17 years of retail and consumer packaged goods experience. He holds a bachelor's degree and an MBA from the University of South Africa.

"I am very excited about the opportunity," said Olivier. "Advantage Sales and Marketing is endowed with a blue-chip client base, substantial customer relationships and great people. I am fortunate to have such a quality foundation to build upon. I thank Mark for his contributions to ASM and the industry throughout his career."



CHRIS OLIVIER



MARK MEYER



SONNY KING

Alabama Grocers Association Launches New Website

The Alabama Grocers Association has announced the launching of a new website called "http://www.EatAtHomeAlabama.com". This website was created as a tool for consumers to learn how to save money, eat healthier, safely prepare and store foods, discover the joys and benefits of eating at home and to promote the grocery industry in the state of Alabama.

On this site there are topics on: Why eat at home; Ways to save money; All about coupons; Recipes to feed a family of four for around \$20; a list of Alabama products; a chart on when fruits and vegetables are in season; Recall information; and a food safety section with tips on storing food in your refrigerator and freezer as well as tips on keeping

COMING EVENTS

MARCH

18-20

THE AMERICAN WHOLESALE MARKETERS ASSOCIATION (AWMA) - Real Deal Expo, Las Vegas Hilton, Las Vegas, NV. To learn more, call: 1-800-482-2962

APRIL

16

GEORGIA FOOD INDUSTRY ASSN. 14th Annual "Swinging for Scholars," 2009 GFIEF Scholarship Classic Golf Tournament - Chateau Elan, Braselton, GA. To learn more, call: 770-438-7744.

20-22

NATIONAL GROCERS ASSOCIATION at Supercenter Share Group, Little Rock, Arkansas (members only event). For more information, call: 703-516-0700.

MAY

4-6

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

JULY

15-19

GFIA SUMMER BLOCKBUSTER! ANNUAL CONVENTION at Sandestin Golf & Beach Resort, Destin, FL. To learn more, call: 770-438-7744.

OCTOBER

20-23

NACS SHOW in Las Vegas Convention Center, Las Vegas, NV. To learn more, call: 877-684-3600.

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

Freedom of Choice Mahatma WaterMaid

America's Favorite Rice Brands!

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



Riviana

GROWN IN THE USA
RICE