

TODAY'S GROCER

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Kraft Advances Sustainability Agenda

Kraft Foods has reached two important achievements that progress sustainability within its agricultural supply chain. Last year, the company increased its year-over-year purchase of coffee beans from Rainforest Alliance Certified™ farms by 50 percent, bringing the total to nearly 30,000 metric tons — once again making Kraft Foods the world's largest buyer of coffee from Rainforest Alliance Certified™ farms. In February, Kraft Foods and other industry, government and non-governmental partners joined with the Bill & Melinda Gates Foundation and announced the launch of a comprehensive program that will invest \$90 million over five years to advance the sustainable production of cocoa and cashews in Africa.

"These are two excellent examples of the progress we're making in advancing the sustainable sourcing of our agricultural commodities," said Steve Yucknut, Vice President, Sustainability. "This is a journey and we still have work to do, but expanding our sourcing of beans from

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Sedano's Helping Associates Fight the Recession

Hourly Employees to Receive a Monthly Gift Card

As the economic downturn continues to affect the nation, Sedano's Supermarkets, announced that it will make a monthly \$30 gift card donation to all of its hourly employees. The Sedano's Employee Stimulus Plan will benefit more than 2,600 employees and last until December 2009. The donation totals to more than half a million dollars worth of gift cards.

"The recession has affected everyone, including our employees," said Agustin Herrán, CEO of Sedano's Supermarkets. "We want to help our Sedano's family members through these difficult econom-

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AMERICAN SUCCESS STORY



1,000th Store in U.S. Opens

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■ David McClurg, NY Apple Association, and Katalin Coburn, Sunland, Inc., hand out samples of that perfect pairing - apples and peanut butter.

America's Peanut Farmers Work to Rebuild Trust

Grand Central Terminal Hosts Growers, Product Sampling

MEMBERS of the National Peanut Board set up shop in Vanderbilt Hall in New York City's Grand Central Terminal March 4 and 5 to meet consumers, answer questions and give away samples of peanuts, peanut butter and other peanut items. The event kicked off the farmers' efforts nationally to rebuild consumer confidence in products made with the crops they grow.

"No one is more deeply disturbed by the recent salmonella crisis than the thousands of USA peanut farmers and their families," said Roger Neitsch, Texas peanut farmer and chairman of the National Peanut Board - the research and promotion board funded by peanut growers. "We may be peanut farmers, but we also are fathers, mothers, sons and daughters - and consumers. So we understand and share the concerns being experienced these days by families across America."

Manufacturers of some of those unaffected products - including Hampton Farms, Mars Snackfood US, MoonPie, Peanut Butter & Co., Planters, Smithfield Foods/The



■ Celebrity TV Chef Michael Symon and Olympic Gold Medal Winning Cyclist Kristin Armstrong sign autographs for the crowd at the National Peanut Board's Energy Central.



■ Raffaella Marie Fenn, president and managing director of the National Peanut Board, and NPB chairman and Texas peanut farmer Roger Neitsch present the Food Bank For New York City's Carlos Rodriguez with \$5,000 and announce the industry's commitment to support FBFNYC with donations of product.

Peanut Shop of Williamsburg, Snyder's of Hanover and Sunland, Inc. - joined the farmers in Grand

Central Terminal where they, along with New York Apple, provided samples to visitors.

Scott Harrison Promoted to Chief Information Officer at Delhaize Group

SCOTT HARRISON, Food Lion LLC's senior vice president of Technology, and Efficiency and Chief Information Officer (CIO) has been promoted to the newly created position of CIO for Delhaize Group U.S. Delhaize Group is the parent company of Food Lion LLC, Hannaford and Sweetbay.

In his new role, Harrison will work closely with Delhaize Group's U.S.-based companies - Food Lion LLC, Hannaford and Sweetbay - to ensure the fulfillment of the company's IT strategic and operational needs. He will also oversee IT Shared Services, which includes Supply Chain Solutions and IT Infrastructure for Delhaize's U.S. companies. He will report to Terry Morgan, Global CIO for Delhaize Group.

"We are pleased to have a leader with Scott's strengths heading this initiative for Delhaize Group," said Morgan. "Scott has an unmatched depth and breadth of knowledge about the supermarket business. We look forward to leveraging his expertise in technology to develop innovative systems and solutions to benefit the entire Delhaize Group infrastructure."

Harrison is a veteran of the supermarket industry, beginning his career at Hannaford in 1982 with roles in retail, procurement and cost management. He joined Food Lion LLC in 2000 and was promoted to his senior vice president role in 2007.

Harrison holds a Bachelor's degree in Management from Thomas College in Waterville, Maine. He and his wife Jennifer have two children and reside in Davidson, NC.



■ SCOTT HARRISON



■ WHITE HOUSE EASTER EGG ROLL The nation's egg farmers delighted thousands of children and their parents by providing 13,500 dyed eggs for the 2009 White House Easter Egg Roll.

America's Egg Farmers Participate in Annual White House Easter Egg Roll

Donates 13,500 Colorful, Rolling Eggs

THE NATION'S egg farmers delighted thousands of children and their parents by providing 13,500 dyed eggs for the 2009 White House Easter Egg Roll. A tradition for more than 130 years, the event brought together families to hunt for and race Easter Eggs on the White House Lawn and visit with the Easter Bunny.

In addition to supplying the egg-citing event's most important ingredient - eggs - the American Egg Board's Howard Helmer, the Guinness World Records "World's Fastest Omelet Maker," demonstrated his legendary 40-second omelet and share tips for easy and healthy breakfast meals.

"This was the 32nd year that the American Egg Board has participated in the Easter Egg Roll, and with the new administration," said Joanne Ivy, president and CEO for the American Egg Board. "The 2009 White House Easter Egg Roll theme of 'Let's go play' works well with the American Egg Board's mission to encourage kids to be as incredible as they can be - maybe even become President - by exercising their minds and bodies and eating healthy."

The White House opened the South Lawn on Monday, April 13, to more families than ever before. Children ages 10 and under, along with their families, enjoyed sports, cooking classes, live musical performances, storytelling and the legendary Easter Egg Roll.

March Retail Sales Disappoint

SEVERAL months of stronger-than-expected retail sales provided hope that the industry was poised to bounce back, but March retail sales demonstrate that the industry is continuing to struggle. According to the National Retail Federation, retail industry sales for March (which exclude automobiles, gas stations, and restaurants) decreased 0.6 percent seasonally adjusted from February and dropped 3.7 percent unadjusted over last year.

March retail sales released by the U.S. Commerce Department show total retail sales (which include non-

general merchandise categories such as autos, gasoline stations and restaurants) decreased 1.1 percent seasonally adjusted over February and decreased 10.6 percent unadjusted year-over-year. Retail industry sales for February were revised upward, increasing 0.3 percent instead of dipping 0.1 percent as originally reported.

"A chilly start to spring and a late Easter combined for dreary March sales," said Rosalind Wells, Chief Economist for NRF. "To compensate for the Easter shift, retailers typically look at March and April together to get a better look at how

their stores performed. Easter should give a much-needed boost to April sales."

One of the only bright spots in March came from health and personal care stores, whose sales increased 0.4 percent seasonally adjusted over last month and 3.5 percent unadjusted over last year. Food and beverage stores sales also increased 0.5 percent seasonally adjusted month-to-month but decreased 1.8 percent unadjusted year-over-year.

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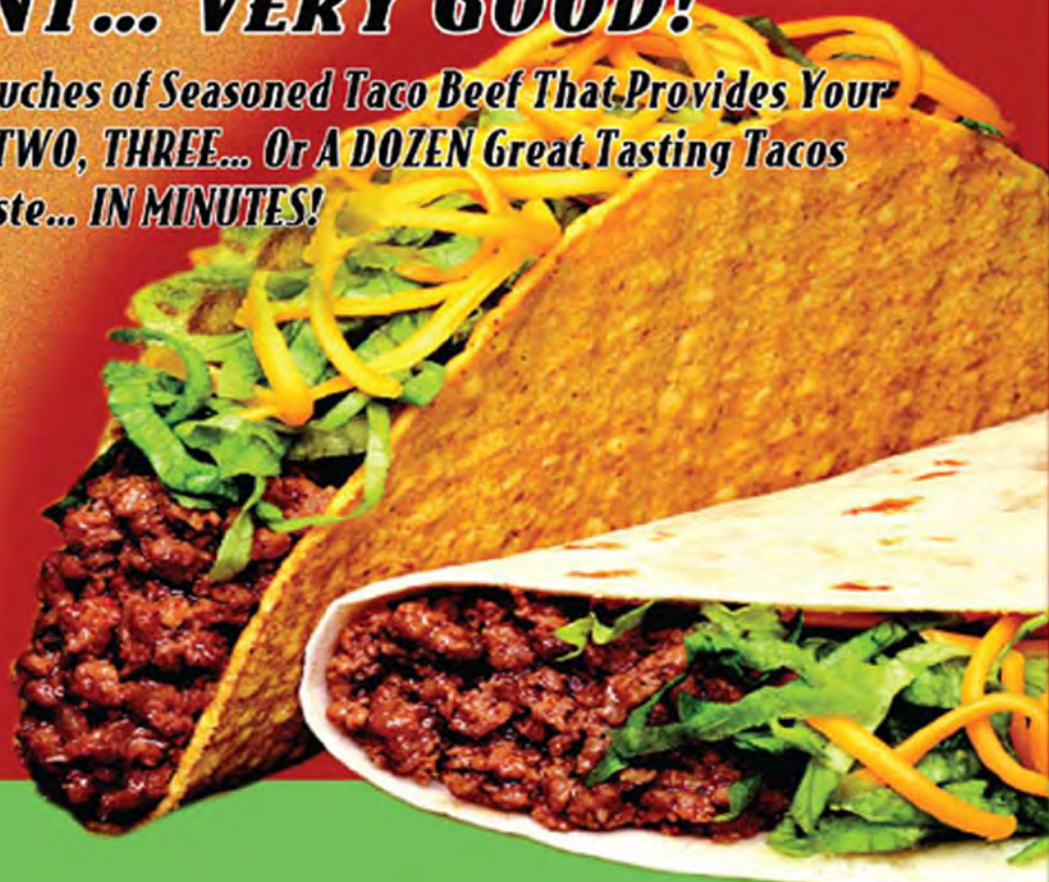
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■ NASCAR Wife

Kim Burton Teams Up With Libby's Vegetables

Mom-On-The-Go Embarks on NASCAR Road Tour

KIM BURTON, wife of NASCAR driver Jeff Burton, is partnering with Libby's Vegetables to encourage moms to connect with each other and share their winning solutions for getting back to the dinner table during these economic times. Burton will be on-site at the Libby's Get Back to the Table tent at four major speedways - Dallas/ Ft. Worth, Phoenix, Charlotte and Dover - sharing her winning solutions and connecting with fellow moms.

According to a recent USA Today/Gallup Poll, more than 80 percent of families are cutting back on dining out and reducing out-of-house entertainment altogether, demonstrating that families nationwide are resorting to ingenuity to stay connected and keep family time fun.

"Family mealtime is an integral part of my family's daily routine, but with horseback riding lessons, quarter midjet racing and weekends at the track, it can be a challenge," commented Burton. "My winning solution for making mealtime a reality is keeping meals simple - whether it's letting the slow cooker do the work or patching together a recipe with ingredients from the pantry. I'm excited to partner with Libby's Vegetables to encourage moms across the country to help each other by sharing their winning solutions."

Families can visit their local NASCAR race track in Dallas/ Ft. Worth, Phoenix, Charlotte and Dover or submit their winning solutions online at GetBacktotheTable.com. The best tips and suggestions will be featured in Libby's "Table Talk Guide", which will launch this September during Get Back to the Table month.

"We're partnering with Kim Burton to continue Libby's tradition of underlining the value of family dinners," explained Bruce Wolcott, Vice President of Marketing at Seneca Foods, Libby's Vegetables parent company. "Kim is a loving, modern, on-the-go mom who strives to make time for her family and her community. We are very inspired by her dedication to her family and know that she can help encourage families nationwide to make dinner time a cherished part of their daily schedule."



■ NASCAR Wife Kim Burton Teams Up With Libby's Vegetables to Celebrate Victory at the Dinner Table.



Hellmann's Helps Build The Perfect Sandwich For Any Occasion

Celebrity Chef Bobby Flay Teams Up to Get America Thinking Between The Bread

HELLMANN'S® and Best Foods® Mayonnaise is helping America take the tried-and-true sandwich from standby to celebrated standout by building the perfect sandwich for any occasion, mood or personality. Sandwiches have always been a staple of the brown bag lunch but now they are an even more important mealtime main course as families look to do more with less. Simply made sandwiches with Hellmann's or Best Foods Mayonnaise not only provide a flavorful, satisfying meal option but they are also a great value.

Hellmann's and Best Foods Mayonnaise has kicked off the second year of its partnership with

critically acclaimed chef, restaurateur, author and TV personality Bobby Flay to create The Build the Perfect Sandwich program. The partnership commenced in 2008 as part of an ongoing effort to provide real families with Real Food, which is unpretentious and simply made with good, simple ingredients. It doesn't get more simple than Hellmann's Real Ingredients of eggs, oil and vinegar.

An interactive Web site "http://www.BuildThePerfectSandwich.com" features a series of video segments that highlight members of a live studio audience challenging Bobby Flay with various occasions for on-the-spot sandwich creations.

"I honestly believe there is a perfect sandwich for everyone; taking into account the occasion, your current mood, and even your personality is the first step towards figuring it out. There are endless textures and flavors that can be used to make a sandwich a truly delicious meal," says Bobby. "I want to show people how to make great-tasting sandwich-

es they can feel good about preparing for themselves and their families. The content on this Web site captures the appeal of the sandwich, providing viewers with 'cook along' instruction and tips that will enhance their sandwich-creation skills."

The creative new site houses tips, recipes, sweepstakes information, games, and even a "sandwich recommender," which requires visitors to answer six simple questions that measure current mood, habits and what's happening in their lives.

"We know that Americans crave Real Food and you can't get more 'real' than preparing a simple, delicious sandwich for one's family," said James Fish, Senior Brand Manager, Hellmann's and Best Foods. "We like to think of Hellmann's as the 'sandwich authority' so it just made sense to join forces with a celebrated chef such as Bobby Flay to help America Build the Perfect Sandwich. Bobby brings a level of expertise that people admire while being real and relatable."

■ Hormel Mary Kitchen Hash



American Classic Celebrates a Birthday

RECENTLY, Hormel Foods reported a strong increase in sales for their grocery product segment in the last quarter. As those comfort foods and items like Spam are moving off supermarket shelves, Hormel® Mary Kitchen® hash has more to celebrate than just great sales. This timeless brand celebrates its 60th anniversary this year, proof of its staying power as a beloved staple at American dining tables.

Hormel Mary Kitchen hash has seen hungry Americans through five wars, 12 Presidents and more than 66,000 meals. Millions of cans have been sold in the U.S. since 1949, the year it was brought to market as the first nationally distributed hash brand. Sixty years later, Hormel Mary Kitchen hash is still breaking sales records quarter after quarter, proving that it remains a favorite among families throughout the country.

Hormel Mary Kitchen hash is a blend of tender meat with firm potatoes and a touch of bold seasonings offered in three mouth-watering varieties: Roast Beef, Corned Beef and Reduced Fat Corned Beef. Today, Mary Kitchen hash is still a staple on many grocery lists.

To celebrate the 60th anniversary, Hormel Foods is releasing limited edition 60th anniversary packaging which includes the first-ever image of the famous "Mary Kitchen." They're also promoting both retro and modern recipes on-pack.

■ "Own Brands"

A&P Expands Private Label Grocery Program

SINCE 1859, the Great Atlantic & Pacific Tea Company, (A&P) has expanded its private label offerings to meet the needs of its customers. The expansive private label program, headlined by the company's popular America's Choice brand, will feature 10 premium, specialty and national equivalent brands, offering more than 2,500 high-quality, value-conscious food and other grocery products.

In addition to America's Choice, the 2009 "Own Brands" private label line-up includes such brands as Green Way, Hartford Reserve, Via Roma, Market Spa, Live Better, Preferred Pet and Smart Price, among others. Throughout 2009, A&P will be rolling out full-line launches for each brand, which will be available across all banner stores, including A&P, Pathmark, SuperFresh, Waldbaum's, The Food Emporium and Food Basics.

As part of the "Own Brands" private label grocery program, A&P will present one of the most diverse lines of products and goods available in the supermarket industry today, featuring brands that offer fresh and gourmet foods, organic and eco-friendly products, personal care, healthcare and pet care related goods.

"The launch of A&P's 'Own Brands' private label program comes at a crucial time, as consumers battle through the recession and are in need of the highest quality products at the best values," said Jennifer MacLeod, SVP, Marketing and Communications. "A&P has been at the forefront of private label grocery products for a very long time and through 'Own Brands' we reaffirm our commitment to offering a breadth of brands and products that cater to every shopper's needs."



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8 **Produce**

Tofurky Introduces New Re-Sealable Packaging

Features Consumer and Earth Friendly Packaging

TURTLE ISLAND FOODS, makers of the Tofurky brand of meat alternatives is introducing new re-sealable packaging for the company's sausage line. The new packaging will be the first vegetarian product in the United States to be sold in an earth friendly packaging design.

The environmentally-friendly new packages will not only reduce Tofurky's carbon footprint as a manufacturer, but eliminate the need among consumers to use their own plastic or

cellophane to seal unfinished products for later consumption. The company estimates switching to this form of packaging will decrease green house gas emissions due to shipping by more than 90%.

Tofurky offers three varieties of meatless sausage products: Kielbasa, Beer Brats and Italian Sausages with Sun Dried Tomato and Basil. Unlike the smaller dogs on the street, these sausages aren't made from soy powders or concentrates but with real tofu, at long last giving vegetarians a range of delicious products they can sizzle on an outdoor grill.

"Turtle Island has a long history of supporting the environment and we're very pleased

to reinforce that commitment by offering our best-selling sausages in more conservation-friendly, re-sealable packages," commented Seth Tibbott, Founder of Turtle Island Foods. "The need for companies to produce products in more environmentally friendly pack-

aging is only going to increase. This is not a fad, it's the wave of the future."

Tofurky sausages are sold in the Produce/Soy section of mainstream supermarkets and in the perishable deli/soy case in natural food stores.



Guest Editorial



Lemon "Crisis" Benefits Both Bottlers and Consumers

By: **ADRIANA KAHANE**



ADRIANA KAHANE
Founder/CEO
Dream Foods Int'l.

MACROECONOMIC factors have shifted consumer behavior, and boosted our sales during a period when many companies have seen sales decline. Last year harsh weather conditions in key lemon growing areas decimated the world's supply of lemons. Freezing weather in California and Argentina, extreme heat in Turkey, and draught conditions in Spain and Australia decreased the international fresh lemon supply by approximately 30%. This worldwide lemon "crisis" was probably the best thing to happen to Dream Foods International since we began importing citrus varietal juices from Sicily back in 2001.

Last summer, as the price of fresh lemons soared to upwards of \$1.49 in mainstream supermarkets, there was a dramatic shift in the buying habits of consumers towards bottled lemon juice. However, with 66% of the world's lemon supply going to the fresh mar-

ket, a number of lemon juice providers found themselves with serious stock issues. Two suppliers stopped shipping lemon juice to Canada all together. This is when the opportunity arose for Dream Foods to focus our sales efforts on our one-liter bottle of Italian Volcano® Lemon Juice, and our Volcano Lemon Burst®, plastic squeeze bottles made with organic lemon juice. Our competitors were neglecting their largest accounts and the door was open for the Italian Volcano® Lemon Juice and Volcano Lemon Burst® to fill the void. Costco, Safeway Canada, and most recently the United States Military's Defense Commissary Agency became accounts due to shortages from other suppliers. Our 2008 sales increased 80% over 2007.

The increase in retail prices of fresh lemons occurred just when the recession was starting to take hold. In produce departments around the country, consumers began switching from fresh lemons to lemon juice. A bottle of Italian Volcano® Lemon Juice contains the juice of 40 organic Sicilian lemons and has a suggested retail price of \$6.99. To buy this many lemons on the fresh market at the peak of the shortage would have cost a consumer \$60! Similarly, our 200 ml Volcano Lemon Burst® which contains the equivalent juice of 8 lemons for a suggested retail price of \$2.49 and our 100 ml Volcano Lemon Burst® which contains the juice of 4 lemons for a suggested retail price of \$1.49 could save the consumer \$9.50 and \$4.50 respectively!

But it wasn't only value customers wanted. Taste proved to be very important. Consumers were trading "down" into a premium organic, great-tasting product. As lemon prices have leveled off, we have found that consumers are still buying our products. Although many consumers have pre-conceived ideas about the juice that comes from a plastic squeeze bottle, the Volcano® Brand products do not contain the strong tasting preservatives of the other brands. As people began using our juices in order to save money, we found that they continued to use the products even after prices fell because of the great taste.

Once consumers tried our products they have changed their opinions about bottled lemon juices. Thanks to some bad weather, high quality lemon juice sales have benefited.





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10 Meat

Americans Give Their Moms Better Grades at Selecting, Preparing Meat

MORE and more Americans are interested in eating at home during these tough economic times, but more than half (52 percent) of the people surveyed in a new poll admit they aren't as good as their moms when it comes to selecting and preparing meats.

Only 27 percent said their skills in selecting and preparing meat are as good as their mothers'. Only one in five (21 percent) dare to say they're actually better. Interestingly, Young America has a steeper learning curve. Nearly a quarter (23 percent) of Americans ages 35 and older claim to be better than their mothers at selecting and preparing meats, compared to 17 percent of their younger counterparts.

With these findings in mind, the American Meat Institute (AMI) has released a free new consumer brochure called "A Consumer's Guide to the Meat Case" aimed at demystifying how to select and prepare the 150 different cuts of fresh beef, pork, lamb and veal available in today's abundant meat case. The guide, designed to be carried in a purse or pocket, contains convenient grids depicting each cut, its regional and fanciful name and the cooking methods that can be used to prepare it.

The guide also describes dry heat cooking, like roasting and grilling; moist heat cooking, like simmering and slow cooking; and combination cooking, which uses both techniques.

"Meat is a delicious and nutritious part of a healthy balanced diet, offering a huge nutrition return for every calorie consumed," said AMI Senior Vice President of Public Affairs Janet Riley. "We hope this free guide will help consumers select meat confidently and prepare these cuts so they will be satisfying and enjoyable."

"A Consumer's Guide to the Meat Case" may be downloaded at "<http://www.MeatMattersInfo.org>" Consumers also may send a self-addressed, stamped, business sized envelope to: Guide to the Meat Case, AMI, 1150 Connecticut Ave, Suite 1200, Washington, DC, 20036.



New Sausage Has the Health Benefits of Bison and the Flavor You Crave

THANKS to their natural sustainability and unique health benefits, Kentucky Bison Company products have been making their way onto fine dining menus across the region. New to the catalog of offerings is a product that is perfect for the home cook and the gourmet chef—bison breakfast sausage! The sausage retails for \$5.30 per pound and has 2.42 grams of fat per 100 grams of sausage, as compared to 28.4 grams for 100 grams of typical pork sausage. This new breakfast sausage is available in loose form and is great for all kinds of dishes including frittatas, omelets and breakfast wraps.

Kentucky Bison Company meat is available throughout the Louisville, Lexington and Nashville regions at restaurants and specialty markets. Kentucky Bison Company raises bison on Woodland Farm in Goshen, Kentucky and processes the meat at its own USDA-approved facility.

Frozen Foods



Applegate Farms Debuts Antibiotic-Free Breaded Chicken Patties

APPLEGATE FARMS, a leading purveyor of organic and natural meats and cheeses, announces the launch of new Antibiotic-Free Chicken Patties. The chicken patties, which join the company's popular and rapidly growing line of breaded chicken offerings, are available in packages of four and come frozen, fully-cooked and ready to heat. As with all Applegate Farms products, the new Chicken Patties meet the company's strict quality standards, and contain no antibiotics, artificial growth hormones, fillers, and preservatives.

"Our all-natural breaded chicken line has grown by 20% over the past year, telling us there is a growing segment of

customers who are looking for healthier versions of these classic favorites," said Applegate Farms Founder/CEO Steve McDonnell. "With our new Antibiotic-Free Chicken Patties, as with all of our products, we strive to deliver the best possible taste with the best possible quality."

Cooking up crispy and delicious, the chicken patties deliver classic flavor without the fillers or additives found in conventional patties. They are an easy and convenient alternative to a burger when served on a bun with lettuce and tomato, without the fast-food guilt. Applegate Farms' new Antibiotic-Free Chicken Patties come in 12oz packages of four and retail for \$6.99.

New Super-Premium Starbucks Ice Cream Line Debuts

STARBUCKS Coffee Company and Unilever have unveiled a super-premium ice cream line inspired by some of consumers' favorite Starbucks® beverages. Starbucks ice cream is rolling into grocers nationwide, and will gain significant distribution in convenience stores and other mass retailers by early spring.

Created by culinary experts and food developers from both companies, Starbucks ice cream is made with high-quality, all-natural ingredients. In addition, the farmers who supply its dairy content pledge not to treat their cows with rBGH.

Starbucks beverage flavors were selected for the line based on their popularity among consumers and their ability to complement the richness of super-premium ice cream. The line's packaging design mirrors that of the iconic Starbucks cup, which is served at more than 11,500 Starbucks stores across the U.S.

"We want consumers to enjoy the Starbucks Experience on their terms — in our stores, on the go or at home, through a variety of food and beverage offerings," said John Culver, president, Starbucks Global Consumer Products, Starbucks Foodservice and Seattle's Best



Coffee. "We're pleased to introduce the new Starbucks ice cream line in collaboration with a partner that shares our passion for innovation and our core values."

Tapping into its cadre of ice cream experts, Unilever leveraged research and development teams behind brands like Ben & Jerry's®, Breyers® and Good Humor® to produce Starbucks ice cream. The company is also utilizing its specialized sales force, retailer relationships and deep marketing expertise to support distribution. The

launch will be promoted through an integrated marketing campaign.

"We are proud to add Starbucks ice cream to our portfolio of popular ice cream brands," said John LeBoutillier, Unilever SVP of Foods USA. "This product takes one of life's most enduring pleasures — eating ice cream — and marries it with one of consumers' favorite brands to create an unparalleled experience." Flavors available by the pint include:

- **CARAMEL MACCHIATO** — swirled Coffee and Vanilla ice creams with ribbons of gold-

en caramel

- **MOCHA FRAPPUCCINO**® — swirled Coffee and Chocolate ice creams
 - **JAVA CHIP FRAPPUCCINO**® — Coffee ice cream with dark chocolate chunks
 - **COFFEE** — swirled Coffee and Espresso ice creams
- Novelty bar flavors offered at convenience stores include:
- **MOCHA** — swirled Coffee and Chocolate ice creams dipped in milk chocolate
 - **COFFEE** — Coffee ice cream dipped in milk chocolate

In addition, Java Chip Frappuccino ice cream is available in a single-serve cup.

Suggested retail pricing is as follows:

- Pints — \$3.99
- Coffee and Mocha novelty bars — \$2.49
- Java Chip Frappuccino single-serve cup (3.6 f.l. oz.) — \$1.29

The new Starbucks ice cream line is the result of an exclusive licensing agreement between Starbucks and Unilever for the product's manufacturing, marketing and distribution.

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12 Grocery



Bluegrass Soy Sauce

First American Made Artisan Soy Sauce



BLUEGRASS Soy Sauce, launched in 2008, is the first American-made artisan soy sauce, and since being featured in *The New York Times*, *Food and Wine* and on *Martha Stewart Radio*, it has been in demand by both chefs and home cooks. The company recently added over 50 Whole Foods stores in the northern California and mid-Atlantic regions to its distribution. I thought that with all the recent interest, you would want to learn about the product!

Bluegrass Soy Sauce is a labor of love for company president Matt Jamie, who spent three years researching and perfecting his method of production.

He uses the natural resources of Bourbon Country, including Kentucky-grown soybeans and wheat and limestone filtered water, to make a product with complex flavor. Additionally, he makes use of the byproducts of Kentucky's bourbon craft by fermenting and aging the sauce in spent bourbon barrels. Each bottle of Bluegrass Soy Sauce is hand-labeled with the batch and barrel number.

Cheetos Goes Big Time

Nationwide Launch of Giant Cheetos Snacks

FRITO-LAY'S Cheetos brand announced the launch of one of the biggest innovations to ever come out of the snack food industry - Giant Cheetos snacks. Created by Chester Cheetah and the Cheetos development team, Giant Cheetos provide the great cheesy taste consumers love, but are roughly the size of golf balls and stand as the perfect expression of the brand's playful personality. Available nationwide in Cheese and Flamin' Hot flavors, the brand anticipates the over-sized snack sensation to be a two-bite-per-cheesy-ball experience for the average consumer, while recognizing that more-evolved snackers, or "big mouths," will be able to enjoy them in a single chomp.

Giant Cheetos will be supported by a fully-integrated marketing campaign including print and television advertising as well as product sampling and in-store merchandising. They are now available nationwide in two different snacking varieties - Cheese and Flamin' Hot - for \$2.89 per bag (7.75 oz) and a smaller single-serve sleeve of five balls (0.635 oz) for \$0.59. Each five-count sleeve contains only 80 calories.



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14 Guest Editorial

What Women Want: 5 Easy Steps to Increase Your Sales

By: **DR. RHONDA SAVAGE**

FROM Mel Gibson's starring role in "What Women Want" to Dr. John Gray's book "Men are From Mars, Women are From Venus," the messages have been cut there for a long time. Communicating effectively with women is an art, and it will do two things for your business: First, she'll follow your recommendations and buy from you; and more importantly, she'll be the best marketing tool you could ever implement. Remember this phrase: "What women buy, they sell!" Treat her exceptionally well and you'll earn her loyalty and referrals.

Connecting with your female customers may be more important now than in the past. Economic hardship has changed the way consumers are spending their dollars. Those businesses that have not had to constantly worry about marketing or sales previously are finding themselves in a new world.

Women control the majority of spending in their households; they purchase the majority of new cars, computers and home electronics! With \$2 trillion dollars of earnings and a \$3 trillion dollars of spending, you need to consider your female client.

How is your female customer different in the decision-making process than a male? Both are looking for a combination of knowledge and trust, yet men and women develop trust in different ways. Men make decisions based on few facts and tend to take action independently. Women need more information up front and tend to be slower to make a decision. She needs to process the information and feel like she's been listened to; she'll want to ask her friends and family about their opinions. Most importantly, if you want to increase your sales to women, you need to sharpen your listening skills. If you want to increase your sales among female buyers, consider the following five things:

1. Listening skills

Women are much more sensitive to your tone of voice than a male customer. If you're stressed and tense, your words can unknowingly become clipped, curt and short. Your female client will tune into your tone and judge your business negatively because of the way you talk to your employees or other customers. This is called "anti-marketing."

Women are more sensitive to eye contact, body language and gestures. Women need sustained eye contact more than men; usu-



ally 20-30 seconds at least to feel you're listening to her.

Focus on her during your presentation. Listen with your eyes, body language and tone of voice. Listen to her story. If you're busy looking at paperwork, she will feel you're not listening and will not give you her trust. Direct your conversation toward her, but be sure to ask her spouse or significant other about any concerns she or he may have. As she tells you her story, she'll be giving you clues to her concerns, to her wants, her goals, and her desires.

Answer all her questions, no matter how trivial they seem. When she's all done asking questions, she may need to think things over and call you back, or come back in to ask more questions. It's important she not sense you're stressed for time.

When you present your information, don't use a canned presentation. Customize the sale to her needs and communicate with her how she would like to be communicated with: If she needs a lot of information, give it to her. If she wants very few facts, deliver your answers to her questions and wait for more.

2. Image is everything

Women are detailed oriented. From the very first phone call, she needs to connect and for you to make her feel special. You cannot ever redo a bad first impression. If you have a store location, the front office area needs to be warm, inviting clean and neat. Your team needs to wear professional clothing. Women notice details! Look at the women's restroom: It should be HER restroom. The appearance should be not only neat and clean, but up-to-date with the décor and decorated with a woman in mind.

3. Don't put down the competition

When communicating with women, it's important to remain neutral when discussing your competitor. Never speak badly about another business. Instead, talk about the benefits of your products and how they will best suit her needs. Talk about your products with a positive focus on how they will meet the needs of her family. Women often have two main passions: her family and making the world a better place. How will your product save her family money? Keep them safer? Protect the environment?

In addition to remaining neutral and focusing on positive attributes of your product, be certain to display your credentials. Your female buyer will look at your diplomas, certificates, honors, but she won't want you to "tout" them. You can refer to a safety award, but don't brag on it!

4. Emphasize the benefit to the buyer

Women look for the perfect answer. It's in her nature ... she wants to be certain she's making the right decision. Help her

make the right decision by discussing why it's best she move on this decision right now.

Respect her time; don't keep her waiting. Remember the phrase: "People count up the faults of those who keep them waiting." This is especially true for women. Women are multi-taskers. If you keep a woman waiting, she'll be thinking of all the other things she needs to do and will be more stressed than the majority of your male clients.

Another phrase to remember: "People shop up." Most people want the best treatment they can afford. Women especially like to buy the best they can for their family's needs. Provide her with her options, but do tell her what you feel is the best for her situation. Remember she may be slower to make her decision than your male client, as she wants to gather information and make that right decision. You might facilitate acceptance sooner with a complimentary added-value service, such as a guarantee.

5. Expect to follow up

Many times, sales are lost with female customers because of a lack of follow up. When men say, "I'll think about it," it usually means they're not interested. When women say, "I'll think about it," it means she truly will think about it.

Ask permission to follow up within a week and answer any questions she may have. From there, she will direct you to what she wants. She'll either need more time, more information, want to buy from you, or have decided on another product. Demanding, insistent salespeople will often lose the sale to the female client. She doesn't want "to be sold!"

If you focus your business on the needs of the female customer, you will have her loyalty, trust and referrals. Men have needs, but women need much more. Remember these three things: If you don't meet the needs of your female customers, they will leave you. If you just meet their needs, they'll stay. If you exceed their needs, they will refer their friends, family and colleagues.

ABOUT THE AUTHOR

DR. RHONDA SAVAGE is an internationally acclaimed speaker and CEO for a well-known practice management and consulting business. As past President of the Washington State Dental Association, she is active in organized dentistry and has been in private practice for more than 16 years. Dr. Savage is a noted speaker on practice management, women's issues, communication and leadership, and zoo dentistry. For more information on her speaking, visit "<http://www.DentalManagementU.com>", or e-mail "mailto:rhonda@dentalmanagementu.com"



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ALDI Opens 1000th Store in U.S.

Milestone Opening in West Haven, CT

At a time when other retailers are cutting back and the recession continues to deepen, select assortment discount grocer ALDI is celebrating its 1,000th U.S. store. The new ALDI store opened March 23, at 535 Sawmill Road in West Haven, CT, the grocer's first location in the city. The expansion comes on the heels of continued, steady growth for ALDI, now serving more than 18 million customers per month in 29 states.

"Now, more than ever, shoppers are looking for ways to save on their grocery bill without compromising on quality, and ALDI is the answer," said Jason Hart, ALDI president.

"ALDI is a common sense solution for smart shoppers. We get parents trying to save for college, people looking for more expendable income, families trying to stretch their dollars in a tough economy. They're all ALDI shoppers."

"As important as price is, there's only one way to attract and keep the diversity of shoppers we have — you have to have great products," said Hart. "Our growth is a testament to our popularity with consumers and the loyalty we enjoy once people become our customers."

Almost 95 percent of the company's products are sold under its ALDI select brands that are manufactured by many of the nation's leading food producers and sold for up to 50 percent less than at traditional supermarkets. In its test kitchen and using independent laboratory analysis, ALDI ensures products meet or exceed the quality and taste of the national name brands. Quality, taste and satisfaction also are always double guaranteed at ALDI, where it will replace the product and refund the shopper's money if a customer is not 100% satisfied.

ALDI works to eliminate unnecessary costs and pass the savings on to customers. The retailer encourages customers to bring their own shopping bags or purchase reusable bags and use a shopping cart deposit system where you insert a quarter to retrieve a cart and get the quarter back at the end of your shopping trip. ALDI also saves consumers significant dollars by keeping the stores open only during the prime shopping times. West Haven customers, for example, are able to shop ALDI Monday through Saturday from 9 a.m. to 8 p.m. and Sundays from 10 a.m. to 6 p.m.

New shoppers become familiar with ALDI select brand products such as the Fit & Active "better for you" line, Granger beef, Grandessa

Signature salad dressings, Kirkwood chicken and other exclusive lines in addition to other grocery staples such as fresh produce, milk, bread and eggs. ALDI recently unveiled its European formula Lacura skincare, which out-performed leading national competitors in independent, blind tests and costs as much as 95 percent less.

For more than 30 years, ALDI has offered grocery shoppers high quality products for a fraction of the cost without having to buy in bulk. Customers can expect to find about 90 percent of the items that make up a typical weekly grocery shopping list.

ALDI, a leader in the international grocery retailing industry, began in the United States in 1976. Today, 1,000 U.S. ALDI stores are located in 29 states primarily from Kansas to the East Coast serving more than 18 million customers each month. A select assortment discount grocer featuring its own ALDI select brands, ALDI applies smart and efficient operational and business practices to save customers up to 50 percent on their grocery bill.

Nationally, ALDI opened 100 new stores in 2008, including the new markets of Rhode Island and Flori-

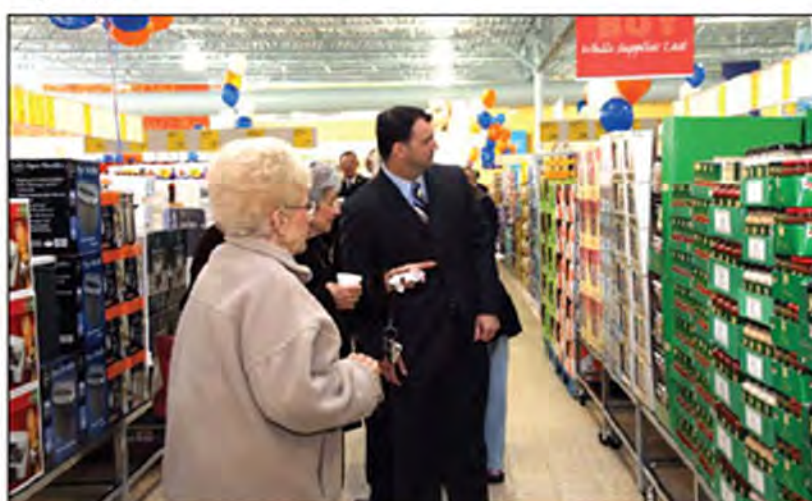


■ MILESTONE OPENING — It's time for the celebration to begin as the grand opening ribbon is cut by Bruce Persohn, ALDI vice president for the South Windsor division [center left], Laura Decker cashier at the Vernon (CT) store and West Haven Mayor John Picard [center right].

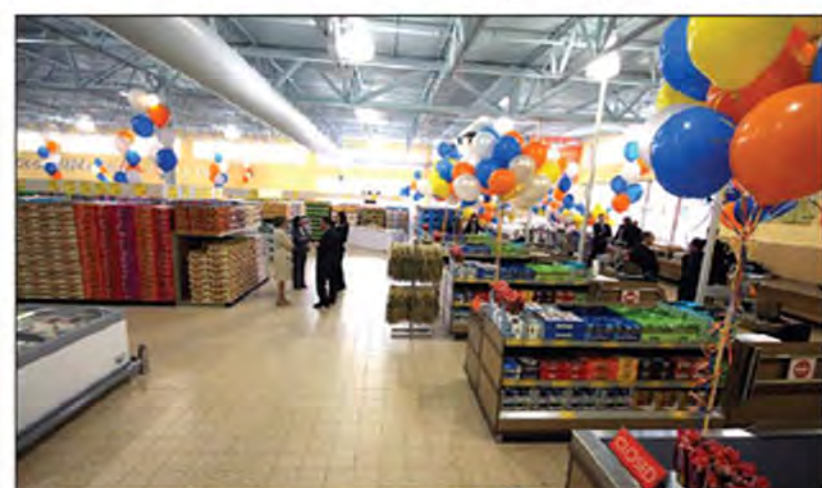
da, and is on pace to open more than 80 stores in 2009. The select assortment discount grocer opened its first Connecticut store in 1997 and currently operates 12 stores in the state, including the new West Haven store. ALDI plans to open approximately six additional Connecticut stores this year.



■ ALDI South Windsor District Manager, Matt Nickerson (right) greets opening day shoppers.



■ ALDI Vice President of the South Windsor Division, Bruce Persohn speaks with opening day shoppers.



■ Ready for the opening.



■ THE DOORS ARE OPEN and West Haven shoppers get a first look at their new ALDI.



■ HOT ACTION in the frozen food department.



■ A HAPPY SHOPPER leaving with his purchases looks like he'll be back soon!



■ Lots of good food and product sampling for all!



Caribbean Foods: Many Tastes... for Many People

By: **PRISCILLA CHA-FONG**
V.P. OF MARKET DEVELOPMENT
KINGSTON-MIAMI TRADING CO.

Out of Many, One People is the national motto of Jamaica that symbolizes the many ethnicities, religions and cultures that make up the country. This same idea of mixed cultures becoming the norm is no longer just a trend in the United States and globally; it is a reality.

Mixed cultures are evident from a typical preschool classroom to the myriad of multi-racial celebrities such as Mariah Carey, Sean Paul, Lenny Kravitz, Derek Jeter, and Jordin Sparks. Other multicultural or multiracial individuals that I admire are Tiger Woods, Dwayne "The Rock" Johnson, Alicia Keys and Patrick and Christine Cha-Fong, my parents.

My parents were born and lived most of their life in Kingston, Jamaica and are of Chinese descent. During the 1970s, my grandfather, Leslie Cha-Fong, taught cooking classes on Jamaica Information Service television and also at the Chinese cultural center in Kingston. My father was a food and beverage manager at the Bank of Nova Scotia and later owned Grace Supermarket and Supreme Meat and



■ **FIRST FAMILY OF CARIBBEAN FOODS** – The Cha-Fongs of Kingston-Miami Trading Co. in Miami, Florida: Priscilla, Christine, Patrick, and Neil.

Fish at the age of 23. Our family has a continuing history in the food and beverage industry and we are proud to spread our culture and traditions through Caribbean foods. Today, Kingston-Miami Trading (KMT), our family-owned company, is the founder of *Jamaican Country Style*, *Caribbean Exotic*

Gourmet, *Barbados Crop Over*, *Guyanaway*, *Lion of Judah*, *Chef Pearl Chung*, *Trinidad Best*, *Trinidad Country Style*, *Africaway*, *Jamaicaway* and *Mrs. Chris* brands.

Caribbean foods are becoming more mainstream especially items like Jerk Seasoning and Rice and Peas that can be found in many

American, fusion restaurants and grocery markets. The popularity of Caribbean foods is so widespread and recognizable just like Bob Marley and reggae music. Caribbean food itself is derived from a variety of cultures. The Carib, Taino and Arawak Indians were the original inhabitants of the

Caribbean Islands. Later Europeans and Africans came to the region and introduced new types of fruits and vegetables. Chinese and Indians transplanted themselves to the Caribbean as well. The result is that Caribbean foods are unique and full of flavor and shaped by a variety of cultures including Africa, India, China, Spanish, Dutch, Portuguese, French and British influences.

As the global population is becoming more diverse and integrated, ethnic foods are becoming more common and the demand for ethnic foods is growing. KMT is not just a Jamaican-owned company but also a leader in Specialty Ethnic Caribbean foods. We represent a variety of cultures through food which include English, Spanish and Creole speaking people.

It is important, as a leader in our Ethnic Foods category, that we represent more than just one country and focus on multiple cultures. We have realized for many years that it is necessary to be diverse and multicultural just like it is important to diversify your investments.

KMT continues product research and development to bring the true flavor and taste of Caribbean cooking to every kitchen.

Tacos2Go Provides Ideal Meal Solution

TACOS2GO, a Kansas manufacturer, has developed a quick and convenient family meal solution. Offering pre-cooked meat, taco shells, cheese, and sauce in one convenient package, taco preparation takes less than 2 minutes to prepare a meal of any size. Pan American Food Brokers, Inc. has been appointed as their broker for the southeastern U.S.

Founders, Brett Schmitt, David Woods and Tim Boss achieved their dream of creating a product that is nutritious, quick, and convenient. Brett Schmitt, President of Tacos2Go, stated "We have spent almost two years developing the correct combination of spices and



consistency of the meat, and after much testing, we now have found the winning flavor." Using their years of experience in the beef industry, they developed a

high quality, pre-seasoned, pre-cooked, individually packed taco meat. They have combined this perfectly seasoned beef with taco shells, cheese, and salsa in a retail pack that is colorful and eye catching.

Tacos2Go offers a variety of packages which contain eight to sixteen servings. Each serving is ready in less than 2 minutes for a delicious snack or a complete meal. The pre-seasoned taco meat is also sold separately in 12 individually-wrapped servings for a variety of other uses.

Retailers and wholesalers wanting additional information on this product may contact Pan American Food Brokers, Inc. at 1-877-234-7232.



■ **THE TROPICAL SALAMI LINE** comes in 5 SKU's in varieties including: Cooked Salami, Original, Superior and Special.



■ **A POPULAR SPANISH FAVORITE**... Tropical now offers Bacalao – Boned Salted Pollock.



■ **NEW TROPICAL'S GRILLING CHEESE** is a fresh white cheese for grilling. It is perfect for grilled meats or vegetables or, served on a cold salad. The ideas are endless.

Tropical Cheese Debuts Three New Lines

TROPICAL CHEESE continues to grow its award-winning line of products with their newest selection of products, Salami family of products, Bacalao/salted Pollock and their newest masterpiece, Grilling Cheese for the outdoor BBQ grill.

The grilling cheese has been masterfully manufactured to cook on an outdoor

Barbeque grill and maintains its integrity and cooks perfectly without melting through the grill. The Salami's are a favorite for Latino's and seasoned lightly with a flavorful taste that appeals to the Latino's pallet. It comes in 5 SKU's in different formulations like Salami Popular, Original, Superior and Special. This will

make a great addition to the Tropical meat line. The Bacalao or salted Pollock is a favorite handed down from Spanish tradition and used in creating many favorite Spanish dishes from Bacalao Casserole to traditional TAPA dishes like Croquetas.

Alex Fernandez, National Sales Manager for Tropical Cheese tells TODAY'S GROCER,

"Tropical Cheese is committed to partnering with Retailers and Distributors to create incremental sales and to service the consumers with the highest quality products and offer excellent value in today's economy. Our goal is to continue to be the consumer's one stop shopping vendor for all their Latino dairy needs."



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Kraft Advances Sustainability Agenda

Continued from PAGE 1

Rainforest Alliance Certified farms and partnering with the Gates Foundation represent significant steps."

In the early 1990s, Kraft Foods began addressing coffee sustainability with the support of public-private partnerships and expanded this strategy in 2003 to include Rainforest Alliance certification. Kraft Foods' purchase of nearly 30,000 metric tons of coffee from Rainforest Alliance Certified farms in 2008 not only represents a 50 percent increase versus the prior year but also a 12-fold increase from 2004. Over the last five years, the company's partnership with the Rainforest Alliance has benefited more than 300,000 farmers and their dependents on more than 60,000 hectares of farmland in developing markets.

Importantly, the decision to source from Rainforest Alliance farms has been both a sustainability and business success. For example, Kraft Foods relaunched several Kenco coffee products in the United Kingdom last year, highlighting Rainforest Alliance certification. Initial consumer impact has been impressive, generating double-digit revenue growth and share growth of 1.2 points in the fourth quarter 2008. In Sweden, sales at a key away-from-home customer of instant and espresso coffee doubled since Kraft Foods began selling coffee with the Rainforest Alliance Certified seal in 2006. In total, eight of Kraft Foods' coffee brands in Europe and North America now carry the Rainforest Alliance seal.

This support for farms that have earned Rainforest Alliance certification showcases the commitment our employees have to making a delicious difference in our world.

In 2005, Kraft Foods expanded the collaboration with the Rainforest Alliance to include cocoa and purchased approximately 3,000 metric tons in 2008. Last year, under its Suchard brand, Kraft Foods became the first European manufacturer of hot chocolate to carry the Rainforest Alliance seal.

Seventy percent of the world's cocoa comes from West Africa. One-third of the world's cashews come from West Africa. These two industries provide income for millions of smallholder farmers who, like a majority of the world's poorest people, live in rural areas and rely on agriculture for their food and income. The projects aim to strengthen the entire agricultural value chain — from seeds and soil to farm management and market access — so that progress against hunger and poverty is sustainable over the long term.

Kraft Foods is the only major branded food company involved in both projects. The projects will be managed by the World Cocoa Foundation and the German development organization Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH.

"By lending support at the farm level and forward, Kraft Foods can help address the cycle of poverty and hunger that undermines the communities from where we source our raw materials," said Yucknut.

Organic Grocery Store Chain Undergoes Name Change

MOM's Organic Market, the Washington metro area's homegrown organic grocery chain and a leader in sustainability initiatives, has officially changed its name.

Originally called My Organic Market, the company will now go by MOM's Organic Market.

Scott Nash, President of MOM's, said, "Our logo for years has been M-apple-M, the initials of 'My Organic Market'. Our customers affectionately began referring to us as 'MOM's'. We decided to follow them and officially change our name to what most were already calling us."

MOM's operates 5 stores in the Washington metro area including: Rockville, MD, College Park, MD, Alexandria, VA, Columbia East, MD, and Frederick, MD.

Sedano's Helping Associates Fight the Recession

Continued from PAGE 1

ic times. It's our pleasure to offer our hourly employees these gift cards as a small token of our appreciation for their hard work and dedication."

Employees will receive one gift card this month, which will be automatically reloaded monthly with \$30. The card can be used to purchase any item available for sale at any of Sedano's 30 stores in South Florida.

Many of Sedano's Supermarkets' workers have been with the company for more

than 20 years, which led the company to launch this initiative. "For more than 45 years, we've supported our local communities through a number of charitable initiatives and today we're pleased to be able to extend a helping hand to our own employees," said Herrán. "As a family owned and operated business, we know how important it is to be supportive during challenging economic times, we hope these gift cards help defray some of the current economic hardships we're all experiencing," he said.

March Retail Sales Disappoint

Continued from PAGE 4

The shift in Easter sales also played a role in consumer purchases of clothing and clothing accessories. Sales at those stores decreased 1.8 percent seasonally adjusted from February and decreased 8.7 percent unadjusted over March 2008. Electronics

and appliance stores sales decreased 5.9 percent seasonally adjusted month-to-month and decreased 10.0 percent unadjusted year-over-year. Sales at sporting goods, hobby, book and music stores also decreased 0.9 percent seasonally adjusted over last month and decreased 3.0 percent unadjusted over last year.

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Beverage



Dr Pepper Introduces New Dr Pepper Cherry



DR PEPPER just got a whole lot smoother with the introduction of the new flavor Dr Pepper Cherry. The exciting new blend combines the great taste of Dr Pepper with the perfect amount of cherry flavor. It's so amazingly smooth; you have to try it to believe it.

"We're excited to offer consumers a smooth new way to enjoy Dr Pepper with

the availability of Dr Pepper Cherry," said Allison Methvin, director of marketing for Dr Pepper. "It's a whole new reason to try Dr Pepper."

Dr Pepper has searched the Rock Legends to find its latest pop culture doc, KISS front man Gene Simmons, to introduce new Dr Pepper Cherry. Simmons, who founded the legendary rock band KISS more than 35 years ago, will star in a new commercial, letting fans know that Dr Pepper Cherry has just a KISS of cherry flavor, making it amazingly smooth. Simmons' "Dr. Love" will be the third Dr in the "Trust Me, I'm a Dr" advertising campaign, joining the ranks of basketball legend Dr. J (Julius Erving) and Dr. Frasier Crane (award-winning actor Kelsey Grammer). The TV spot will feature Simmons in full KISS "Demon" regalia. Nick Simmons, Gene's son, will also star in the commercial.

"When initially describing Dr Pepper Cherry's taste, we felt it had just a kiss of cherry and was so smooth, we knew who our third doctor had to be - Dr. Love," said Methvin. "Gene will get some help from Nick to introduce the amazingly smooth infusion of cherry flavor that makes Dr Pepper Cherry so smooth."

The new commercial featuring "Dr. Love" will appear on both network and cable television. Dr Pepper Cherry will also hit the streets this summer, sampling more than one million cans. Dr Pepper Cherry is now available nationwide in both regular and diet.

Sierra Mist Ruby Splash Spreads Liquid Sunshine

New Flavor Adds a Twist of Grapefruit

A SWEET ray of sunshine is coming to the beverage aisle this spring in the form of Sierra Mist Ruby Splash, a new ruby grapefruit-flavored line extension of PepsiCo's lemon-lime soft drink portfolio. Currently available in retail stores nationwide, this marks the first new flavor from Sierra Mist that will be available year round.

"Sierra Mist Ruby Splash is a delicious and refreshing blend of the lemon-lime taste that consumers love with a splash of ruby grapefruit," said Kristina Mangelsdorf, director of marketing, Flavors, Pepsi-Cola North America Beverages. "This combination of citrus flavors is so uplifting, it tastes like liquid sunshine in a bottle."

Sierra Mist has enjoyed success with other flavored line extensions, including Lemon Squeeze in the summer of 2006, Undercover Orange in the summer of 2007 and Sierra Mist Cranberry Splash, which has been offered for a limited time over the past three holiday seasons.

Sierra Mist Ruby Splash is offered in regular and diet versions of 20-ounce bottles, 2-liter bottles and 12-packs of 12-ounce cans. It will be supported by a full slate of TV, radio and digital advertising, highlighted by the tagline, "It's Liquid Sunshine."



Juicy Juice

New Beverages Aid Children Through Different Stages of Growth

NESTLÉ Juicy Juice is premiering two products designed to benefit children during different stages of their growth and development. Juicy Juice Brain Development and Juicy Juice Immunity are juice beverages made with natural ingredients, fortified with important nutrients and blended with filtered water to reduce the sugar and calorie content.

Juicy Juice Brain Development is the only children's juice beverage on the market currently offering DHA, which makes it a great "first juice beverage" choice for 1-2 year-olds. DHA acts as a building block for brain development during a child's first two years of life¹, and experts often recommend infant formula fortified with DHA for children who are not breastfeeding (breast milk is a natural source of DHA).

Juicy Juice Immunity helps support a healthy immune and digestive system by offering beneficial nutrients, including zinc, vitamin C and prebiotic fiber. Both vitamin C and zinc are essential nutrients in a child's everyday diet, as neither can be produced by the body and must be replenished on a regular basis.

Like all Juicy Juice products, Juicy Juice Brain Development and Juicy Juice Immunity are made with all-natural juice and no added sugars, preservatives or artificial flavors or colors. What is unique about these new Juicy Juice products is that the juices are blended with filtered water (70 percent juice, 30 percent water), which results in fewer calories and naturally occurring sugars. The reduction of sugar and calories through dilution, coupled with essential nutrient enhancement, make Juicy Juice Brain Development and Juicy Juice Immunity a unique and convenient option in the children's beverage category.

Juicy Juice Brain Development is available in Apple and Grape, and Juicy Juice Immunity is available in Apple and Berry. Both beverages are sold in 33.8 fluid ounce (1 liter) tetra cartons are shelf stable products, and the suggested retail price is \$2.99.



Santa Cruz Organic Debuts Mango Lemonade

SANTA CRUZ Organic has announced the addition of 32 oz. Mango Lemonade to its top selling line of lemonades. Mango Lemonade brings a delightful tropical twist to the popular juice drink line. Exotic fruits have experienced increased popularity, and the mellow sweetness of mango perfectly balances the tartness of lemons. The pairing works wonderfully together and the vibrant color adds beautiful variety to the existing offering. Santa Cruz Organic Mango Lemonade contains no artificial flavors or preservatives and is certified organic in accordance with the United States Department of Agriculture's organic regulations.



Sunny Delight Debuts Fruit Simple Fruit Smoothies

THE SUNNY Delight Beverages Co. (SDBC) has announced the introduction of mom-inspired Fruit Simple, a 100% all natural fruit smoothie with no added sugar, in key upstate New York markets. According to the *American Journal of Preventative Medicine*, less than 10% of U.S. children are eating the recommended servings of fruit per day. Fruit Simple along with Moms for Better Nutrition is out to change that fact. The brand was developed after talking to real moms about the real challenges associated with getting their families to incorporate fresh fruit into their daily routine. With each 8-ounce glass providing two servings of fruit, Fruit Simple hopes that by making it simple for families to drink their fruit, two servings at a time, we can double the percentage of kids who get their daily-recommended servings of fruit every day.

Fruit Simple is available in a variety of healthy, delicious flavors for the entire family including Pomegranate Blueberry, Strawberry Banana, Orange Mango, and Mixed Berry, products that have been kid tested and Mom approved. New York markets involved in the regional launch include Albany, Buffalo, Rochester, Syracuse and Utica. Fruit Simple is available in 12-, 32- and 40-ounce bottles.



First Sports Drink Naturally Sweetened With Stevia Debuts

ALL SPORT, Inc. and Dr Pepper Snapple Group, Inc. (NYSE: DPS) introduce All Sport Naturally Zero, the first and only zero-calorie sports drink sweetened with rebiana, an all-natural sweetener from stevia. Formulated with electrolytes and B vitamins, All Sport Naturally Zero provides pure, naturally sweetened hydration and replenishment without the calories.

"Athletes and exercisers continue to drive new demands on the sports-drink market," said Gary Smith, chairman and chief executive officer of All Sport, Inc. "All Sport Naturally Zero is a zero-calorie sports drink that provides all of the hydration without the calories, naturally."

Rebiana is an all-natural zero calorie sweetener derived from the stevia plant. Stevia has been used as a sweetener for centuries and rebiana was recently approved by the United States Food and Drug Administration for use in a variety of foods and beverages.

"We have been working diligently in our R&D center to incorporate stevia in our products and in our allied brands such as All Sport," said Larry Young, chief executive officer of Dr Pepper Snapple Group. "Taste is king in the beverage industry, but for today's consumers, health is becoming increasingly important. All Sport Naturally Zero delivers a unique proposition for the millions of Americans who exercise regularly and are looking to get the most out of their workouts."

All Sport Naturally Zero 20-ounce bottles will be available in three flavors: Dragonfruit, Strawberry Star Fruit and Mandarin Orange.

Heat Up Sales...



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Dairy & Deli

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FIBER ONE® is continuing its expansion beyond the cereal aisle with the introduction of its new Fiber One™ Low Fat Cottage Cheese with Fiber.

Available now, Fiber One Low Fat Cottage Cheese with Fiber is smooth, creamy and full of flavor. That's not all. In addition to being loaded with protein and calcium, it contains 20 percent of the recommended Daily Value of fiber and 80 calories per serving—providing consumers with yet another delicious, fiber-packed Fiber One option.

The Fiber One portfolio of products has grown from one ready-to-eat cereal offering to five, and also includes bars, toaster pastries, yogurt, baking mixes, breads and now cottage cheese.

Fiber One Low Fat Cottage Cheese with Fiber is available in 16-ounce containers at stores in Minnesota, Iowa, Wisconsin, Massachusetts, Maine, New Hampshire, Vermont, Rhode Island and Connecticut.

Land O'Frost Launches Sub Sandwich Kit

LAND O'FROST, has announced the launch of its first Sub Sandwich Kit, featuring consumer favorites Smoked Ham and Oven Roasted Turkey in the same package.

"The Land O'Frost Sub Sandwich Kit caters to busy moms who want convenience, value and consistent quality in everything they purchase for their families," said Land O'Frost President David Van Eekeren. "All Sub Sandwich Kits are prepared with finest cuts of ham and turkey, which are slow-roasted to a tender perfection to deliver our signature great tasting lunchmeats."

The Land O'Frost Sub Sandwich Kit differs from similar products on the market thanks to its special packaging design. Inside each Sub Sandwich Kit, the ham and turkey are packaged separately, ensuring the lunchmeat flavors don't overlap and promising maximum freshness after each use.

The kit caters to the taste buds of individual consumers. If kids crave simply a ham sandwich or want turkey, this kit accommodates those options. And, making a loaded sub is just as simple.



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Jeff Noddle
The Future of
Food Retailing



Martin Lindstrom
Branding and
The Future of Branding



Brian Darr
The New
Value Shopper



Oren Harari
How to Compete
in a Copycat Economy



Bob Knight
A Little
Knight Magic



Land O'Frost Introduces Canadian Bacon Breakfast Cuts

LAND O'FROST, the third largest producer of pre-packaged lunchmeats has introduced Breakfast Cuts, a thicker cut Canadian Bacon targeted directly to the breakfast occasion.

"As a lunchtime favorite for more than 50 years, it's a natural extension for Land O'Frost to take a seat at customers' breakfast table," said Land O'Frost President David Van Eekeren. "Breakfast Cuts is our opportunity to reach loyal consumers of our regular Canadian Bacon, and new shoppers across product segments."

Breakfast Cuts Canadian Bacon is available in two flavors: Natural Hickory Smoked and Sweet Country Maple. The smoked product attains its bold flavor through a traditional smokehouse process, which uses natural hickory wood chips. Land O'Frost chefs have mastered an old-fashioned, natural smokehouse flavoring process, abstaining use of artificial liquid smoke additives, to give the thicker cut slices their distinct flavor. The Sweet country Maple variety is flavored with natural maple, which is unique compared to traditional Canadian Bacon products on the market today.

"Land O'Frost is excited about growth potential in the breakfast packaged meats segment," stated Van Eekeren. "We will continue to look for the right opportunities to provide our customers great tasting breakfast meats."

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Strictly Natural



Nonni's "Tusconi" Café Treat



NONNI'S FOOD Company has announced the launch of Nonni's Tusconi, an all natural soft-baked treat unlike any other available today. Created to meet consumers' desire to enjoy café quality at home and on the go, Tusconi is expected to help generate incremental sales for a stagnant cookie category. The makers of Nonni's Biscotti developed Tusconi in response to specific consumer requests for a soft-baked alternative to their famous biscotti.

"Our research shows a distinct consumer group within the cookie category who prefer soft-baked café treats as opposed to the crunch of our signature biscotti," said Matt Duffy, director of marketing for the Nonni's brand. "The consumer is demographically similar, but has very different texture preferences, which gives Tusconi its own distinct market share and opportunity to drive incremental sales."

Tusconi are available in four delectable flavors:

- CLASSICO – Almond and praline, topped with toasted almonds
- CIOCCOLATO – Almond with chocolate morsels, topped with shaved almonds and ribbons of gourmet dark chocolate
- RASPBERRY CIOCCOLATO – Raspberries with chocolate morsels, topped with ribbons of gourmet dark chocolate
- DOUBLE CIOCCOLATO – Chocolate treat bursting with chocolate morsels topped with shaved almonds and ribbons of gourmet dark chocolate

Annie's Homegrown Debuts New Organic Snack Mix

Pretzels, Crackers and Bunnies Galore

ANNIE'S Home Grown has debuted a new snack mix made Annie's way – certified organic.

The new snack mix is perfect for the entire family. It contains no artificial colors, flavors, or preservatives. The adorable bunny-shaped pretzels and crackers have all the goodness moms and dads appreciate.

Three delicious and complementary flavors – Cheddar, Buttery Rich, and Pretzel – are brought together in one colorful box.

Available in an attractive 9-oz. box that highlights the contents inside, the packaging is made from 100% recycled paper and printed with environmentally friendly vegetable-based inks.



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: Bananamon® (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.



Nutland Foods Launches Nut Crunch Line

NUTLAND FOODS has announced the launch of Nutland Nut Crunch, a new brand of nut and fruit snack blends. The 100 percent all-natural, healthy snacks are gluten-free, GMO free, vegan-friendly, trans fat free and low in sodium.

"At Nutland Foods, we are nuts about nutrition," says Jeremy Yurosek, vice president. "Our new nut crunch products are no exception to our commitment to health and wellness snacks."

The inaugural line of Nutland Nut Crunch products features 6 distinct offerings, including Almond Crunch, Berries and Cherries Crunch, Cashew Crunch, Pecan Crunch, Pistachio Crunch, and Trail Mix Crunch. Each nut crunch blend is kettle-roasted in small batches to maintain the integrity and flavor of the all-natural ingredients. The tasty ingredients include real fruits, nuts, Maui, all-natural evaporated cane juice and organic rice syrup. The products are packaged in two or 5-ounce snack pouches, as well as, 6-ounce deli tubs and 20 or 28-ounce pouches. The deli tubs are 100 percent recyclable and all of the products and packaging are produced in the U.S.A.

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Desert Rose

Bashas' Opens State-of-the-Art Store in Fountain Hills

With a gelato bar, Wi-Fi-equipped customer lounge, organic and natural food choices, and the convenience of a Cub House center for children while their parents shop, grocery shopping is a one-of-a-kind experience at the brand-new Bashas' store in Fountain Hills, Arizona.

After an 11-month complete rebuild, Bashas' new, state-of-the-art grocery store opened on Tuesday, March 31. A large turnout was on hand as loyal Bashas' customers had been anxiously awaiting the opening of their new store, located in Fountain Hills Plaza (16605 E. Palisades, at the southwest corner of Palisades Blvd. and La Montana Dr.).

"Families have been counting down the days for this new store to open," said Bashas' Store Director (and longtime Fountain Hills resident) Ken Fett. "There's a lot of excitement out there, and we're looking forward to celebrating this arrival in a big way."

The reason for the overwhelmingly positive response to the new store goes back more than 30 years. In 1974, Bashas' was the first grocer to serve Fountain Hills. When Bashas' opened the first modest-sized supermarket in Fountain Hills, the company made a commitment to grow with the community. As the local population ballooned, customers outgrew the original store. So Bashas' closed its first Fountain Hills location on April 15, 1986, and opened a new, larger store the very next day at 16605 E. Palisades. To revitalize the area and contribute to the neighborhood's stability, the 21-year-old store was demolished in April 2008 and rebuilt from the ground up, presenting the grocer's new prototype design - a contemporary neighborhood store with a fresh appearance.

"During the last 77 years, we've opened a lot of stores," said Johnny Basha, vice chairman of Bashas' Family of Stores. "We've closed a few, too. But it's rare for us to close a store and rebuild a completely new store in the same spot. With this new store now open, we believe that the Fountain Hills community will agree that it was worth the wait."

The town's new neighborhood Bashas' aims to exceed expectations with several convenient, cutting-edge features:

- Customer lounge area with a 42-inch flat-screen television and free Wi-Fi access;
- A Community Room, designed to be a meeting and gathering place for civic and non-profit or-



OPENING DAY GREETINGS - Johnny Basha, Vice Chairman of Bashas' Family of Stores; Ken Fett, Fountain Hills Bashas' Store Director; Jim Pederson, CEO of The Pederson Group, the development company that led the redevelopment of the store; and Jay Schlum, Mayor of Fountain Hills, welcome guests to the grand opening of the Fountain Hills Bashas' store.



FOOD BANK PRESENTATION - Johnny Basha, Vice Chairman of Bashas' Family of Stores, and Ken Fett, Fountain Hills Bashas' Store Director, hand a \$300 check to David Iverson, President/Director of Extended Hands Food Bank.



SHOPPERS' RETREAT - The Bashas' Fountain Hills location has a customer lounge area with a 42-inch flat-screen television and free Wi-Fi access.

- organizations;
- Cub House with free supervised play center for children ages 2-10;
- An extensive selection of organic and natural choice foods;
- An Italian kitchen, equipped with a gelato bar;
- A new bakery with fresh products made from scratch on site;
- New full-service deli offering

Boar's Head brand meats and cheeses and as well as chef-prepared, hot entrees;

- Larger produce department, meat & seafood section, frozen food section and expanded wine/liquor/beer department;
- Full-service United Drugs Pharmacy; and Front-end self-check-out lanes.

Area neighbors were invited to attend a preview party at the store on Tuesday, March 31. During the preview, attendees received a sneak peek of the new store, sampled food, entered to win a Bashas' gift card and took home giveaways, including a reusable bag. Bashas' also made a monetary donation to Fountain Hills' Extended Hands Food Bank as part of the store's grand opening celebration.

The rejuvenation of the grocery store was led by The Pederson Group, a Phoenix-based company well known for redeveloping several Valley shopping centers, including the Bashas'-anchored center at the southeast corner of Hay-



MEAT DEPARTMENT - Bashas' employees served beef sandwiches at the grand opening in the middle of the meat department.



BASHAS' new 49,967 sq. ft. state-of-the-art showplace opened March 31 in Fountain Hills Plaza at the corner of Palisades Blvd. and La Montana Dr. in Fountain Hills, Arizona.



DEVELOPER Jim Pederson, CEO of The Pederson Group, addresses guests at the Fountain Hills grand opening before they go inside to grocery shop.



WELCOMING SHOPPERS - Ken Fett, Fountain Hills Bashas' Store Director, and Dave Lang, Vice President of Retail Operations for the Central Division, welcome shoppers to the Fountain Hills store opening.



JIMMY, MIKE AND TOM - Jimmy Payne, Fountain Hills Produce Manager; Mike Proulx, President and Chief Operating Officer of Bashas' Family of Stores; and Tom Iafate, Bashas' bakery specialist, greet guests at the grand opening.



SHOPPER SIGN UP - Rob Johnson, Bashas' Public Relations, welcomes Fountain Hills shoppers to the store grand opening. Residents sign up for the Bashas' Thank You card to receive price cuts on 10,000 everyday items.

den and Indian School Roads in Scottsdale. Jim Pederson, chairman of The Pederson Group, said the redevelopment of the Fountain Hills center resulted from numerous conversations with Bashas' officials who expressed the need to provide a modern, state-of-the-art supermarket and shopping center to serve the needs of Fountain Hills' residents.

Bashas' new store in Fountain Hills Plaza is 49,967 sq. ft. - more than triple the size of the first grocery store that served the Fountain

Hills community in 1974. Bashas' will employ approximately 100 cashiers, courtesy clerks, managers and other members at the new store. Store hours are from 6 a.m. to 11 p.m.

Bashas' Family of Stores - the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Fine Wines & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Dine supermarkets - is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. in 1932.



A Bashas' employee hands out fresh bite-sized pizza to Fountain Hills guests.



HANDING OUT POPCORN - A vendor hands out cups of flavored popcorn, peanut brittle, chocolate malt balls and train mix sold at Bashas'.

30

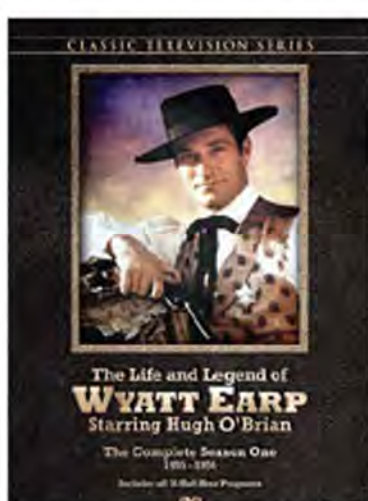
Video



■ The Complete Season One

The Life and Legend of Wyatt Earp

The Most Celebrated Lawman of the Old West and the '50s Rides Again



THE MOST celebrated lawman of the Old West rides again in the complete season one (1955-56) of the popular classic television series *The Life and Legend of Wyatt Earp: The Complete Season One*, coming to DVD, from Infinity Entertainment Group and Falcon Picture Group.

Hugh O'Brian stars as the famed marshal whose exploits with Doc Holliday, Bat Masterson and the Clanton Gang are boldly brought to life

in episodes based on actual events. With his signature Buntline Special pistol in hand, Wyatt Earp held posts in a series of increasingly lawless towns and battled dangerous men in his efforts to keep the peace.

Through Ellsworth, Wichita, Dodge City and Tombstone, Wyatt's reputation as a just and formidable marshal grew, culminating in a storied gunfight that would seal his legend.

Also starring Mason Alan Dinehart III as Bat Masterson, Denver Pyle as Ben Thompson, Hal Baylor as Bill Thompson, Gloria Talbott as Abbie Crandall, Don Haggerty as Marsh Murdock, Douglas Fowley as Doc Fabrique, Margaret Hayes as Dora Hand and Lloyd Corrigan as Ned Buntline.

Special guest stars on the series include: Glenn Strange, Rita Lynn, Mike Connors, Angie Dickinson, Elisha Cook Jr., Fay Baker, John Carradine, James Coburn, Ron Ely, Andy Clyde, Louise Fletcher and many others.

Includes all 35 half-hour episodes from season one, digitally restored and remastered on five DVDs in a special collector's set. Look for all six seasons, coming soon!

Running Time: Approx. 15 Hours
SRP: \$39.98

Portrait of Petula Clark

'60s Singing Sensation Shines in an International Music Spectacular

THE HIT sounds of '60s singing sensation Petula Clark headline *Portrait of Petula Clark*, crooning onto DVD from Infinity Home Entertainment.

This colorful look back at the pop music world of 1969, filmed in Paris, London, Geneva, New York and Los Angeles, includes Clark performing her worldwide smash hits "I Know a Place" and "My Love." In addition, she offers enchanting renditions of "This Girl's in Love With You," "My Funny Valentine," "When I Was a Child," "Moi-même de Paris" and the beautiful ballad "You and I," from the motion picture *Goodbye, Mr. Chips*.

Crooner Andy Williams duets with Clark on the lovely "Visions of Sugar Plums" and the playful "You Can't Rollerskate in a Buffalo Herd" (written by Roger Miller). Williams also sings "Happy Heart," a hit for both him and Clark. French vocalist Sacha Distel performs "Love is Blue" and joins Clark and Williams for "The Poor People of Paris." British actor Ron Moody appears as his character Fagin from the film *Oliver* and teams with Clark for song and dance.

Running Time: Approx. 65 Minutes (Plus Special Features)
SRP: \$14.98



■ Sergeant Preston of the Yukon

Canadian Mountie Patrols the Yukon Wilds Battling Injustice and the Elements

Complete First Season of Classic Adventure TV Series



FROM 1955 to 1958, family entertainment on Thursday nights revolved around the beloved, action-packed television series *Sergeant Preston of the Yukon*. Each week, the brave Royal Canadian Mounted Police officer – along with his lead sled dog Yukon King and trusted horse Rex – embarked on another thrilling adventure, thwarting evildoers in the northern Alaskan wilderness during the Gold Rush of the 1890s.

Now fans can own all 33 episodes of the inaugural season of this classic television show – digitally remastered for unparalleled picture and audio quality – in this special-edition, five-disc collector's set.

Sergeant Preston of the Yukon starred Richard "Dick" Simmons as Sergeant Preston, who first joined the Mounties in order to capture his father's killer. A dashing figure in red uniform and broad-brimmed hat, Sergeant Preston – under the command of Inspector Conrad and frequently accompanied by his loyal French-Canadian guide Pierre – single-handedly tackled the rogues and scoundrels who mercilessly preyed upon the peace-loving settlers and gold miners who came to call the frozen wilderness home.

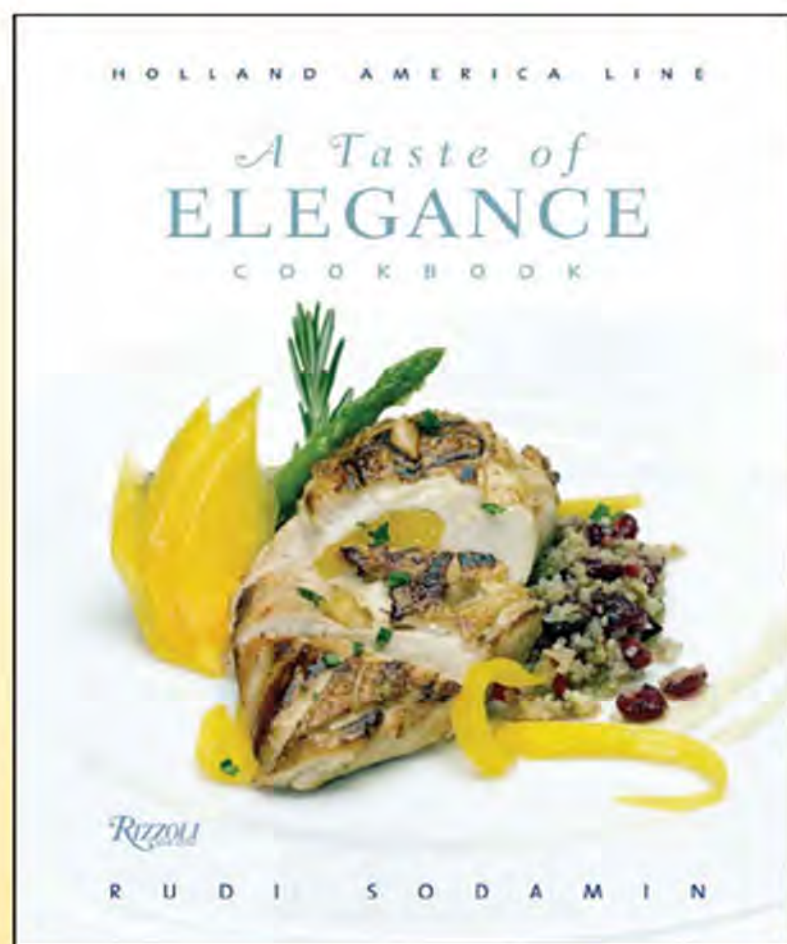
The series was based on the long-running radio series *Challenge of the Yukon*, which aired on Detroit's innovative, independent radio station WXYZ (1938-1955), owned by George W. Trendle, who was also the inspiration and driving force behind such popular

radio shows as *The Lone Ranger* and *The Green Hornet*.

With characters and conflicts around every bend, *Sergeant Preston* heroically prevailed by the end of each episode, issuing the familiar proclamation, "Well, King, this case is closed," and solidifying for all time that the Mounties always get their man.

Running Time: Approx. 14 1/2 Hours (33 Episodes/26 Minutes Each)
SRP: \$39.98

BookReview



A Taste of Elegance

Holland America Cruise Line Cuisine

By: RUDI SODAMIN

MORE than 600,000 people travel on Holland America's luxury cruise ships every year enjoying the high seas amid style and comfort. The cuisine served onboard is always a central attraction, and now it is available to cruise line guests, and anyone with an appetite for delectable food, in the new cookbook *A Taste of Elegance* (Universe, March 2009) by Rudi Sodamin.

Offering a way to replicate these original dishes at home, Master Chef Sodamin has compiled 100 favorite recipes that range from snacks and appetizers, to main courses and desserts. Sample recipes include: *Grilled Romaine with Marinated Vegetables*, *Roasted Zucchini Bisque*, *Olive-oil Poached Halibut*, *Pork Chops Brined in Cider with Cherry Raisin Chutney*, *Spicy Stir-Fried Sesame Beef*, *Vegetable Tagine with Couscous*, and *Mascarpone-Filled Poached Pears*.

The cookbook also provides many helpful extras such as notes on what can be made in advance, tips on using special ingredients, and techniques for making easy but elegant presentations. A special chapter on sauces and dressings provides foundation recipes that can be used to embellish and accentuate a wide array of dishes.

About the author:

Rudi Sodamin is the most highly decorated chef working on the world's oceans. Sodamin has revolutionized the culinary practices of the most prestigious cruise lines in the world, including Cunard Line. He is the author of Rizzoli's *Seduction & Spice* and *A Taste of Excellence*.

7 7/8" x 10" / 192 pages / 100 color illustrations
ISBN: 978-0-8478-2897-5
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New Twisted Wine Labels

DFV WINES has unveiled striking new packaging for Twisted, its energetic, consumer-friendly wine brand. Twisted wines deliver approachable, quality wine from select vineyards throughout California. The Twisted lineup is packed with intensity and luscious fruit, offering an Old Vine Zinfandel, Pinot Grigio, Chardonnay, Merlot, and Cabernet Sauvignon. Twisted is available nationwide in two sizes; 750ml with a convenient screw cap closure and 1.5L (\$13.99).

Kunde Family Estate Debuts New Packaging

Winemaker Tim Bell Releases his First Kunde Red Wine Vintage

KUNDE Family Estate has unveiled new packaging designed to reflect the family-owned winery's commitment to sustainable winegrowing and winemaking practices in the creation of its super and ultra-premium wines. The first wines to debut the new packaging are the 2006 Cabernet Sauvignon and 2008 Magno-lia Lane Sauvignon Blanc. The 2006 Cabernet is also the first red wine released from Director of Winemaking Operations Tim Bell.

"Our commitment to creating superb, environmentally friendly wines is front and center in every part of our business, and now our packaging reflects this," said Fourth Generation Winegrower Marcia Kunde Mickelson. "The new design incorporates earth tones and terra cotta colors that mirror the red volcanic soil that is a signature of Kunde Family Estate. The iconic illustration of our winery property has also been updated, conveying a true sense of the special place where our 100% estate, sustainably grown wines are hand-crafted and aged in our winery and hillside caves by winemaker Tim Bell."

All new releases will feature the new label, with the majority of the brand transition to be completed by summer 2009.



Chelada Spicing up Sales Opportunities with New 12-Ounce Can

ANHEUSER-BUSCH has introduced Budweiser & Clamato Chelada and Bud Light & Clamato Chelada in a 6-pack, 12-ounce can configuration. Chelada is also available in 16-ounce and 24-ounce cans.

Ranked the No. 2 new brand by IRI C-Store Info Scan and IRI Supermarket Info Scan (through Dec. 28, 2008), Chelada has proven to be a favorite among Latino consumers, as well as adult drinkers who enjoy Red Beer and Bloody Mary cocktails.

By offering the new 12-ounce can, Anheuser-Busch aims to increase both on- and off-premise distribution of this popular brand. The new size is appealing to on-premise consumers, including adult females, and is ideal for serving and enjoying at events like golf outings, tailgating and brunches.

Chelada has received recognition among the beverage and retail industries, including the "Best New Alcohol Beverage" in the 2008 SIAL D'O International Competition.



Brewery's 1879 Lager Toasts the Heroes of Rorke's Drift

A WELSH BREWER has produced a special lager dedicated to the small band of British soldiers who defended Rorke's Drift against 4,500 attacking Zulu warriors 130 years ago. A percentage of the profits from the new 130th anniversary drink, named 1879, will go to armed forces' charities to help modern day combatants and their families.

The new brew, which will be launched later this week, comes from the Swansea-based Hurns Brewery whose co-owner Phil Parry says it is important the sacrifice and bravery of British soldiers is remembered. Parry said: "Whatever the rights and wrongs of any armed conflict involving the UK we feel we have a duty to acknowl-

edge the courage of our brave brothers and sisters or sons and daughters who put their lives in harm's way in our name.

"The new lager is named in honor of the participants in that historic event in Rorke's Drift and equally as a 'thank-you' to all the men and women in our armed forces both past and present. It will allow people across Wales to drink to the memory of the Rorke's Drift defenders in the 130th anniversary year of the conflict. "At the same time they will know some of the profits of the drink will go to help modern day armed servicemen and women and their families," Parry told TODAY'S GROCER.

The battle of Rorke's Drift took place on January 22, 1879, when a small detachment of the 2nd Battalion, 24th Regiment of Foot including a number of Welsh soldiers based at an isolated riverside supply depot and military hospital faced a force of 4,500 Zulu warriors.

The Zulus were planning to repeat the massacre their colleagues had carried out hours earlier at Isandhlwana when 1,800 British soldiers were wiped out by a 20,000-strong Zulu war party.

But wave after wave of Zulu attacks were beaten back in an epic struggle made famous by the Welsh actor Stanley Baker who produced and starred in the 1964 movie about the action, Zulu.

The defence of Rorke's Drift earned 11 Victoria Crosses for the defenders, still the highest number issued for one action since the medal was inaugurated by Queen Victoria in 1856. Baker played engineer John Chard in the film and one of Swansea's Territorial Army centres is now named John Chard VC House after him.

Parry added: "That conflict has always stuck in the minds of the Welsh because of the involvement of Welsh soldiers and of course because of the memorable 1960s film."

2008 Was a Positive Year for Beverage Alcohol Sales and Consumption

OVERALL consumption of distilled spirits, wine and beer rose in 2008, however, the rate of growth in each category was less than recent years, according to data in the Handbook Advance 2009 published by The Beverage Information Group. Last year's growth came from atypical segments within each beverage alcohol category, which is a direct result of the U.S. economic downturn.

The trend toward consumers trading up to premium brands, a key

factor to growth in all three beverage alcohol segments over the past several years, was markedly slower last year. The growth spots in 2008 came from the off-premise consumption of value-priced spirits, beer and wine. Categories to take the largest hit in 2008 were imported beer and wine. Beer imports went from growing 12% in 2006 to 2.8% in 2007 to a 1.2% decline last year. Among the domestic categories, Lights remain a

bright spot. In 2008, the category grew another 2.2% and now represents 51.8% of the entire beer market. Wine imports posted an aggregate decline of 1.7% in 2008 due to the effects of the recessionary environment, the weak value of the U.S. dollar and the grape surplus in Australia. While overall wine imports decreased, there were pockets of positive momentum among smaller importing countries like Argentina, Chile and New Zealand.

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■ INTERIOR of Chef Laurent Branlard's new Chicago dining establishment. LB Bistro & Patisserie and "mailto:Link@Sheraton" Cafe are open daily for breakfast from 6:30 a.m. to 11 a.m. and for lunch from 11:30 a.m. to 2:00 p.m.



Laurent Branlard Opens First Restaurant

LB Bistro & Patisserie Opens at Sheraton Chicago Hotel & Towers

AFTER winning the World Pastry Team Championship twice, Chef Laurent Branlard is taking on a new challenge and opening his first full-service dining venture. Located in the Sheraton Chicago Hotel & Towers, LB Bistro & Patisserie offers a complete breakfast, lunch and dessert menu built on the same concepts that have made Branlard one of the most acclaimed pastry chefs in the world - fresh ingredients and simple yet unique combinations of flavors.

A native of France, Branlard holds the distinction as the only two-time winner of the World Pastry Team Championship. In 2008 he captained Team USA to victory against chefs from around globe after previously winning in 2002. Now Branlard is using those same culinary skills to expand his repertoire and launch LB Bistro & Patisserie.

"LB Bistro & Patisserie is the realization of one of my greatest



■ CHEF LAURENT BRANLARD.

dreams," said Branlard. "For years it has been a goal of mine to create a casual dining venue that combines my French and American influences, and provides diners with both savory and sweet foods that feature the freshest ingredients served to customer's specifications."

The menu for LB Bistro & Patisserie focuses on customization and offers a wide variety of options by creating a dining room kitchen concept where guests can combine ingredients to create their own meal.

Breakfast features three stations - the pantry, the hot breakfast kitchen, and the bakery. At each station guests can customize items that include parfaits, juices, smoothies, omelets, eggs, breakfast meats, breakfast pies, Branlard's signature crepes and

more. Additional breakfast items include a strawberry cream cheese French toast (classic cinnamon batter dipped french toast filled with a fresh strawberry cream cheese filling) and breakfast sliders (one featuring bacon, egg & Wisconsin cheddar on a mini brioche and the other egg, mozzarella cheese, roasted tomato on a mini brioche).

At lunch guests can create their own salads, sandwiches and even soups with the innovative LB tableside soup cart. A la carte lunch items are highlighted by the Green Chile Turkey Melt, the Flat Iron Steak Sandwich and the Smokey Cobb Salad.

A meal would not be complete at LB Bistro & Patisserie without one of Branlard's signature desserts. The selection includes White Chocolate Orange Gratin (vanilla marinated orange topped with caramelized white chocolate chiboust cream), Chocolate S'more (fresh homemade marshmallow filled with maracaibo chocolate custard, praline crunch), Molten Chocolate Cake (warm chocolate cake, chocolate pots du creme, chocolate sauce) and Irish Cream (layers of coffee creme, bourbon soaked sponge cake, caramelized hazelnut topped with bourbon whipped cream and milk chocolate dust).

As the executive pastry chef at the Walt Disney World Swan and Dolphin Resort in Orlando, Florida, for the past six years, Branlard has been responsible for the creation of the desserts at all of the hotel's 17 restaurants and lounges which include fine dining venues such as Todd English's bluezoo, Shula's Steak House and Il Mulino New York Trattoria.

In recognition of Branlard's achievements and outstanding work at the Walt Disney World Swan and Dolphin Resort, Tishman Hotel Corporation tapped Branlard as a consultant and the namesake of their newest dining venture located at another of their properties, the Sheraton Chicago Hotel & Towers.

Opening adjacent to LB Bistro & Patisserie is the "mailto:Link@Sheraton" Cafe which provides a warm environment for guests to enjoy LB Bistro & Patisserie's freshly baked goods, Starbucks coffee drinks or a grab n' go item as they surf the Internet, e-mail loved ones, research Chicago's must-see attractions or print boarding passes. The cafe features three 42-inch plasma televisions and copies of the nation's top daily newspapers such as USA Today, The Wall Street Journal, The New York Times and Chicago Tribune.



■ A view of the private dining room.



■ Located in the heart of downtown Chicago at 301 East North Water Street, the Sheraton Chicago Hotel & Towers is ideally situated on the Chicago River, within walking distance of Navy Pier, Michigan Avenue shopping, Millennium Park, the Loop business district and more.





■ With nearly 60 restaurants and a division headquarters, Whataburger already has a strong presence and loyal fan following in San Antonio and surrounding areas.

Whataburger Purchases Building for New Home Office

WHATABURGER has purchased 300 Concord Plaza Dr. for its new home office in San Antonio, TX. The building, located at the intersection of Jones-Maltsberger Road and U.S. Hwy. 281, features more than 140,000 sq. ft. and will house all of the company's business functions to support its over 700 restaurants.

Whataburger chose the building because of its convenient central location for Whataburger 'family members' based at the home office as well as those who will travel to and from Whataburger's new headquarters for business. The location is near the San Antonio International Airport, and is close to quality schools, neighborhoods and other amenities.

"This move helps provide long term stability for our company and accommodates our plans for growth," said Preston Atkinson, Whataburger Restaurants, LP President and COO. "Purchasing this building is an important step in the process of moving our headquarters to San Antonio. We will begin moving into the building in June, and plan to have the transition complete by late summer."

The iconic Texas burger chain announced it was moving to San Antonio from Corpus Christi, TX, in

November 2008 after two years of researching solutions to address the company's growth and long-term viability. Whataburger reached \$1 billion in annual sales for the first time in 2007 and expects the positive growth pattern to continue in the future.

San Antonio offered Whataburger the best combination of minimal impact from hurricanes, cost efficient office space for an expanding headquarters staff, ease of travel to the 10 states where the company has restaurants and a larger work force from which to recruit.

"We have always known that San Antonio offers much to corporations that choose to locate and do business here," said Mayor Phil Hardberger. "The good news of Whataburger moving its home office to San Antonio affirms that, and we are very pleased to welcome the Dobson Family and their great company to our community."

"The City of San Antonio has given Whataburger a warm welcome and we're grateful for their support and assistance during this transition," Atkinson said. "We're looking forward to starting the next chapter of Whataburger's history here."

American Airlines Toasts Arrival of New Wine Consultant

AMERICAN Airlines has teamed up with classically trained winemaker and viticulturist Ken Chase as part of its continuing effort to serve customers the finest wines available.

Chase will serve as the airline's official consultant in selecting fine wines for customers traveling on American's various routes throughout the world. He will also pay careful attention to how wines are paired with menu offerings and factor into the selections the ethnic, cultural, seasonal and stylistic differences of each destination.



■ KEN CHASE

"American's wine program aims to satisfy our customers' desire to enjoy fine wines selected specifically for their flight and that complement our inflight dining options," said John Tiliacos, Managing Director of Onboard Products. "Ken Chase brings his extensive knowledge of wine to American's wine program to further enhance the onboard experience for our customers."

Chase has spent a significant portion of his life studying and understanding the classical wine growing regions of Europe. In his distinguished career, Chase has shared his vast knowledge on various radio programs and with numerous corporations and wine-loving organizations.

As American's wine consultant, Chase plans to share his knowledge of the world's major wine-growing regions with those who are unfamiliar with the classic wine varieties, as well as to introduce unique wines from untraditional regions to those who enjoy learning about and tasting new wines.

"With each wine, I seek to provide American Airlines customers with a sense of adventure by offering wine varieties with dynamic flavor profiles that complement the inflight menus," Chase said.

Throughout his career, Chase has had the pleasure of working with companies such as Royal Caribbean, American Express Wine Club and other airlines. He has also selected wines for the Pope during his visit to Canada and has appeared as a radio personality on CBC radio and Chum 1050 AM as the resident wine guru.

His formal undergraduate education was at Loyola of Montreal followed by the University of Freiburg in West Germany. Later Chase pursued a degree in enology and viticulture studies at University of Melbourne followed by continuing studies at UC Davis California. He is currently involved in post-graduate research work at the University of Melbourne, Australia in enology and viticulture where he is pursuing his Ph.D. as a visiting researcher.

2009 James Beard Foundation Awards Nominees Announced

THE JAMES Beard Foundation, the nation's most prestigious recognition program honoring professionals in the food and beverage industries, announced today the nominees for the 2009 James Beard Foundation Awards. Susan Ungaro, James Beard Foundation President, hosted an invitation-only breakfast at JBF Award-winning chef Rick Bayless' and JBF Trustee Deann Bayless' highly-acclaimed Frontera Grill restaurant in Chicago, IL, where nominees in 52 categories were announced in the Foundation's various awards programs — Restaurant and Chef, Book, Journalism, Design and Graphics, and Broadcast Media.

Highlights from this year's list of nominees include:

Outstanding Restaurant: Babbo (Chef/Owner: Mario Batali, Owner: Joe Bastianich, New York, NY); Boulevard (Chef/Owner: Nancy Oakes, Owner: Pat Kuleto, San

Francisco, CA); Fore Street (Chef/Owner: Sam Hayward, Owners: Victor Leon and Dana Street, Portland, ME); Highlands Bar & Grill (Chef/Owner: Frank Stitt, Birmingham, AL); Jean Georges (Chef/Owner: Jean-Georges Vongerichten, Owner: Phil Suarez, New York, NY)

Outstanding Chef: Jose Andres (Minibar, Washington, D.C.); Dan Barber (Blue Hill, New York, NY); Tom Colicchio (Craft, New York, NY); Suzanne Goin (Lucques, Los Angeles, CA); Paul Kahan (Blackbird, Chicago, IL)

Rising Star Chef: Nate Appleman (A16, San Francisco, CA); Sean Brock (McCrary's, Charleston, SC); Johnny Monis (Komi, Washington, D.C.); Gabriel Rucker (Le Pigeon, Portland, OR); Michael Solomonov (Zahav, Philadelphia, PA); Sue Zemanick (Gautreau's, New Orleans, LA)

Best New Restaurant: The Bazaar by Jose Andres at SLS Ho-

tel at Beverly Hills (Chef/Owner: Jose Andres, Owners: Sam Narian and Philippe Starck, Los Angeles, CA); Corton (Chef/Owner: Paul Liebrandt, Owner: Drew Nieporent, New York, NY); L20 (Chef: Laurent Gras, Owner: Richard Melman, Chicago, IL); Momofuku Ko (Chef/Owner: David Chang, New York, NY); Scarpetta (Chef/Owner: Scott Conant, New York, NY)

In addition, some of the special achievement award recipients include:

Who's Who of Food & Beverage in America: David Burke (Chef, Entrepreneur, New York, NY); John T. Edge (Journalist, Director, Southern Foodways Alliance, Oxford, MS); Betty Fussell (Author, Culinary Historian, New York, NY); Dorothy Cann Hamilton (Founder, The French Culinary Institute, New York, NY); Clark Wolf (Clark Wolf Company, New York, NY)

America's Classics: Breitbach's

Country Dining (Owner: Mike Breitbach, Sherrill, IA); Totonno's (Owner: Lawrence Ciminieri, Brooklyn, NY); Mustache Bill's Diner (Owner: Bill Smith, Barnegat Light, NJ); Yank Sing (Owner: Vera Chan-Waller, San Francisco, CA); Arnold's Country Kitchen (Owners: Jack and Rose Arnold, Nashville, TN)

Winners of the Restaurant and Chef, Book, Design and Graphics, and special achievement awards will be celebrated at the highly-anticipated annual Awards Ceremony and Gala Reception, taking place on Monday, May 4, at Lincoln Center's Avery Fisher Hall. An Awards Dinner will take place on Sunday, May 3, at the Hudson Theatre in midtown Manhattan. All award winners will receive a certificate and a bronze medalion engraved with the James Beard Foundation Awards insignia.

Established in 1990, the James Beard Foundation Awards recog-

nize culinary professionals for excellence and achievement in their fields and continue to emphasize the Foundation's mission: to celebrate, preserve, and nurture America's culinary heritage and diversity. The 2009 James Beard Foundation Awards will celebrate Women in Food. A highlight of the May 4th festivities will be the Gala Reception, which will take place following the Awards Ceremony at Avery Fisher Hall, featuring a line-up of some of America's most noteworthy female chefs, sommeliers, mixologists and artisanal producers. Lidia Matticchio Bastianich, acclaimed chef, restaurateur, television personality, cookbook author and multiple James Beard Foundation Award-winner, will serve as the honorary Gala Chair. As Gala Chair, Ms. Bastianich will work with the Awards Committee in the menu selection of the culinary talents featured at the Gala Reception.



Forces Shaping The Future of Food Retailing



JOHN SACCOMANNO

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

THESE past few months have seen a lot of breaking news on changing shopping patterns, especially in the grocery industry. Most of these changing patterns are being influenced by the economy, but I suspect they will have a lasting effect, long after the economy improves.

On the surface, the news shouldn't surprise those that have a vested interest in keeping up with industry trends. Some of the more interesting trends are:

Supermarkets continue to lose frequent shoppers: Retail Forward's latest Food Drug Mass Shopping Frequency report shows the percentage of shoppers visiting a supermarket on a monthly, weekly and daily basis decreased from 2007 to 2008. Also losing foot traffic were convenience stores, drug stores and warehouse clubs. The exception to this trend was supercenters.

Within the supermarket segment, shoppers are moving to low-cost stores: The Retail Forward study shows

extreme-value/warehouse supermarkets are gaining foot traffic from weekly and monthly shoppers at the expense of conventional supermarkets, specialty food retailers and even supercenters.

Shoppers are trading down within the stores: Shoppers are extending their budgets by purchasing low-cost alternatives, such as hamburger instead of sirloin, or private label products instead of national brands. Indeed, perhaps the biggest winners of this trend are the grocers with strong private label programs. Recent reports from Kroger show that a whopping 27 percent of their fourth quarter sales came from their private label line of products. This is significantly higher than the norm. FMI's 2009 Industry Speak report shows private label brands make up about 14 percent of the U.S. supermarket industry's sales. Kroger's 27 percent showing is a reflection of their strong, multi-tiered private brand program.

Shoppers are adopting cost- and time-saving shopping behaviors: Coupon usage, both paper-based and internet-based, is up this year. According to Dr. Romesh Wadhvani, Chairman of IRI, 65 percent of shoppers are creating lists and making decisions

before they go to the store. Shopping data shows customers are stocking up on "on sale" items, especially if coupons can be used with those items. And shoppers, especially urban and suburban shoppers, are visiting multiple retail establishments to stretch their consumables budget.

Shopper loyalty is on the wane: No longer can retailers rely on customers' unquestioned allegiance. The grocery industry is an "every day" business. Each and every day, a supermarket must prove its value proposition. One mistake — an out-of-stock, a slow checkout experience, a rotten apple — could have a lasting impact on a customer's decision to return to a store.

Customers continue to be time starved: There is increasing evidence that shoppers are now selecting their retailers by weighing cost savings along with time convenience. This trend speaks to the appeal of supercenters, retailers with self-checkout, or retailers simply having a convenient location.

If we learned anything from this recent go-around of hard economic times, it's how quickly shoppers can change their lifestyles, especially as it relates to shopping behavior. These changes to lifestyle and shopping be-

havior were prompted by necessity — the need to extend family budgets.

For the most part, I don't think shoppers will quickly go back to their more traditional shopping patterns once the economy improves. I base this on the limited experience I've had in interacting with an earlier generation that came through the depression. As an example, my father-in-law's earliest memories were of his childhood years during the great depression. Those memories influenced his frugal lifestyle and disciplined shopping behavior for the next 80 years. I don't ever recall seeing him make an impulse buy. Perhaps retailers should keep this mind as they decide how, or if, they should adjust to these changing trends.

JOHN SACCOMANNO is director of Food, Drug and Petroleum Industry Marketing for 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.

Lunds And Byerly's Deploy Two-Sided Receipt Printing Technology

LUND Food Holdings Inc., parent company of Lunds and Byerly's supermarkets, is deploying a new point-of-sale (POS) solution featuring two-sided thermal receipt printing from NCR Corporation to support its sustainability efforts and improve operational efficiencies.

Lunds and Byerly's supermarkets join the growing ranks of retailers recognizing the environmental and operational benefits of two-sided receipts. The patented NCR RealPOS Two-Sided Thermal Printer simultaneously prints on both sides of a thermal paper receipt, reducing paper consumption by up to 40 percent. This can result in less energy being consumed by paper production and distribution, as well as less waste disposal, air emissions and wastewater.

"We are always exploring ways in which we can reduce our waste and energy consumption," said Aaron Sorenson, spokesperson for Lund Food Holdings Inc. "Through the implementation of NCR's two-sided thermal receipt printing at our Lunds Plymouth and Byerly's Maple Grove stores we will continue to further reduce our environmental impact."

In addition to NCR's two-sided thermal receipt printing, the solution deployed by Lunds and Byerly's includes the NCR RealPOS 80XRT workstation, NCR RealPOS High Performance Scanner/Scale and NCR two-sided thermal receipt paper rolls.

"Lunds and Byerly's are recognized as innovators in the grocery retail industry, and their approach to technology is no exception," said John Saccomanno, director, NCR Food, Drug and Petroleum Industry Marketing. "The POS updates they've chosen from NCR provide them with the opportunity to improve efficiencies and boost customer satisfaction while supporting their sustainability goals. It's a great example of how smart retailers leverage technology to transform their business, boost return on investment and win customer loyalty."



Blue Guardian Reduces Damage to Products, Pallets

THE RAYMOND CORPORATION now offers the CHEP® Blue Guardian® lift truck accessory for enhanced protection of transported products and pallets, reducing costs related to damage. The Blue Guardian mounts easily to ITA Class II fork carriages, regardless of lift truck make and model, to act as a protective bumper.

The Blue Guardian decreases damage to palletized products and their packaging by redirecting the impact force from the lift truck to the center block of the pallet, instead of the top boards, where products are located. The main housing frame of the Blue Guardian lift truck attachment is composed of impact-resistant carbon steel and features a low-profile, energy-absorbing polyurethane bumper. The low-profile bumper prevents contact with the load to reduce product and pallet damage. The main housing frame enables open visibility of products during operation, and housekeeping is improved due to less debris from splintered pallets, which can damage lift truck tires.

"Palletized loads can encounter a fair amount of abuse," says Mike Smith, customer service manager for The Raymond Corporation. "The Blue Guardian reduces unnecessary downtime and costs caused by damaged pallets and products."



Meijer to Install Wind Turbines

Retailer to Use Wind Power at Headquarters and Selected Store Locations

SUPERCENTER retail chain Meijer will soon expand its green initiatives to include the use of wind power at some of its facilities. The announcement was made by Stacie Behler, vice president of communications and public affairs for the Grand Rapids, Mich.-based retailer.

"This is a very exciting project for Meijer," said Behler. "We continue to look for ways to decrease our carbon footprint and this wind turbine project is yet another example of how we can apply innovation to be more green."

Meijer received approval to install the wind turbines from the zoning board of appeals in the city of Walker, the Grand Rapids suburb where Meijer's headquarters facility is located. Current plans are for six wind turbines to be installed on the roof of the Meijer headquarters facility, with meters placed inside the building.

The wind turbines are being manufactured by locally-based Cascade Engineering. Meijer is also hoping to expand its wind turbine project to include its stores in the west Michigan lakeshore communities of Grand Haven and Norton Shores.

Meijer has launched numerous green initiatives through the past few years, including the construction of LEED certified stores, a plastic bag recycling program and the continued expansion of green products sold inside the stores, including re-usable bags.

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Shop 'n Save Opens New Express Location in Central West Virginia

SHOP 'n SAVE

GRAND OPENING

23K Store Debuts in Philippi

SHOP 'N SAVE owners/operators Craig and Linda Phillips are welcoming customers at their new store in Philippi, WV. The couple opened their new Shop 'n Save Express, January 24, at 1 Swamp Lane. They officially opened the 23,000 sq. ft. store with a ribbon-cutting ceremony at 8 a.m. Grand-opening activities included in-store demonstrations, sampling of signature items from every department, and giveaways.

"We look forward to being a part of the community, and we are eager to serve our new customers," Craig Phillips said. "We are confident that our new employees and our new shoppers will find a welcome home with us."

Shop 'n Save customers at the Philippi location have all of their favorite branded departments such as Sunny Fields Produce and the Neighborhood Butcher Shop featuring only U.S.D.A. Choice Beef, Downtown Deli and the Country Corner Bake Shoppe. A hot foods department with daily lunch specials will also be available. In addition to their favorite food departments, a customer service department that includes lottery, gift cards, fax service, stamps and Rug Doctor will also provide shoppers with the benefit of convenience. The new store offers a five percent discount for senior citizens every Tuesday.

The new store is open Sunday through Saturday from 8 a.m. to 9 p.m.



■ SHOP 'n SAVE owners/operators Craig and Linda Phillips have opened this 23,000 sq. ft. Shop 'n Save Express in the central West Virginia community of Philippi.



■ A BIG ATTRACTION of the new store is its spacious and well merchandised produce department.



■ GRAND OPENING HIT - It didn't take long for the new store to become popular with Philippi shoppers, as customers were quick to discover all of their favorite branded departments. In addition to their favorite food department, a customer service department provides shoppers with many additional conveniences.

Wal-Mart Names Cornell President and CEO of Sam's Club

WAL-MART STORES, Inc. has named Brian Cornell, 50, president and chief executive officer of Sam's Club, the company's members-only warehouse operating segment. Cornell replaces Doug McMillon, who became president and CEO of Wal-Mart International on February 1, and will report to Mike Duke, president and CEO of Wal-Mart Stores, Inc.

"In searching for our new Sam's Club CEO, we wanted a leader who is strong, talented and people-oriented," said Duke. "We also wanted someone with broad experience in retail management, food merchandising and consumer product marketing. Above all, we looked for a leader who would live up to our brand and our culture. We found all of these things in Brian."

According to Cornell, "I am excited to join the Wal-Mart family and have the opportunity to lead an organization like Sam's Club. It's truly an honor to succeed a terrific leader like Doug and I look forward to continuing a strong strategic direction for the business. I am committed to remaining relentlessly focused on serving our members' needs, delivering value through merchandise quality and enhancing the member shopping experience."

Cornell has more than 20 years of experience, most recently serving as CEO of Michael's Stores, Inc., the largest specialty retailer of arts and crafts merchandise for the hobbyist and do-it-yourself home decorator in North America. Prior to that, Cornell was executive vice president and chief marketing officer for Safeway, where he was responsible for the company's marketing, merchandising and distribution operations, as well as its online home delivery business. Cornell has also held senior management positions at PepsiCo, including president of Pepsi-Cola North America's Food Services Division and president of Tropicana International.

He earned a bachelor's degree at UCLA and attended its Anderson Graduate School of Management. He will relocate to Bentonville, AR with his wife Martha.



■ BRIAN CORNELL

D&D Commodities Names Braddock Special Accounts Mgr.

D&D COMMODITIES, LTD., a family-owned and operated company that manufactures quality products for caged birds, small animals, wild birds and other wildlife, announced that Chris Braddock has joined their team as a Special Accounts Manager. He will work closely with retailers and distributors in the southeastern United States, covering Alabama, Florida, Georgia, North Carolina and South Carolina.

A Kansas City, Missouri native, Braddock began working in the outdoor pet food industry while attending Truman State University in Kirksville, MO. "We are happy to welcome Chris to the team," says Mike Wulf, National Sales Manager at D&D Commodities Ltd. "His knowledge of the industry makes him a great asset to our customers and our company."



■ CHRIS BRADDOCK

2009 Miami International Wine Fair Coming

THIS YEAR, the 8th annual Miami International Wine Fair will take place Saturday, September 26 and Sunday, September 27, at the Miami Beach Convention Center. One of the largest wine and spirits tradeshows in America, attracting a national audience of industry professionals, the Miami International Wine Fair showcases over 500 producers representing more than 1,500 wines and spirits from 20 countries.

A leading fine wine show, the Miami International Fair will feature wines from some of the world's most established wine countries such as Spain, France, Italy,

MIAMI
INTERNATIONAL
WINE FAIR



the United States, and Australia. Last year's event witnessed a significant increase in emerging wine regions, including: the Castilla León and Castilla La Mancha regions from Spain; Château Indage Ltd., one of the largest producer of wines in India; Romanian wineries such as Terra Romana, Prahova Valley and Byzantium; Wines from Brazil; Adega Cooperativa de Redondo from Portugal; and Wines of Uruguay. This year, the 2009 the Miami Wine Fair will debut a significant presence in spirits, making this a premier cocktail celebration as well as wine tasting event.

Terra Romana, Prahova Valley and Byzantium; Wines from Brazil; Adega Cooperativa de Redondo from Portugal; and Wines of Uruguay. This year, the 2009 the Miami Wine Fair will debut a significant presence in spirits, making this a premier cocktail celebration as well as wine tasting event.



■ PAL RECEIVES CHECK - Peter Klein (left), President of The Claire Friedlander Family Foundation Huntington, New York is shown presenting a \$10,000 grant to the Police Athletic League (New York City), and its representative, Jami Landis. John Catsimatidis (center), the Chairperson/Chief Executive Officer of Gristede's/Red Apple (New York City) helped to facilitate this contribution which is being earmarked for PAL's in-step, in-school training program.

SHOP 'N SAVE Announces 2009 American Idol Fly Away Contest Winner

OUT of entries from over 70 SHOP 'n SAVE store locations, Sara Gorsuch of Pittsburgh was randomly chosen as the winner of the 2009 SHOP 'n SAVE American Idol Fly Away Contest. The award was presented on April 2 at the Rochester Road store.

Sara, American Idol fan and avid SHOP 'n SAVE customer, along with companion Alison Lenkiewicz, will receive roundtrip airfare from Pittsburgh to Los Angeles and hotel accommodations for three nights. The two friends will leave on April 27 and will be given two tickets to see a live American Idol performance at Studio City in Hollywood.

"This is our third year holding the American Idol Fly Away Contest," said Rich Haeflein, Advertising Manager of SUPERVALU which supplies SHOP 'n SAVE stores. "It's a popular giveaway among our loyal cus-



■ Mike Walker, General Manager of Glenshaw, Pines Plaza and Rochester Road SHOP 'n SAVE stores (right) with Rochester Road SHOP 'n SAVE store owner Mike Mihelic (left) present the American Idol Fly Away award to winner Sara Gorsuch of Pittsburgh, PA.

tomers and we are excited to give back to them with contests such as this."

The award presentation at the Rochester Road SHOP 'n SAVE,

owned by Mike Mihelic, was held to congratulate the winner, where Sara was given balloons, flowers and an oversized award certificate.

Acosta Names Rebecca Steele V.P. of Human Resources

REBECCA (Becky) Steele has joined Acosta Sales and Marketing Company as Executive Vice President of Human Resources. She will have responsibility for all HR operations, ensuring Acosta attracts, retains and develops the highest caliber of associates. Located at Acosta's headquarters in Jacksonville, FL, Steele becomes a member of the executive team reporting directly to President and Chief Executive Officer Robert Hill.

Steele has over 25 years of human resources experience in a variety of industries and organizations including the Marriott Corporation, Blue Cross Blue Shield of Florida and most recently Stein Mart Inc. She brings to Acosta a unique combination of operations and HR experience including employee relations, compensation and benefits, recruitment, and organizational development. She also has extensive experience working with part-time



■ REBECCA STEELE

associates in the hospitality, health care and retail industries. She is a graduate of Virginia Tech with a master's degree in education and instructional design.

As the vice president of human

resources at Stein Mart, a national fashion merchandise retailer with 300 stores and 17,000 associates, she was responsible for all HR functions including organizational development, benefits, training, and corporate employee relations. Her key accomplishments included increasing the effectiveness of and the migration to technology-based learning programs, the establishment of Stein Mart University as an online portal for career development and the improvement of talent and performance management processes.

"Becky's extensive experience in human resources will bring a new level of associate development to Acosta," said Hill. "As Acosta grows, it is important that our HR functions support and enhance our key business strategy of recruiting and retaining outstanding associates. Becky is the right person to lead this important initiative."

NACS Show Registration Opens

ATTENDEE and housing registration has opened for the 2009 NACS Show, which will take place October 20 to 23 in Las Vegas.

Attendees are able to register for the NACS Show and book housing at "http://www.nacsshow.com"

As the NACS Show nears, "http://www.nacsshow.com" will feature the latest information about exhibitors, new products, guest speakers, workshops and networking events. In August, the NACS Show Connect Internet portals will go live, allowing retailer registrants to link with fellow attendees or exhibitors. NACS Show Connect was used by more than 80 percent of NACS Show attendees in 2008 to match buyers with qualified exhibitors and relevant Show activities.

NACS and the Petroleum Marketers Association of America (PMAA) will once again extend their strategic alliance around the NACS Show that includes PMAA-branded sessions. The Petroleum Equipment Institute (PEI) and NACS will also continue their strategic alliance for a combined Show, which was introduced at the NACS Show in 2002 in Orlando.

Full registration, which includes admission to the general sessions, workshops, expo and the Welcome Reception, is \$275 for NACS members and \$425 for all other attendees. This rate is available through August 31. Other rates apply for one-day registration or expo-only registration. Exhibitor registration will be available in June.

Grocery Buying in the Current Economy

A RECENT STUDY by HealthFocus International shows that 35% of shoppers have started changing brands to save money.

■ One third of primary grocery shoppers have been affected by household income reductions in the past 6 months and a full 86.5% of those surveyed reported being very

nervous or somewhat nervous about the economy.

■ Mood can be as impactful as income in changing some shopping behaviors. People who are more nervous about the economy are also more likely to be using more coupons and delaying large item purchases even if their income has not been reduced.

Grocery Buying in the Current Economy explores how shoppers are reacting in difficult economic times. Shoppers in different demographic groups such as presence of kids in the household, level of income and degree of income change, report changes to their attitudes and behavior over the last 6 months.

COMING EVENTS

MAY

4-6

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

31-JUNE 2

GEORGIA ASSN. OF CONVENIENT STORES (GACS) Annual Meeting and Convention at Marriott Hilton Head Resort & Spa, Hilton Head, South Carolina. For additional information, contact 770-736-9723.

JULY

15-19

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

AUGUST

6-7

ASSOCIATED GROCERS OF FLORIDA, INC. 2009 "Savings Event of the Year" at Double Tree Airport Hotel & Convention Center, Miami, FL. Hotel contact: Robert Hernandez - tel: 305-261-3800, Fax - 305-260-8954; AG contact: Julia Loveira - tel: 954-876-3151, fax: 954-876-3148; Roy Deffler - tel: 954-876-2802, fax: 954-876-2800.

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SOUTHEAST WHOLESALE FOODS 4th Annual Sale-A-Bration of Savings Food Show at Miami Airport Hilton Hotel, 5101 Blue Lagoon Drive, Miami, FL 33126. For additional information, contact: Mary Lopez, 305-883-1198, ext. 7114; mlopez@seff.com.

SEPTEMBER

11-14

FOOD MARKETING INSTITUTE (FMI) FMI Supermarket Pharmacy Conference and the GMDC Health Beauty Wellness Marketing Conference, Marriott Grand Lakes, Orlando, FL. For additional information, call: 202-452-8444.

26-27

2009 MIAMI INTERNATIONAL WINE FAIR at Miami Beach Convention center. For more information, contact: Shibani Chawla-Clews, Executive Director, ; shibani@miamiwinefair.com; 866-887-WINE

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

Food For All Receives \$10,000 From FMI FoodPACE Event

FOOD FOR ALL, a non-profit organization dedicated to ending the fight against hunger, received \$10,000 from Food Marketing Institute's (FMI) annual FoodPACE Golf Tournament fundraiser, held during FMI's recent Midwinter Executive Conference in Orlando, FL. The tournament was sponsored by Kraft Foods, Inc., MillerCoors, PepsiCo, Inc., Source Interlink Companies and Time/Warner Retail Sales & Marketing.



■ GOLFERS - Bill McEwan, Sobeys Inc.; Greg Calhoun, Calhoun Food Markets, Inc.; William E. Crenshaw, Publix Super Markets, Inc. and Dan Hegarty, Kraft Foods, Inc.



■ HAPPY TEAM - Scott MacGlashin, PepsiCo Beverages North America; Michael Spanos, The Pepsi Bottling Group; Carol Jurgens and Richard N. Jurgens, Hy-Vee, Inc.

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