

TODAY'S GROCER

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SUPERVALU Names Herkert CEO

Jeff Noddle Continues as Executive Chairman



CRAIG HERKERT



JEFF NODDLE

The SUPERVALU board of directors has appointed Craig Herkert of Wal-Mart to the position of Chief Executive Officer. Jeff Noddle, who has served as Chief Executive Officer since 2001 and Chairman of the board since 2002, will continue to serve as the company's Executive Chairman and will work closely with Herkert over the upcoming months to ensure a smooth transition of Senior Management. Herkert's official start date has not yet been determined.

"As we approach the end of year three of our company's transformation and as I begin planning for retirement, the time is right to lay the groundwork for conti-

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Kellogg's Adding Fiber to Ready-to-Eat Cereals

Recognizing that fiber is an important nutrient that many children and adults don't get enough of, Kellogg Company announced on June 4 that it will add fiber to many of its ready-to-eat cereals in the U.S., as well as in Canada. By the end of 2010, nearly 80 percent of Kellogg's U.S. ready-to-eat cereals will be at least good to excellent sources of fiber.

"Today's announcement is another step on Kellogg Company's journey to continually improve the nutrition profile of

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Steve Smith Tennessee "Grocer of the Year"

Honored by Tennessee Grocers & Convenience Store Association

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PRESIDENT/CEO
K-VA-T FOOD STORES, INC.
FOOD CITY



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■ Chef Michael Psilakis



■ **WHITE HOUSE CHEFS** Zack Miller, left, and Michael Psilakis of Anthos restaurant in New York City are seen Wednesday, March 25, in the Blue Room at the White House, where they prepared food for guests attending the Greek Independence Day ceremony. White House Photo/Joyce N. Boghosian.

Guest Chef at White House Greek Independence Day Gala

CHEF MICHAEL PSILAKIS, celebrated for his enthusiastic, groundbreaking efforts to put Greek cuisine on the modern culinary map, was a guest chef at the White House at the Greek Independence Day Celebration attended by President Obama, Vice President Biden and Archbishop Demetrios.

"This is a tremendous honor. To have the White House invite me to participate in the menu and celebrate Greek food is a considerable distinction. I am greatly humbled," says Chef Psilakis. "Every day, I strive to make Greek cuisine a centerpiece in the American culinary experience. I believe food is a great vehicle to bring people together, and tonight we gather to celebrate the food and warm hospitality of Greece."

A taste of Psilakis' contribution to the menu included signature Modern Greek dishes straight

off his menu at award-winning Anthos restaurant in New York City. His featured dishes included Raw Meze of tuna with feta dust, and pickled, raw and dehydrated watermelon; Open Goat Moussaka; Braised Snails with rabbit confit, trahana in a rabbit jus with dehydrated Halloumi; and Roasted Octopus with pickled morel mushrooms, baby fennel and leeks.

Chef Psilakis has accrued many of the food world's highest honors. He has been awarded Food & Wine's Best New Chef; Bon Appetit's Chef of the Year; Esquire Magazine's Chef of the Year, and had his upscale Greek restaurant, Anthos, nominated for a James Beard Award in the category of "Best New Restaurant." Anthos is the only Greek restaurant in America to carry a Michelin star, and one of only two Greek restaurants in the world to have the distinction.

■ Consumers Clamor for Emergency Efficiency

Gender, Age, and Marital Status Drive Consumer Preference and Eco-Awareness

A RECENT survey by Whirlpool Corporation revealed that 84 percent of consumers said that energy — not water or time — is most important to them when it comes to home appliance efficiency. In fact, nearly three quarters (72 percent) of respondents actively look for the Energy Star® label when making purchasing decisions.

With savings — on energy, water and money — top-of-mind for today's consumer, Whirlpool Corporation took a closer look at what really drives consumer appliance purchases today. When asked what would be a part of their dream kitchen, eco-efficient appliances beat out other items as the top choice. However, while consumer demand for eco-products is high, understanding of the benefits varies among male and female, married and single.

The survey reveals married or previously married consumers appear to understand the benefits of using eco-efficient products more so than their single counterparts. In fact, 77 percent of married consumers said they look for the Energy Star label

when purchasing appliances versus only 59 percent of unmarried consumers. While this indicates a real effort by some to reduce their impact on the environment, it also shows that education is still needed to communicate the benefits to other demographics.

What else did consumers have to say about eco-efficiency in their homes? A lot, particularly when looking across gender, marital status and age groups.

The greener gender? Eco-industry insiders have long touted women as the "greener" gender, yet 71 percent of males aged 35-44 surveyed are more attuned to high efficiency (HE) laundry products as compared to their female counterparts in the same age group (54 percent).

Love and marriage. Sixty-one percent of married and 64 percent of previously married consumers said they understand what HE means in terms of laundry compared to only 51 percent of unmarried consumers.

Generation gap. The majority of consumers age 18-44 said they would have a HE washer in their

dream laundry room, while consumers aged 45+ said they would most prefer a washer and dryer that are more ergonomically friendly. Increasingly, manufacturers are designing products to cater to this age group, which makes up half of the nation's purchasing power. Appliance features include pedestals that raise the height of washers and dryers to reduce bending and controls with large knobs and audible cycle signals for those with limited vision or arthritis.

Efficient or not? Forty-four percent of consumers said they did not know if top-load washers use more energy than front-loaders and 38 percent believe that they do, indicating a need for clarity when it comes to communicating the benefits of HE machines to appliance shoppers. In fact, HE machines are available in both top and front-load configurations, using up to 67 percent less energy and 70 percent less water and up to 73 percent less energy, respectively, as compared to conventional top-loaders.

■ Dreyer's Grand Ice Cream Names

Mike Mitchell President and CEO

MIKE MITCHELL has been appointed President and Chief Executive Officer of Dreyer's Grand Ice Cream, Inc. Mitchell joins Dreyer's from Nestle USA and replaces retiring CEO Timothy F. Kahn. Dreyer's has been owned by Nestle SA since 2006.

Prior to taking the top job at Dreyer's, Mitchell had been the President of Sales for Nestle USA where he was responsible for all retail sales for supermarkets, mass merchandising, discounters, club stores, drug stores and military since 2002. Under his leadership, the Nestle USA Sales team achieved seven consecutive years of exceeding sales growth targets.

Prior to that, Mitchell was President/General Manager of the Beverage Division of Nestle USA, responsible for overseeing the entire beverage operation in the United States including the Coffee-mate(R), Nesquik(R), Nescafe(R), and Juicy Juice(R) brands. Mitchell joined the Nestle Beverage Division in 1991 as General Manager of Club, Drug and Mass Merchandising Sales. He was promoted to Divisional Vice President, Grocery Sales, for the Western United States, and then to Vice President and General Manager of Roast and Ground coffee, where he managed the marketing, promotions and manufacturing functions.

In 1995, Mitchell moved to Nestle FoodServices as Senior Vice President, Sales. In 1998, he added marketing responsibilities to his role as Senior Vice President, Sales and Marketing, and then in 2000, he became Senior Vice President of Marketing to create a stronger focus on strategic development and long-term growth.

Mitchell is originally from San Bruno, CA. He holds a bachelor's degree in marketing from the University of Notre Dame.



■ MIKE MITCHELL



■ **FISHING BUDDIES:** Barry Manilow and StarKist's Charlie the Tuna pose for photos on the Ad Icon Walk of Fame at the 50th Anniversary CLIO Awards on Thursday, May 14 at the Hard Rock Hotel & Casino, Las Vegas. [Photo: Rich Schmitt Photography]

Ad Icons

BARRY MANILOW poses with StarKist's Charlie The Tuna on the Ad Icon Walk of Fame at the 50th Anniversary CLIO Awards held at The New Joint in the Hard Rock Hotel & Casino, Las Vegas on May 14. The CLIO Awards, one of the world's most prestigious international advertising and design competitions, honored Barry Manilow with an Honorary CLIO Award for his production of some of the most famous advertising jingles of all time. Charlie The Tuna was one of the legendary Ad Icons on the red carpet before the awards ceremony.

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My M&M's Teams With NBA To Help Fans Cheer On Their Favorite Team



MARS DIRECT Inc., a division of Mars Snackfood US, announced today a new licensing relationship with the National Basketball Association to create MY TEAM M&M'S Brand Chocolate Candies. MY TEAM® M&M'S® NBA Blends feature customized team logos and colors for all 30 NBA teams. The new NBA Blends can be purchased online at mymms.com/nba, as well as at the NBA Store in New York City, giving Hoop fans from coast-to-coast a fun and delicious way to support their favorite team.

"As the NBA Playoffs tip off, fans are looking for new, fun ways to show their team spirit," said Mars Direct Vice President and General Manager Jim Cass. "From the Lakers to the Celtics, and everywhere in between, MY TEAM M&M'S NBA Blends is the perfect treat for parties or gifting a superfan."



Shaman Chocolates Launches New Organic Bars

SHAMAN CHOCOLATES has expanded its socially responsible collection of gourmet, organic chocolate bars to include two unique new flavors. All profits from the sale of the certified organic and Fair Trade Shaman Chocolates help support the **Huichol Indians**, a tribe living in central western Mexico in the Sierra Madre Mountains, who are said to be the last Indigenous Tribe in North America to have maintained their pre-Columbian traditions.

Shaman Chocolates blended the purest certified organic and Fair Trade chocolate with some of the healthiest organic superfoods to create the new **Organic Dark Chocolate with Acai, Lemon & Orange** and **Organic Dark Chocolate with Green Tea & Ginger** chocolate bars. The suggested retail price is \$3.00 for a 2-ounce bar. The chocolate bars, which feature labels adorned with amazing Huichol artwork and imagery, are available at hundreds of retailers nationwide.

Shaman Chocolates was created by Brant Secunda, the well-known shaman, healer and ceremonial leader in the Huichol Indian tradition of Mexico. He is the director of the Dance of the Deer Foundation Center for Shamanic Studies and a teacher of seminars and retreats worldwide. By donating all profits, Secunda provides continuing economic support that enables the Huichols to continue to live in their traditional ways.

Expresso 'N Cream Flavor

Baskin Robbins Adds To Its Smooth & Creamy Hard Candy Line

CONFECTIONERY manufacturer BestSweet, Inc. has announced the introduction of new Espresso 'n Cream flavor to its line of ice-cream flavored Baskin-Robbins Smooth & Creamy Hard Candies. New Espresso 'n Cream combines the popular taste of espresso with real cream, and each mouth-watering piece features a natural swirl appearance while offering the delicious flavor, smooth texture and true experience of Baskin-Robbins ice cream.

Made with rich cream and sweetened with Splenda®, new Baskin-Robbins Smooth & Creamy Espresso 'n Cream Hard Candy will delight taste buds everywhere. Available in sugar and sugar free varieties, each piece is individually wrapped.

"In just a few short months, BestSweet has introduced a great, new shape and texture, as well as new eye-catching packaging for our hard candy products. Now, we're introducing a delicious, new flavor that we know consumers will love ~ Espresso 'n Cream. Needless to say, we have been thrilled to provide our customers fans with these wonderful options and we are looking forward to more sweet news in 2009," said Harry Overly, Vice President, marketing and innovation for BestSweet. The retail price of the 2.75 oz sugar free and 6 oz sugar varieties of Baskin-Robbins Smooth & Creamy Espresso 'N Cream Hard Candy is \$1.99.



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■ TOP PROMOTERS- Oscar Rodriguez/Commercial Manager, Ana Maria Cardona/Administrative Manager, Juall De Freitas/Operation Manager, Anthony De Freitas/President, Evelyn Quintero/Merchandising Supervisor, and Sara Sweetman/Coordinator, Promoting USA.

Experts at Educating Consumers and Creating Sales

WHEN CREATING sales in retail food stores — whether for new or established lines, nothing is more important than having the proper team of knowledgeable and well trained marketers. Among the best in the business is Promoting USA — relatively new to the US, but a thoroughly veteran organization in many other parts of the world.

With a team of more than 4,000 associates and an ISO 9000 2001 Quality Certification, Promoting Group proudly serves a number of well-known companies such as: Nestle, Procter & Gamble, Kraft, and Johnson & Johnson, among others.

Promoting Team increases its clients' sales by focusing on executing high-quality, in-store service featuring 24/7 'around the clock' coverage in three different countries: USA, Venezuela and Dominican Republic.

"It is demonstrated that consumers, influenced by economic realities, are making decisions about products, brands, sizes and frequency at the time of shopping in the store. This is why the branding and strategies to in-

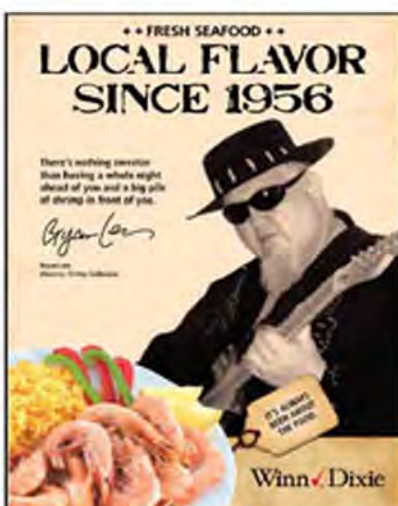
crease market share has to be executed In-Store," emphasizes Anthony De Freitas, Founder & CEO of Promoting Group, a firm that has been in operation since 1980 and successfully offering a wide variety of Trade Marketing Services including Sales, Merchandising, Demonstration and Market Research.

De Freitas tells TODAY'S GROCER, "The reasons for our outstanding service are Training, Supervision and Reporting. These factors, coupled with the use of approved Dale Carnegie sales techniques has allowed us to develop specific trainings for our merchandising and demonstration services, ensuring the best performance of our staff and results for our clients".

Counting on an advanced and very upscale technological platform, the Promoting Team can provide its clients with up-to-the-minute information to support their making decision process. To learn more, contact Promoting USA at 2000 NW 89th Place- Suite 122, Dorland FL 33172. Tel.(305)407.9601 or visit them at their website: www.promotingusa.com

■ "Local Flavor Since 1956"

Winn-Dixie Campaign Celebrates Proud Heritage in Louisiana and Mississippi Gulf Coast



SHOPPERS in Louisiana and the Mississippi Gulf Coast are enjoying more local color than ever from their longest-serving grocer as Winn-Dixie has launched a new marketing campaign specifically tailored to the region. The campaign, which highlights "Local Flavor Since 1956," features local celebrities and long-time Winn-Dixie store associates.

"Winn-Dixie takes pride in having served Louisiana and the Mississippi Gulf Coast for more than 50 years," said Joey Medina, Winn-Dixie's regional vice president, who is based at the company's distribution center in Hammond, LA. "This reflects not only the deep roots we have here, but also the strong commitment that Winn-Dixie has to being fresh and local in every neighborhood we serve."

Medina notes that the grocery chain, which employs more than 11,000 associates in the region which includes more than 70 stores and its distribution center, has developed relationships with hundreds of family-owned, local suppliers over the years— primarily farmers, fishermen, and food brokers.

"Winn-Dixie also has a long-standing tradition of giving back to our communities," said Medina. "In Louisiana, we donate more than \$1 million each year to 800 local non-profit groups through our Community Pals Program; our Foundation supports many worthy organizations that serve women and children, education, health, and hunger; and, we are proud sponsors of events and institutions throughout the region from youth sports teams and local festivals to the Audubon Zoo, Habitat for Humanity, and the New Orleans Saints. Winn-Dixie is more than just a business partner here—this is our home, and these are our neighbors, our friends, and our families."

Tabasco Honored As Her Majesty's Hot Sauce

Bestows Royal Warrant on Iconic Pepper Sauce

NEWS FROM across the pond: Tabasco® brand Pepper Sauce has achieved the ultimate Royal seal of approval. Her Majesty Queen Elizabeth II has awarded a Royal Warrant to its maker, McIlhenny Company, a family-owned company that celebrated its 140th anniversary in 2008.

Highly prized as demonstrating excellence and fine quality, Royal Warrants are marks of recognition to individuals or companies who have supplied goods or services for at least five years to HM The Queen, HRH The Duke of Edinburgh or HRH The Prince of Wales.

"We're absolutely delighted to know that Tabasco sauce has a place at Her Majesty's table," said Paul McIlhenny, President and CEO of McIlhenny Company, and fourth generation family member. "England has always been very loyal to us, consistently ranking among the top markets in international sales. This is indeed a proud moment in Tabasco history."

Tabasco sauce and England have historically enjoyed a very strong relationship, since the iconic pepper sauce was first exported there in 1874. During World War II, the Queen Mother had her staff search London for Tabasco sauce, which was in short supply due to wartime constraints. As her deputy controller of supply wrote in his memoir, My Twenty Years in Buckingham Palace, "The Queen [Mother], when she was told that there was no more Tabasco sauce, took the news philosophically."

Tabasco sauce was created in 1868 by Edmund McIlhenny on Avery Island, Louisiana, from a special variety of Capsicum pepper plants. Encouraged by local success, Edmund marketed his unique concoction to the world and the Tabasco sauce legacy was born.

The business flourished and remains in the hands of the McIlhenny family, who oversee every stage of production, from planting, harvesting, mashing, wine-like fermentation and aging white oak barrels to final blending and bottling. And although production has increased enormously since 1868 — over 160 countries and territories now enjoy Tabasco sauce — the beloved recipe remains virtually the same as it was over 140 years ago.



Good Housekeeping Introduces Good Food Collection

GOOD HOUSEKEEPING magazine, through Hearst Brand Development and Tulocay & Co, are introducing Good Food pantry products. The legacy brand that has been delivering good for you advice to loyal readers for nearly 125 years will now be delivering Good Food pantry products to supermarket shelves around the country. The line offers the time-pressed and health-conscious consumer easy, smart, and affordable ways to eat and live well.

"The Good Housekeeping Good Food collection offers our readers the opportunity to create delicious, healthy and affordable meals with ease from the brand they already welcome into their homes as a trusted friend and reliable resource," said Glen Ellen Brown, Vice President of Hearst Brand Development.

"With over 24 million loyal readers, Good Housekeeping provides a tremendous potential customer base for Good Food," commented Karen Foley, Tulocay & Co's Senior Vice President of sales. "Among concerns about health, wellness, and food safety, consumers' perception of value is dramatically changing — resulting in a rapidly accelerating demand for quality. Good Food will become their trusted 'go to' brand."

As the manufacturer of the Good Housekeeping Good Food brand, Tulocay & Co brings its national distributor of natural and specialty products, Tree of Life, to the partnership. Tree of Life's solid relationship with key national and regional retailers alone with the brand recognition of Good Housekeeping's Good Food provides a unique opportunity for retailers to set themselves apart from their competition.

Good Housekeeping Good Food comprises all natural, value priced food products made with quality ingredients and designed for ease of use with "30 minutes or less meal suggestions." Each product label features a "make it tonight" recipe, simple usage suggestions, health benefits and the Good Housekeeping Seal from the Good Housekeeping Research Institute.

Pantry staples inspired by current trends, recipes from the Good Housekeeping test kitchen, as well as favored global cuisines make up the initial 25 product launch. The versatile collection features a medley of sauces that include steak, barbecue or marinades for grilling and roasting, as well as popular Asian and Mexican flavors, and pasta sauces, mustards and vinaigrettes/dressings.





Quandary in the Aisles: "What's Worth it?"

Helping Moms with Big and Small Checklists

By **FRED HABERMAN**,

Co-founder and CEO of Haberman.



During tough economic times, top of mind for consumers shopping in your aisles is the question of value vs. cost—whether it's for a box of cereal or a gallon of milk.

To a greater degree, the question

occupies the minds of mothers considering buying organic, whether it's at a big box retailer or a natural food co-op.

Through the end of May, the Organic Agriculture and Products Education Institute (Organic Institute) is running a campaign that addresses the question of value head on.

"Organic. It's worth it." is the non-profit's first national consumer education and marketing campaign.

Increasing Consumer Purchase of Organic

According to Christine Bushway, President of the Organic Institute and Executive Director of the Organic Trade Association (OTA), "Organic. It's worth it." Communicates that organic is worth it in every way from health and economics to farming and the environment.

Ultimately, the campaign will increase consumer trust, knowledge and purchase of organic, particularly among families and new mothers, the primary gateways to organic.

"Helping mothers make the connection between their family's personal health and the health of the environment is key to this education and marketing initiative," Bushway says. "It gives them the rationale they need to make the organic purchase."

Social Media, Internet Spread the "It's Worth it" message

"Organic. It's worth it." Includes the Web

banner ads with the look and feel of to-do lists as their primary educational tool. Each banner ad informs about how organic empowers consumers to "check-off" tasks from their practical to-do lists while meeting goals on their aspirational or "big" wish lists.

By buying organic food, for example, consumers can check-off grocery shopping from their to-do lists and meet some of their wish list's goals, too, like helping keep their kids and the environment healthy.

The campaign accommodates a variety of topics of concern to families who might be open to choosing organic. Among these are organics' connection to healthy kids, nutritious meals, food people trust, clean water and a healthy future.

All banner ads lead to a micro-site (www.organicitsworthit.com) that speaks to consumers about organic in a friendly, non-preachy way. The ads began running March 5 and will continue through May on sites such as NPR.org, CNN.com and Parents.com. A public relations campaign, which calls on consumers to submit videos declaring why they think organic is worth it, is also underway. The winner will be named the organic industry's first-ever

consumer spokesperson and featured in an upcoming ad campaign.

Additional elements of the OTA's education and marketing initiative include: the "Go Organic for Earth Day™" retailers program; a new Go Organic™ for Back to School sales promotion; bi-annual Taste for Life special magazine issues; the re-launch of The O'-Mama Report consumer e-newsletter; the "Organic on the Green" college student blog; a bi-monthly Blogwatch tracking organic coverage; the OTA Blog providing an organic perspective; an upgraded Member Forum technology; the Manufacturers Market Survey; and the new Organic Input Almanac.

For more information visit www.theorganicinstitute.org or www.ota.com.

FRED HABERMAN is the Co-founder and CEO of Haberman, a brand public relations firm that tells the stories of pioneers who are making the world a better place. Haberman's team of storytellers co-created the "Organic. It's worth it." Campaign with the Organic Trade Association. For more information about Haberman, visit www.modernstorytellers.com

Pennant Foods to Acquire General Mills Frozen Bread Dough Business

PENNANT FOODS, a leading provider of specialty bakery products and solutions to the food service and retail industry, announced today it has entered into a definitive agreement to purchase a portion of the General Mills Bakeries and Food Service frozen bread dough business. Pennant is a mem-

ber of the Fresh Start Bakeries Family of Companies which operates more than 25 bakeries in nine countries on four continents worldwide.

The sale includes four manufacturing facilities located in Bakersfield, CA; Hazleton, PA; Montreal, Quebec, Canada; and Vinita, OK, and will significantly increase Pennant

Foods' production capacity for some of its core focus product lines.

"The addition of these capabilities will greatly enhance Pennant's ability to serve the growing needs of our key customers, as well as open new markets to the Company," says Jim Clough, President of Pennant Foods. "We are a customer-

centric organization that has enjoyed a strong market position over the years and this strategic acquisition is indicative of our overall optimism and commitment to growth in our focus categories."

"Our objective is to build on and broaden the products and services we provide to our customers in the

global bakery products market," states Craig Olson, President and Chief Executive Officer of Fresh Start Bakeries. "Pennant has been a strong and reliable performer for Fresh Start and I am confident that the synergies of this acquisition will both solidify and grow the value we provide to our customers."

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Grocery



Kashi Expands with New Island Vanilla Biscuit Cereal



KASHI COMPANY announced the launch of Island Vanilla, a wheat cereal that marries pure ingredients with really vanilla to create a wholesome, naturally sweet breakfast paradise.

"Pure vanilla has such a delicate, unique flavor that Island Vanilla brings to life," says Keegan Sheridan, natural food and lifestyle expert for Kashi. "And al-

though our ingredient list is simple, we think the taste is anything but. Plus, each serving has a whole day's serving of whole grains, making Island Vanilla's nutritious way to enjoy your breakfast."

Island Vanilla begins with finely-shredded wheat pieces that are woven together to create light, tasty whole grain biscuits. These pieces are then naturally sweetened using evaporated cane juice crystals that are infused with organic vanilla extract. Within the rugged wheat layers are finely ground vanilla beans that gently drift loose while floating in milk.

Just like Kashi's other organic Promise woven biscuit cereals Autumn Wheat® and Cinnamon Harvest®, Kashi's Island Vanilla Cereal contains no artificial ingredients and is free of highly refined sugars, artificial additives and preservatives. Every serving provides superior nutrition with 48 grams whole grains per serving, six grams of fiber and protein and minimal sugar, containing less than nine grams per serving. It is 95 percent organic and USDA Organic – certified Organic by Quality Assurance International.

Fetch'erz™ Ballz: The Next Evolution in Dog Treats



KICK NUTRITION Inc. has launched Ballz, the first product under its exciting new Fetch'erz brand. Ballz are a truly interactive gourmet treat that instinctively encourages dogs to do what they love most... *play fetch!* Offering treats is a special bonding experience between pets and their owners and the small round Ballz are a fun and delicious new way to strengthen that relationship. "The

Fetch'erz™ brand will focus on physical interaction and Ballz is just the beginning of our campaign to create fun products that enhance the bond between pets and their human companions," says Doug Daymond, founder of Kick Nutrition Inc.

Utz Introduces New Pretzels



UTZ QUALITY FOODS of Hanover, PA, is introducing a new flavor to its Select Pretzel line of artisan deli-style snacks. The Everything Pretzels are bursting with the same robust flavors found in "everything" bagels, but are in pretzels for the first time, which can be enjoyed throughout the entire day – while still meeting Utz's nutritional guidelines for their Snacking Smart line.

Like everything bagels, the pretzels are flavored with sesame seeds, onion, garlic and poppy seeds in each bite. For New Year's resolution keepers, the pretzels contain only one gram of fat, with no trans fats, saturated fats or cholesterol. They will be available in 9 oz. bags beginning in mid-February.

According to Dylan Lissette, Utz executive vice president of sales and marketing, the decision to create Everything Pretzels comes from the company's continuous commitment to creating products that meet consumers' demands for great flavors with quality ingredients and nutritional value.

"We're thrilled to introduce the first pretzel featuring these flavors to all pretzel – and bagel – lovers out there," said Lissette. "This mix of flavors is increasingly popular and perfect on our pretzels. We're especially pleased to continue providing new products that meet the nutritional values our customers want – without compromising the great taste and quality ingredients that make Utz a household name."

Kettle Brand Debuts A Spicy, New Potato Chip Flavor

WITH SMOLDERING, south of the border flavor, new Kettle Brand Jalapeño Potato Chips are naturally turning up the heat on store shelves. Kettle Brand Jalapeño Potato Chips strike the perfect balance between fresh, well-rounded flavor and the simple heat of green, spicy jalapeño peppers. A fiery, festive flavor with a Kettle Brand twist, these all natural Jalapeño potato chips are easy to eat with a satisfying heat that sneaks up on you. Paired with an ice cold cerveza, these chips are a delicious fiesta in a bag.

"We've known for a long time that our fans wanted a Jalapeño flavor but we had to get it just right," said Carolyn Richards, Kettle Foods chief flavor architect. "Using only the best ingredients, we deliver the flavor our fans expect with absolutely nothing artificial. Try them yourself and taste the all natural difference."

Kettle Brand Potato Chips are made with only the finest potatoes and delicious blends of all natural seasonings – no trans fats, no artificial colors or flavors and no preservatives. Kettle Brand also uses only non-GMO ingredients. Cooked in small batches by hand in pure, healthy oils under the watchful eye of dedicated chip cooks, every Kettle Brand Potato Chip packs a hearty crunch and is a beautiful golden color.

Kettle Brand Jalapeño Potato Chips are available in 2 oz., 5 oz. and 9 oz. bags for \$1.19 - \$3.99.



Baronia Brings the Heart and Flavor of Italy's Finest Pasta to America

BARONIA PASTA is launching its brands to a new audience in the United States, sharing the heart and flavor of Italy's finest durum wheat with American connoisseurs! De Matteis, owner and manufacturer of Baronia, is one of the handful Italian pasta factories with its own mill, blending old world charm with state-of-art technology and controlling the entire pasta-production line, starting with its essential ingredients, and following a quality-oriented philosophy.

"The heart of any good pasta is the flour extracted from the core of every wheat berry," says Marco De Matteis of Baronia Pasta adding, "Our pasta is made from extremely simple raw materials of semolina dough and water and its consistency of flavor and quality are a direct consequence of the wheat and the grinding processes. What better production plant could there possibly be than ours where the pasta factory is completely integrated with the nearby mill?"

The Baronia pasta factory not only boasts a plant with the capacity to grind 400 tons of wheat per day and the capacity to manufacture over 100,000 tons of pasta per year; but they are also equipped with superior technologies that make it possible to calibrate the processing of specific types of wheat to ensure the maximum purity of the semolina obtained conserving the nutritional qualities of the wheat. In addition to the traditional cuts of short and long pastas, they produce bronze-dye pastas, nests, lasagnas and oversized "Artigianale" pastas in the Campania homemade tradition, amounting to over 130 different cuts. It is one of the few pasta factories that can create such a wide range of dry pasta products exclusively at its own factory.

Six specific product lines are currently available and pay homage to the best in Italian tradition! Baronia is not just "another pasta." It is the quintessence of Italian artistry, offering a sublime quality at a reasonable price. It is made with passion in a safe and healthy environment, awarded Certification of its Corporate Responsibility Management System in conformity to SA8000. The IFS (International Food Standard) certification has also recently been obtained. Baronia is certified Kosher by the Jewish Orthodox Union.

The intriguing formats, so new to the American market, will impress any table and make a statement about the one and only "Made in Italy."



Nissin Foods Debuts-

New Noodle Technology with Launch of World Pasta Product

NISSIN FOODS (USA) Co., Inc. announced the launch of Chow Noodles featuring the proprietary "premium straight-cut noodle" technology. Chow Noodles is line of microwavable noodles and sauce. With some water and a microwave, this easy-to-prepare meal is perfect for lunch at the office or at home. "It's portable and doesn't even need a fridge to store. What could be more convenient?" exclaims Ken Sasahara, company President.

The secret to the quality of these noodles is the breakthrough technology developed by Nissin Foods. With traditional manufacturing it was impossible to produce instant ramen without the wave since the noodles are prone to stick together. These new noodles provide a more restaurant quality appearance and texture that is easier to prepare.

The introduction of these straight-cut noodles is a global coordinated effort in seven areas: Japan, US, China, Hong Kong, Germany, England, and France. Each country has developed tastes suitable to each area and a localized brand name. In the US, Chow Noodles features Tomato & Basil, Alfredo, and Cheddar Cheese flavors. Consumer research shows that people do appreciate the difference in noodle quality and enjoy the overall flavor.

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10 Produce

Watermelon 2.0: Summer Staple Gets Modern Makeover

New Blog Offers Recipes, News, Facts,
and Interviews with Goal of Helping
Enjoy Watermelon Year Round



■ Chef Harry Schwartz

WATERMELON — it's not just for summer picnics anymore. That's the message, among many others, behind efforts by the National Watermelon Promotion Board's (NWPB) to bring the iconic fruit into the 21st century with its very own blog.

The blog, called What About Watermelon and accessible at watermelon.org, is part of an ongoing effort by the NWPB to help Americans fall in love with the juicy produce all over again and offer culinary inspiration by portraying watermelon as an ingredient in everything from pancakes to pasta.

"The image of watermelon is long overdue for a makeover, and that's what we hope to accomplish with this blog," said NWPB Executive Director Mark Arney, who noted in the blog's first entry that of the more than 70 million blogs in existence, the NWPB's is the first dedicated solely to watermelons. "We're all

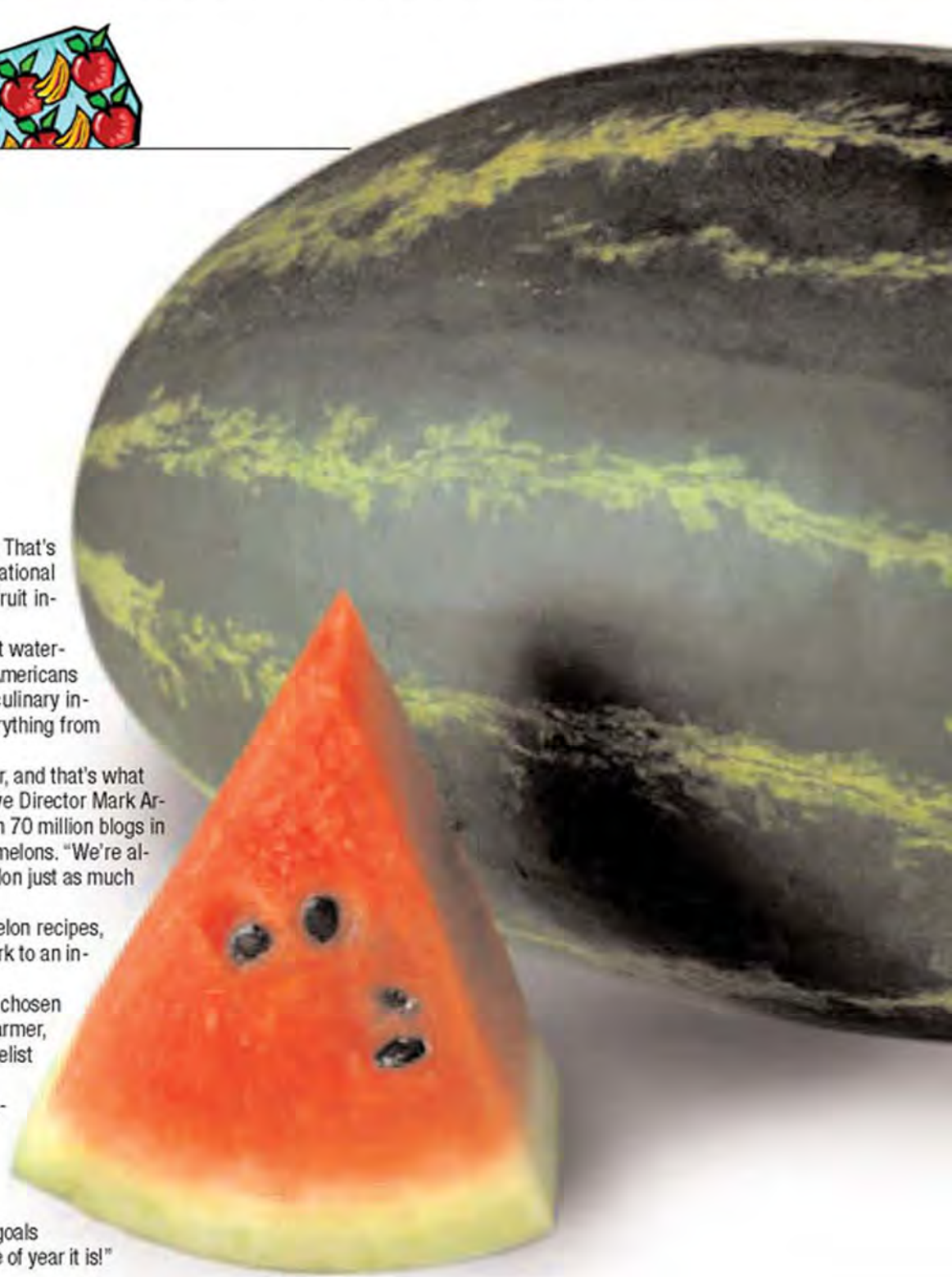
looking forward to engaging in conversations with others out there who love watermelon just as much as we do."

Updated two to three times each week, What About Watermelon will feature watermelon recipes, news and facts — from why knocking on a watermelon to determine ripeness doesn't work to an inside look at life on a watermelon farm.

The blog will also host monthly polls, award watermelon-related prizes to comments chosen at random, and host a panel of watermelon experts, including a chef, a nutritionist, a farmer, and the National Watermelon Queen herself. Readers can e-mail questions to any panelist and receive personalized answers.

Chef Harry Schwartz serves as the blog's expert for all things cooking and kitchen related. Schwartz, or "Chef Harry" as he prefers to be called, is an author and national TV personality who began working with the NWPB in 2007 during its campaign to fight childhood obesity.

"There's so much you can do with watermelon beyond the traditional wedge at the backyard barbecue," said Chef Harry. "Demonstrating that versatility is just one of many goals of the blog. Another is to have fun, because watermelon is a fun food no matter what time of year it is!"



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First Wheat-Free/Gluten-Free Frozen Burritos Debut

GLUTENFREEDA FOODS, Inc., Burlington, WA has announced the introduction of its second line of products, Glutenfreeda's Burritos. These all natural burritos are the first wheat-free, gluten-free frozen burrito on the market.

The gluten-free category has seen a 21% growth over the last year in frozen and refrigerated entrees, pizzas, and convenience foods and continued double digit growth is anticipated in 2009. With this strong growth rate you can expect to see high turns at retail with this new line of frozen burritos.

The line-up includes four varieties:

- Chicken & Cheese
- Breakfast Burrito
- Vegetarian Bean & Cheese
- Vegetarian & Dairy Free

Unit size: 4 oz., Case pack: 12, SRP: \$2.99-\$3.29

Glutenfreeda's Burritos are made from all natural and organic ingredients, contain no trans fat, no hydrogenated oils, and No GMO's. The frozen, single serving burritos microwave in minutes for a convenient, anytime meal- perfect for breakfast, lunch, dinner, or snack.

Applegate Farms Expands Gluten-Free Offerings

Launches Gluten-Free Breaded Chicken Nuggets

APPLEGATE FARMS, a leading purveyor of organic and natural meats and cheeses, has announced the debut of a new product to add to the company's already impressive list of allergen sensitive offerings. Applegate Farms Gluten-Free Breaded Chicken Nuggets debut nationwide adding to the well-known line of deli meats, hot dogs and bacon – all made without the fillers that often contain gluten.

"Gluten intolerance doesn't just affect the nearly 3 million American's who have been diagnosed with Celiac's disease; an estimated 1 in 7 people is considered Non-Celiac Gluten Sensitive (NCGS), or sensitive to gluten although they don't test positive for the disease," said Steve McDonnell, Founder/CEO, Applegate Farms. "We have worked very hard to create a gluten-free option that is just as delicious as our other products that these consumers can trust for themselves and their children."

Applegate Farms Gluten-Free Breaded Chicken Nuggets are frozen fully cooked to ensure safety, can be heated in the microwave or oven and will be available in 8 oz. package for a retail price of \$5.99.



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14 Meat

Tyson Foods Debuts New Flavors to Heat 'N Eat Dinner Meats Line

TO MEET consumer demand for quick and easy home-style meals featuring on-trend flavors, Tyson Foods, Inc. is expanding the dinner meats category with four new, innovative varieties.

Available fresh in your grocer's refrigerated meat aisle, the newest additions to the Tyson® Fully Cooked Heat 'N Eat Dinner Meats line include Braised Beef Brisket with Mild Chili Sauce, Pork Loin in Sweet & Tangy BBQ Sauce, Beef Steak Tips in Burgundy Sauce and Beef Brisket in Fire Roasted Onion Sauce. Made with the highest quality beef and pork, the new flavors are slow simmered, perfectly seasoned and ready in less than five minutes, giving busy couples more time to connect over a delicious dinner for two.

"With more than 85% of consumers eat-

ing out less often, our new Fully Cooked Heat 'N Eat Dinner Meats varieties will help busy consumers find convenient, home-style meal solutions," said Rachel Marler, director of marketing for Tyson Foods, Inc. "We believe that expanding the dinner meats line gives consumers a change of pace and allows them to enjoy unique, zesty and ethnic flavors without spending all day prepping in the kitchen."

Tyson fully-cooked Heat 'N Eat Dinner Meats varieties include:

■ **Tyson Fully Cooked Braised Beef Brisket with Mild Chili Sauce** features rich, deep flavors of mild chipotle and ancho chili peppers, roasted tomato, cumin and coriander on a tender beef roast perfect for shredding or slicing. Consumer

focus groups have indicated that the tender meat and flavoring are perfect for tacos or enchiladas.

■ **Tyson Fully Cooked Pork Loin in Sweet & Tangy BBQ Sauce** includes high quality, slow-simmered pork loin in a hickory smoked BBQ sauce. The moistness and tenderness were appealing to the focus groups, as was the consistency of flavor.

■ **Tyson Fully Cooked Beef Steak Tips in Burgundy Sauce** contains tender cuts of beef rubbed with fresh thyme, cracked peppercorn and a touch of mustard, slow cooked in a rich simmering sauce of mushrooms, burgundy wine and all natural beef stock. Consumers

said the addition of mushrooms to the burgundy sauce makes a winning combination.

■ **Tyson Fully Cooked Beef Brisket in Fire Roasted Onion Sauce** features tender beef roast paired with a caramelized sweet onion sauce that can be carved or shredded. The overall flavors that complimented the beef were noted by the focus groups.

The new Tyson Fully-Cooked Heat 'N Eat Dinner Meats products are sold in 17-ounce packages, contain no preservatives and are vacuum sealed for freshness. All varieties can be heated in a microwave oven in four minutes or in a conventional oven in 20 minutes.



Guest Editorial



Gaining Greater Returns from the Grocery Store

How to Take the Risk Out of Trade Promotion Management

By: **LORNE SCHWARTZ**

Consumer products and packaged goods (CPG) manufacturers have been using trade funds for decades now in order to influence retailers and to collaborate on marketing programs that ultimately shape consumer behavior. While the average shopper may not be aware of it, every product placement, special pricing, bundling, or in-store promotion likely has been funded by the manufacturer. In fact, trade spending now averages over 15% of total revenues in CP manufacturing, and continues to increase for the majority of companies despite the declining economy. Aside from just the sheer volume of spending, the processes have gotten increasingly complex and difficult to manage. The rise of store brands, complex and expensive demand data, regulatory issues, and an ever expanding marketing mix all combine to further complicate the process. Add to that a general lack of cooperation and common goals between suppliers and retailers, and Trade Promotions Management (TPM) starts to look like a pretty big and hairy problem.

Considering the numerous improvements in business intelligence and even predictive analytics technology, one would expect that more companies would be relying on automation and the latest advancements in software to help solve this issue. But depending on company size, the adoption of packaged TPM software remains relatively low. Some estimates would show that upwards of 60% of companies



are still using either custom-built software or still rely on manual processes combined with desktop spreadsheet applications. Looking at smaller suppliers, the use of packaged software drops even further. So why the disconnect?

At first blush, one might question whether the software on the market today is advanced enough to handle this increased complexity. However, many of the true barriers have little to do with technology, but rather on internal challenges frequently confronted by many CPG manufacturers.

In fact, some of the greatest opportunities actually arise from the greatest challenges. CP companies understand conceptually that the ongoing recession has created rapid shifts in consumer behavior.

Unfortunately, if you are among the majority of companies relying on a network of spreadsheets to manage trade, it can be difficult to get a handle on the overall promotional strategy and trade spending effectiveness. While there are a number of reasons companies cite for not investing in a centralized TPM platform, many are based either on outdated logic, or just pure fear of change and uncertainty. To ensure you don't fall victim to the TPM fear factor, consider the following strategies — each of which are designed to debunk the myths and take your trade promotion management bull by the horns.

Putting the Horse Before the Grocery Cart

You would be hard pressed to find a CP manufacturer of any size that hasn't already implemented financials, ERP, or maybe even supply chain management applications. While also potentially expensive and prone to long implementations, these nearly ubiquitous applications

model much more structured processes in departments like finance, manufacturing operations, and supply chain built around well established disciplines. On the other hand, front-office applications like CRM and TPM are challenged to model less structured or well defined business processes. The traditional axiom of garbage-in-garbage-out couldn't apply more here. Augmenting the complexity, sales and marketing are often misaligned with different sets of goals and metrics, meaning that any software deployment spanning the two requires quite a bit of agreement on goals and processes to have any chance at showing real value.

Unfortunately, far too many CP companies jump into large TPM projects before getting their own house in order internally. After all it's impossible to achieve a return on investment if the measurements for success aren't agreed upon up front. Communicating goals and priorities across all the parts of the organization that need to buy in can be a great first step, which leads to the need for CPG manufacturers to get back to basics.

Avoiding the "CRM effect"

Despite the massive growth of CRM software in the late 1990s, the category saw nearly comparable consolidation in the early 2000s. The issue wasn't that the tools and technologies just suddenly stopped working, but that too many organizations adopted CRM without a strong strategy behind the initiative. TPM doesn't have to be a 3-year project involving squadrons of high-priced consultants camped out for months on end. Thinking about the problem more modularly, CP companies can start realizing benefits more quickly and with lower risk if they start thinking more modularly within a longer-term framework.

Becoming a Company Super Hero

The average tenure of a marketing executive in the CP industry continues to shrink while the scrutiny of the ever-expanding marketing budget continues to rise. Marketing, once viewed as a mysterious black art that cannot be measured by mere mortals, now must produce demonstrable returns on marketing investments, and even statistically predict the likely effect of a given set of promotions right down to the individual store level. In fact, these increased challenges resulted in some of the shortest tenures in the history of the role. Because risk is so high, and tenures are so short, few VPs of Marketing are interested in sponsoring another challenging software implementation that might not even pay benefits in the time he or she is on the job. So many just shelve the notion, or hope that another department in the organization decides to tackle the TPM problem.

Changing Minds Increases Dollars

One of the biggest challenges to any software deployment that spans multiple departments is an inherent inequity in the value propositions to each part of the organization. When deploying TPM, for example, there may be resistance by sales people who have grown comfortable to using their tried and true spreadsheet for tracking promotions versus budget. But without their buy-in, trade marketing, finance, and supply chain and other area of the business reap no value from the system, which can create a downward spiral. They key is to ensure that value is being distributed to those that are being required to use the system the most. Any good TPM system should be fairly intuitive to the end-user, but the full breadth of benefits may not be as instinctive.

All that glitters is not gold

Much emphasis has gone to the

notion that more advanced predictive analytics can lead to better trade promotion optimization (TPO). The promise is that this smarter set of tools can take the guesswork out of predicting the effects of a set of promotional activities, and can better demonstrate the joint value creation to retailers in advance. Unfortunately, this holy grail of TPO requires a lot of data and even more money. Ideally, a solid demand signal repository would be in place to assemble and rationalize all the downstream data sources like syndicated data, point of sale (POS) data, withdrawal data, among others. It also requires a good, consistent set of historical data about past promotion effectiveness. Without good data, history, and processes in place, too many variables are left to have any reasonable degree of accuracy. TPO is the end game but without a solid execution layer, capable of collecting quality information, the value is greatly diminished.

While there will be barriers to any software deployment, TPM faces some unusually strong resistance to the status quo. Therefore, like any good outcome, it requires a lot of hard work to ensure success. But for many CP companies, the risk to staying with the status quo in such an uncertain consumer economy could be the final catalyst. Investments made pragmatically, and in the right order of priorities, can not only overcome some of these challenges but ensure a greater share of the consumer's wallet.

About the Author

LORNE SCHWARTZ is Chief Executive Officer of MEI Computer Technology Group, Inc. — a leading developer of trade promotion management and retail execution solutions for the Consumer Packaged Goods industry. For more information email him at "mailto:CEO@meicpg.com" or "mailto:CEO@meicpg.com" or visit "http://www.meicpg.com/" or "http://www.meicpg.com/".

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Strictly Natural



Hearts & Minds Launches No-Stir Peanut Butter

HEARTS&MINDS LLC, has announced the launch of its no-stir Hearts&Minds Peanut Butter with Olive Oil and Omega-3 (EPA/DHA).

"No-stir has the same great taste and health benefits of our other products, but comes in a consistency and texture more familiar to many peanut butter lovers," said Robert Gonzalez, President of Hearts&Minds.

The company now offers creamy and crunchy peanut butter products in both original (requires stirring) and no-stir versions. Hearts&Minds is the only company to offer natural peanut butter that uses olive oil and omega-3 (EPA/DHA).

The no-stir product launch is back by trade promotions, tastings with attractive individual sample cups and point of purchase materials. Additionally, the no-stir version is offered in an "econo-friendly" size of 11.3 oz that will help increase initial trial purchases.

Unlike other peanut butters, Hearts&Minds uses heart-healthy olive oil to replace 40 percent of the peanut oil, enabling it to be the first peanut butter with a health claim. And each serving contains 100mg per serving of omega-3 (EPA/DHA), great for brain, eye, and heart health. Finally, using a unique patent pending formulation and high-quality ingredients, Hearts&Minds peanut butter also has more roasted peanut flavor than traditional peanut butters, making it both healthy and tasty.

Banana Nut Vita Tops



VITALICIOUS has announced the debut of new Banana Nut VitaTops with only 100 calories, 5g of fiber, 5g of protein, 8g of whole grains, 15 vitamins and minerals, and only 2g of unsaturated fat per 2

oz. serving, this nutritious and delicious snack provides all the benefits of bananas and walnuts, without all of the sugar and fat. In fact, it only takes 13 minutes to "walk off" the 100 calories contained in each serving.

Vitalicious also takes pride in producing only all-natural products, without any artificial additives or preservatives of any kind.

The company's baked goods are perishable so they need to be consumed in 3 to 5 days or frozen.

Banana Nut VitaTops will be sold in a four pack for \$4.49 - \$5.99.

A Delightful Way to Sweeten Up Warm Weather

Aunt Berta's Jellies, Preserves and Marmalades



and mandarin orange. Aunt Berta is not just a brand, but an actual person—a German Protestant living in a predominantly Jewish community in Israel.

Through her line of jellies, marmalades and preserves Aunt Berta carries on a long family tradition of fruit preservation. Generations ago, her family lived in a small mountain village where they took fresh fruit from their orchards and turned it into brightly colored preserves. Aunt Berta's great-grandmother first developed the formula based simply on fruit and sugar, and this recipe migrated to Israel along with the German family.

Once settled into the self-sustaining Carmel Farms community, Aunt Berta began making traditional European preserves with Mediterranean fruit previously unavailable to her in her homeland. The result was a rainbow of flavors and colors with potential for creative combinations such as kiwi & mango and peach & blackberry. The Aunt Berta's products taste natural because they are. Careful monitoring of the kettle yields a vivid fruit flavor and a melt-in-your-mouth texture, and the sugar is well-tempered so that the sweetness of ripe fruit shines through. The Aunt Berta's fruit products accommodate a variety of dietary needs; they are free of preservatives and food colorings, and they are also certified Kosher Parve by the OU and Kosher Mehadrin.

New Shape for Pacific Natural Foods' Soups

PACIFIC® Natural Foods is now selling its organic and all-natural soups in a new, contemporary package.

The former 16 oz. aseptic rectangular box has been changed to a new Prisma package, which offers a one-of-a-kind design with improved attributes with gripping, pouring, and sealing. The new package also features a tamper evident seal. The soups offer two servings per package and the Suggested Retail Price ranges from \$1.99 to \$2.49.

The soups that are featured in the new package include: Organic Creamy Butternut Squash, Organic Creamy Tomato, Organic French Onion, Organic Roasted Red Pepper and Tomato, All-Natural Buttery Sweet Corn, All-Natural Cashew Carrot Ginger and All-Natural Curried Red Lentil.

Kevin Tisdale, Marketing Director at Pacific Natural Foods, said "The new Prisma packaging is an innovative response to consumer trends. 'We are the first in the market to offer this one-of-a-kind Prisma package,' he said. 'It's our goal to be the first to offer our customers superior tasting products in new and convenient ways that work best for their active, healthy lifestyles.'"



Natural Cleaning Products Introduced by Biokleen

KEEPING A FRESH and tidy home can be both affordable and safe with Biokleen's new concentrated natural cleaning products. Free of harmful chemicals and artificial ingredients company's new Bac-Out natural fabric refresher, bathroom cleaner and multi-safe floor cleaner offer an active alternative to traditional cleaners.

Our customers were so happy with the results our first Bac-Out products delivered, we had no choice but to extend the line," said Cindy Rimer, VP of Sales and Marketing for Biokleen. "And in these tough economic times, we feel good about helping people save money by offering our longer-lasting 3x concentrated products."

Using essential oils, fruit extracts and live enzyme-producing cultures, the new Bac-Out products attack build-up and odor until they are destroyed. The products permanently digest and eliminate build-up and odor safely and naturally, ensuring they will not return.

BAC-OUT FRESH: A natural fabric refresher that destroys tough odors, leaving behind a light fragrant aroma. Available in Lavender & Lemon-Thyme.

BAC-OUT BATHROOM CLEANER: Specially formulated to naturally break down and remove mold and dew stains and odors on bathroom surfaces. Available in Lavender-Lime.

BAC-OUT MULTI-SURFACE FLOOR CLEANER: Eliminates tough dirt, oil, grease, and food particles on floor surfaces, including laminate, tile and hardwood, leaving behind a natural sparkling shine. Available in Citrus Essence.



Barbara's Bakery Debuts Shredded Minis in Blueberry Flavor

NATURAL AND ORGANIC foods pioneer Barbara's Bakery today introduces Shredded Minis, a new addition to their family of Shredded Cereals. This delicious oat cereal offers the company's proven blend of great flavor and whole grain nutrition in a crunchy new miniature-sized form.

Shredded Minis available in a Blueberry Burst flavor, a delectable fruity explosion of natural blueberry taste, which contains 4g of fiber; 6g of protein; 39g of whole grains (satisfying 80% of the USDA recommended daily intake); an excellent source of calcium and a good source of six vitamins and minerals. Barbara's new Shredded Minis Blueberry Burst cereal contains heart healthy oat fiber, and is low in fat, low in sodium and cholesterol-free.

The new Shredded Minis, like all Barbara's Shredded Cereal varieties, contain no artificial flavors, colors, preservatives, hydrogenated oils or trans fats and are made from only the finest ingredients including whole grain oat and wheat flour. They are also lacto-ovo vegetarian, kosher and dairy free to meet specific dietary needs.

With a suggested retail price of \$4.79 for each 13oz box, Barbara's new Blueberry Burst Shredded Minis cereal will be available nationwide.

Walmart to Create More Than 22,000 Jobs in 2009

WALMART U.S. will create more than 22,000 jobs in 2009 to staff new or expanded stores in the United States. The company is hiring for a number of positions including store management, pharmacists, human resource managers, customer service associates, cashiers and sales associates among others.

"During this difficult economic time, we're proud to be able to create quality jobs for thousands of Americans this year," said Eduardo Castro-Wright, vice chairman of Wal-Mart Stores, Inc. "At Walmart, we offer competitive pay and benefits and real opportunities for our associates to advance and build careers. Job creation is just one way in which we're working hard every day to help people across this country live better." Last October, Walmart announced plans to open 142 to 157 new or expanded stores during the 2010 fiscal year in the United States.

The company will create more than 1,000 jobs in several individual states. For example, the company will create approximately 1,300 jobs in Arizona; 1,000 jobs in California; 1,300 jobs in Florida; 1,500 jobs in Michigan; 1,200 jobs in New Jersey; 1,000 jobs in South Carolina; 1,200 jobs in Utah and 1,100 in Virginia.

"We are excited that during these economically challenging times Walmart is investing in Michigan by creating good paying jobs and offering benefits to their employees," said Richard Studley, president and chief executive officer of the Michigan Chamber of Commerce. "The positive impact that these jobs will have on the families of the new employees and their communities cannot be overstated."

Gregorio Neckties: The Perfect Gift

GREGORIO announced that their unique line of Latino neckwear will be carried at the Museum of Man gift store in Balboa Park, San Diego, CA.

Gregorio, an established Latino theme neckwear company, is excited to announce the availability of Gregorio neckwear at the Museum of Man store.

"Gregorio Neckwear has a historical Latino connection where the designs and the story communicate on a personal and cultural level. The collections commemorate the iconic images of Mexico's Aztec Eagle Warrior. Being a part of the Museum of Man is a crucial part of our business strategy," Gregorio president William Lopez told TODAY'S GROCER.

The Museum of Man is world-renowned for its exhibits and collections of the peoples of the Western Americas. The permanent exhibits explore the Maya, ancient Egypt, the Kumeyaay Indians of San Diego County, Human Evolution, and the Human Life Cycle. Several collections include Mexican & Guatemalan apparel and ceramics, Indian basketry and 37,000 historic photographs.

Bashas' Celebrates National Donut Day

BASHAS' delivered dozens of fresh-baked donuts to police departments in Phoenix, Scottsdale, Mesa, Chandler and Glendale, AZ on Friday June 5 as the company helped celebrate National Donut Day. The special donut deliveries were just one way that the Arizona's grocer celebrated National Donut Day.

Bashas' also offered tasty deals on its made-from-scratch donuts, and donated 10 percent of donut sales on Friday to the Salvation Army.

National Donut Day started in 1938 as a fundraiser for The Salvation Army, to honor the Salvation Army "Lassies" who served donuts to soldiers behind the front lines in France during World War I. The non-profit organization created the memorable observance to honor the work of Salvation Army volunteers who prepared donuts for homesick soldiers. The donuts were reportedly an instant hit, with soldiers visiting Salvation Army huts for the sweet treat.

"We're thrilled to celebrate this food holiday with Bashas' bakeries," said Major Bill Lum, Divisional Secretary of Business for the Salvation Army. "Donuts are one of life's indulgences - they bring genuine delight to any situation. Donuts lifted people's spirits more than 90 years ago, and they continue to do so today. And now more than ever, Americans are seeking small moments of happiness."

According to Bashas' Bakery Director Paul Chapman, the popularity of donuts is steadily increasing. "We make our



■ Bashas' Donut Divas making deliveries to Phoenix Police Department for National Donut Day.



■ Scottsdale City Manager John Little handed out delicious donuts to Bashas' shoppers for National Donut Day.

donuts fresh every morning, and as such, donuts rank among our most in-demand items," he said. "Donuts are a great value, so they've always been popular."

To further inspire donut lovers to buy them while they're hot, Scottsdale City Manager John Little helped out behind the bakery counter at a local Bashas' store that day.

Just Born to Open Distribution Center in PA.

JUST BORN, Inc. has announced the purchase of a 600,710 sq. ft. warehouse at 4000 Township Line Road in Lehigh Valley Industrial Park V, in Bethlehem Township, PA. The warehouse will become the central storage and distribution point for all Just Born products.

Just Born will partner with global logistic company OHL at the Lehigh Valley location to provide an integrated logistics solution that will include value-added warehousing, distribution, and transportation management services.

Just Born Executive Vice President and COO Matt Petronio, commented, "Just Born is always looking for ways to improve our customer service. That we can do that while benefiting the Lehigh Valley economy and reducing our environmental impact is a win-win-win. The close proximity of this distribution center to our plant will help us remain competitive by decreasing our logistics costs and significantly reducing our carbon foot print."

By moving the distribution center closer to its manufacturing facility in Bethlehem, Just Born will eliminate more than one-half million truck-miles from Pennsylvania roads. The current distribution center is 75 miles away in Scranton, PA. The new facility, operated by OHL, will open in late 2009, and is expected to employ 70 workers when fully operational.

OHL will also manage a multi-vendor consolidated shipping program. This environ-



■ Just Born, Inc. has announced the purchase of this 600,710 sq. ft. warehouse at 4000 Township Line Road in Lehigh Valley Industrial Park V, Bethlehem Township, PA. The warehouse will become the central storage and distribution point for all Just Born products. Just Born will partner with global logistic company OHL at the Lehigh Valley location to provide an integrated logistics solution that will include value-added warehousing, distribution, and transportation management services.

mentally-conscious program will efficiently facilitate customer shipments across the country on behalf of a growing number of participating confectionery companies. "Consolidating freight with other confectionery companies will allow Just Born to streamline op-

erations," said Bob Spieth, OHL President of Contract Logistics. "We appreciate Just Born choosing our knowledge and expertise in warehousing and transportation management to guide them in this process."

Just Born will upgrade the building to a Food

Grade, FDA certified facility. In addition, the renovation plan will pursue Leadership in Energy and Environmental Design (LEED) certification. Amenities will include environmentally friendly and energy efficient HVAC, roof, and lighting systems.

Food City President and CEO

Steve Smith Named Tennessee Grocer of the Year

STEVEN C. SMITH, President and Chief Executive Officer of Food City's retail grocery chain was named "2009 Grocer of the Year" by Tennessee Grocers & Convenience Store Association during their recent annual convention. Each year, TGCSA selects one outstanding Tennessee retailer who exemplifies the high standards of integrity and efficiency upon which the organization was founded to be named Grocer of the Year.

TGCSA is a Nashville-based trade organization representing the interests of the Tennessee food market. The association's primary function is to educate and promote the welfare of its business members, which are comprised of retail grocery, convenience and food industry suppliers throughout the state of Tennessee.

TGCSA hosted its annual convention at the Knoxville Convention Center in Knoxville, Tennessee April 16-18, 2009.

"I am honored to have been chosen as TGCSA Grocer of the Year. It is a very humbling experience to be counted among the ranks of such a great assembly of industry leaders. I would like to thank Tennessee Grocers & Convenience Store Association for their many efforts and the tremendous impact they make upon our industry," said Smith.

Raised in Grundy, Virginia, where his father, Jack Smith, opened his first Piggly Wiggly store in 1955, Smith "grew up" in and around his father's store, quickly learning the basics. He earned a bachelor's in business administration from James Madison University. As the company grew, acquiring Quality Foods, a 19 store chain, in 1984 and adopting the Food City name, followed by the acquisition of 37 White Stores in 1989, 11 Kennedy Piggly Wiggly locations in 1998, 7 Winn-Dixie stores in 1999 and finally 8 BI-Lo locations in 2006, so did Smith's interest and knowledge of store operations and the grocery industry.

Throughout his 29 years of employment with K-VA-T Food Stores, Inc. (Food City's parent company), Smith has served in numerous key positions, including district manager, director of meat operations, director of advertising, store operations divisional vice president, executive vice president of store operations, chief operating officer and finally his current position of president and chief executive officer.

"We are fortunate to have someone with Steve's vision and experience leading our company," said Jody Helms, Food City executive vice president/director of store operations and newly elected TGCSA Chairman. "Not only is he an exceptional grocer, but his strong commitment the grocery industry and eagerness to support the communities throughout our marketplace make him an outstanding example to the Food City Team and our entire region."

Smith has always held a strong sense of community responsibility, which is evident in his support of countless organizations, including Boy Scouts, United Way, Big Brothers/Big Sisters, American Cancer Society, East Tennessee Children's Hospital, Santa Pals, YWCA, Boys & Girls Clubs, American Diabetes Association and numerous others.

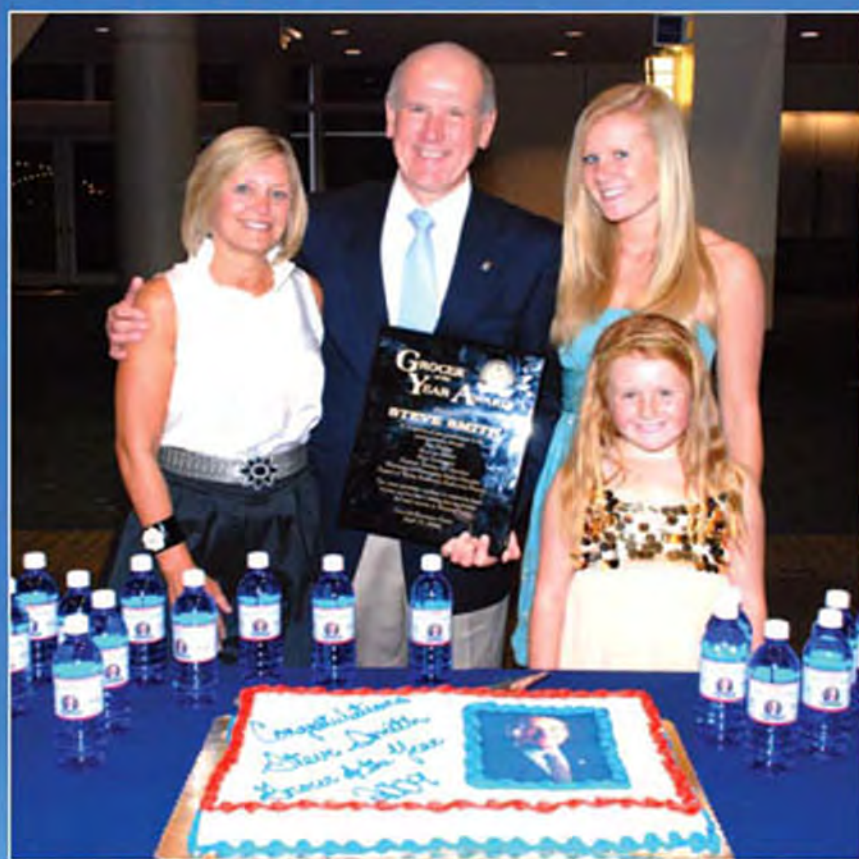
He has served on the boards of Topco, Wellmont Health Care Systems, Bristol Chamber of Commerce and Weis Supermarkets and is a member of Sequoyah Council Boy Scouts of America, National Grocers Association, serving as Chairman from 2000 to 2002 and other organizations, including the 2006/2007 Campaign Chairman for the United Way of Washington County and 2008 Chairman for Food Marketing Institute. Smith also serves on FMI's Executive, Board Planning and Public Affairs Committees. FMI is a national trade association that conducts programs in research, education, industry relations and public affairs on behalf of its 1,500 member companies (food retailers and wholesalers) in the United States and around the world. FMI's members operate approximately 26,000 retail food stores with combined annual sales of \$340 billion, three quarters of all retail food store sales in the United States. FMI's retail membership is composed of large multi-state chains, regional companies and independent grocery stores. Their international membership includes some 200 companies from 50 countries.

Steve Smith resides in Abingdon, Virginia with wife Debbie and their two daughters, Katie (who is a freshman at James Madison University) and Chloe.

Headquartered in Abingdon, Virginia, K-VA-T Food Stores, Inc. operates 93 Food City supermarkets throughout the tri-state regions of Southeast Kentucky, Southwest Virginia and Northeast Tennessee, as well as eleven Super Dollar Discount Foods limited assortment locations.



■ **GROCER OF THE YEAR** – Steve Smith, President and CEO of Food City has been named 2009 "Grocer of the Year" by the Tennessee Grocers & Convenience Store Association.



■ **K-VA-T FOOD STORES** President and CEO Steve Smith pictured with his wife Debbie and daughters Katie and Chloe.



2009 Tennessee Grocers & Convenience Store Association Hosts Annual Convention and World of Food & Fuel Expo



Knoxville Convention Center • April 16-18, 2009



■ TGCSA Chairman Danny Patterson, Cox Oil Co. / Little General Stores and Convention Committee CHAIRMAN Steve Poe, Rocky Top Markets, presents Coach Pat Summitt with a \$1,000 check in her name to the United Way of Greater Knoxville to celebrate her 1,000 victory.



■ 2008-2009 TGCSA CHAIRMAN Danny Patterson, Cox Oil Co./Little General Stores, with his wife Regina.



■ 2009-2010 TGCSA CHAIRMAN Jody Helms addresses attendees at the Chairman's Dinner.



■ Associated Wholesale Grocers won the Best Themed Booth Award.



■ Brittany Cavender, Kroger Mid-South, won the "2009 Tennessee Best Bagger" contest. She is pictured with Best Bagger contest assistants: Bob Durand, AWG Nashville, and Mike Potts, Purity Dairies.



■ ASSOCIATED WHOLESALE GROCERS Senior VP and Nashville Division Manager Milton Milam was named "2009 TGCSA Supplier of the Year". Pictured with his wife Susie.



■ Harold Lloyd presented "Am I the Leader I Need to Be?" and Merchandising Magic II for convention attendees.



■ Alliance Press took Best Single Booth Award.



■ Budweiser won the Best Multiple Booth Award.



■ The World of Food & Fuel Expo Show floor.



■ Tennessee Grocers Education Foundation scholarship winners were recognized at the convention. TGEF awarded \$171,900 in awards.



4TH ANNUAL SALE-A-BRATION OF SAVINGS

Join Southeast Wholesale Foods for Our 4th Annual Food Show and
Customer Appreciation Event and Sail Into the Best Deals in Town

**GRAND PRIZE
DRAWING
WIN A
FALL FOLIAGE
CRUISE**



AUGUST 20TH, 2009

7:00am - 8:00am
8:00am
12:00pm - 2:00pm
4:00pm

Customer check-in, Breakfast
Trade Show Exhibition Hall Opens
Lunch
Trade Show Closes

4:30pm Group Buy
6:00pm Cocktail Reception
7:00pm Dinner and Entertainment

MIAMI AIRPORT HILTON HOTEL, 5101 Blue Lagoon Drive, Miami, Florida 33126

FOR CUSTOMER OR EXHIBITOR INFORMATION CONTACT KEVIN DARCY 305-883-1198, EXT. 7104
OR MARY LOPEZ 305-883-1198, EXT. 7114, EMAIL: mlopez@seff.com



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Retailers and Consumers Clean-up Thanks to South Florida Company

RETAILERS and consumers are both cleaning up thanks to the products of one South Florida-based manufacturer. Huerta Chemicals, Corp. of Hialeah produces a full line of products for both home and automotive cleaning.

The H-7® Family of cleaning products [which includes the H-7 and B2B lines] includes: degreasers, floor cleaners, dishwashing liquids, car shampoos, silicone tire cleaners, aluminum brightener, and multi-purpose protector, among others. Many products are available in both retail/consumer and industrial sizes.

Since the 1920s, Huerta Chemicals have been dedicated to providing the highest quality of cleaners and protectors for home and automotive use in the market place.

Founded in Cuba in the 1920s and acquired by its present ownership in late 2007, producing quality cleaning products allows Huerta Chemicals to serve the trade with fast and friendly service, using the most advanced equipment and quality blends of ingredients to produce the best product while retaining highly competitive prices.

"We are very pleased by the acceptance of our products- both among consumers and our customers- and our rapid growth", Huerta Chemicals' President Rene Alvarez recently told TODAY'S GROCER. This rapid growth has produced the need for expansion, and the company is currently putting the finishing touches on a new home which will substantially increase its manufacturing and warehousing/office capacities. The popular acceptance of the line is also resulting in the development of a number of new products which will be introduced in the near future.

H-7 and B2B products can be found in leading supermarkets, discount stores, auto parts stores, and at many other leading outlets. The company also does a substantial export business.

To learn more about the H-7 Family of products, contact: Rene Alvarez, President, Huerta Chemicals Corp., 2360-62 West 78th ST, Hialeah, FL 33016. TEL.: (305)825-7076. Visit their website at H7chemicals@aol.com



HUERTA CHEMICALS President, Rene Alvarez

SUPERVALU Names Herkert CEO

Continued from PAGE 1

nuity of leadership through the next phase of our journey," said Noddle. "Craig Herkert is a talented executive with extensive experience in food retailing and supply chain management. As an integral part of Wal-Mart's senior leadership team, he has demonstrated an ability to create shareholder value and achieve business results. I look forward to working closely with Craig in the coming months to ensure a seamless transition as we, and other members of the Supervalu team, continue to focus on our company's future growth and success."

With more than 30 years of retail experience, Herkert comes to SUPERVALU from Wal-Mart where he has served as President and Chief Executive Officer of the Americas since 2004. In that role, Herkert was responsible for a \$52 billion business that encompassed a variety of diverse formats across Canada, Mexico, and Central and South America. From 2000 to 2003, Herkert served as Senior Vice president and Chief Operating Officer of Wal-Mart International, responsible for international merchandising, marketing and operations. Prior to joining Wal-Mart International, Craig spent 23 years with the American Stores and Albertsons companies. At the time of his departure from Albertsons in 2000, he was Executive Vice President of marketing. He had previously served as President of Acme Markets and started his grocery career at a Jewel-Osco store in Chicago. Herkert holds a master's of business administration from Northern Illinois University, and a bachelor's degree in marketing from St. Francis College in Joliet.

"The board was looking for a candidate who was has both retail experience and shares the values that Jeff Noddle and the current executive team have deeply engrained in the SUPERVALU culture,"

said Lawrence Del Santo, lead director of the SUPERVALU board. "His recent experience leading diverse formats in some Wal-Mart's fastest growing markets, combined with his previous experience working at Jewel-Osco, Acme Markets and Albertsons, make Craig the ideal executive to lead the company forward."

"SUPERVALU has a very rich history and long-standing tradition of meeting the needs of customers in diverse markets across the country," Herkert said. "Through its talented team of associates, strong brands and world class supply chain services business, SUPERVALU is well-positioned to meet the needs of today's customers, who are looking for value and solutions as they prepare more meals at home. I look forward to working with the company's outstanding leadership team and the board of directors to lead SUPERVALU toward long-term, sustainable growth."

Noddle will serve as Executive Chairman for at least one year and will pay an active role in leading the company's strategy. A 33-year veteran of the company, Noddle was the Chief Architect behind the 2006 acquisition of the premier Albertson's properties, a move that doubled the company's size and transformed SUPERVALU into one of the nation's largest grocery retailers. Noddle is also credited with reshaping the company's supply chain structure to become increasingly effective through regional realignment, systems standardization and state-of-the-art technology enhancements.

"Jeff Noddle has demonstrated tremendous vision, leading SUPERVALU to continued success in a rapidly changing industry," Del Santo said. "He played a key role in choosing his successor and his continued involvement in the company's strategic direction will help ensure the SUPERVALU remains on track and focused throughout the transition."

Kellogg Adding Fiber to Ready-to-Eat Cereals

Continued from PAGE 1

our products without compromising taste or quality," said David Mackay, president and chief executive officer. "A year ago we changed what and how we market to children and reduced the sugar and sodium in a number of our cereals. Now, Kellogg is adding an important benefit - fiber - to our foods while maintaining their great taste."

Fiber has many benefits, including helping to keep children's digestive systems healthy so they can absorb nutrients. Yet, many children get well below the recommended intake.

"Since fiber is so important to children's health, we're first increasing the fiber in many of our most-popular children's cereals - beginning with Kellogg's Froot Loops and Apple Jacks, which will start to appear on U.S. store shelves in August," said Celeste A. Clark, Ph.D., senior vice president Global Nutrition and Corporate Affairs. "Kellogg cere-

als are a trusted mainstay of family breakfast tables. Adding fiber without changing the taste kids love is an ideal way to help parents increase their children's daily fiber intakes."

Adults, too, benefit from fiber, which can help weight managers feel fuller longer, improve digestive health and reduce the risks of heart disease and type 2 diabetes. However, adults too get far less than the recommended intake.

"As a practicing pediatric nutritionist, I'm pleased to see Kellogg move to increase the fiber in its cereals, especially those that are popular with children," said Keith T. Ayoub, Ed.D., associate clinical professor in the Department of Pediatrics at Albert Einstein College of Medicine. "I'm on the 'front lines' every day and understand how important it is to find foods that strike a balance between what we know kids need and what we know they want."

While the company is making a similar commitment in Canada, the products and schedule will vary.

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■ "Food For All"

South Floridians Raise Over \$787,000 Through Publix Fundraiser



■ **FOOD FOR ALL** President/CEO Denis Zegar addresses those gathered for the ceremony.

PUBLIX SUPER MARKETS Miami Division and its customers raised more than \$787,000 to benefit local charities during their annual Food For All holiday fundraiser. The six-week Food For All campaign appeared in stores from November 16-December 27, 2008, and customers were able to contribute at the checkout stand by purchasing \$1, \$3, and \$5 donation coupons. A formal check presentation took place on April 7 to distribute checks to more than 40 South Florida non-profit agencies.

"Even during these tough times, Publix customers and associates showed unwavering support of their communities and local charities, we are extremely grateful for their generosity," Bill Fauerbach, Publix Miami Division's Vice President of Retail Operations told TODAY'S GROCER.

During the course of the campaign, each cash register had an orange Food For All board with \$1, \$3, and \$5 coupons mounted near the check stand. The coupons were bar coded and are treated as any other product. To make a contribution a customer selects a coupon, hands it to the cashier and it's scanned and the total is added to the grocery bill.



■ Denis Zegar pictured with event moderator Kim Jaeger Media & Community Relations Manager, Publix Miami Division.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$10,000 to representative from ARC.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$20,000 to representative from Alonzo Mourning Charities.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$5,000 to representative from Bonnet House in Ft. Lauderdale.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$15,000 to representatives from Broward Meals On Wheels.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$15,000 to representative from Broward Partnership for the Homeless.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$5,000 to representative from Burton Memorial United Methodist Church.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$15,000 to representatives from Camillus House.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$5,000 to representative from Centro Mater West.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$5,000 to representatives from Community Child Care Center.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$10,000 to representative from the Cooperative Feeding Program.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$68,000 to representatives from the Daily Bread Food Bank.



■ **PUBLIX SUPER MARKETS** Regional Directors - Mike Meredith, Chuck White, and Richard Rhodes; Food For All President/CEO Denis Zegar, Publix Miami Div. Merchandising Director Gary Correll present a check for \$5,000 to representatives from Hand In Action.



Heinz Beanz Factory Marks Golden Jubilee With Visit From The Queen

HER MAJESTY The Queen and His Royal Highness The Duke of Edinburgh visited the Heinz Beanz factory Wigan, England recently to mark the 50th Anniversary of the official opening of the factory on the 21st of May 1959.

The Heinz canned food factory, based in Kitt Green near Wigan, makes more than 1 billion cans a year and 1.5 million cans of Heinz Beanz every day. It is the largest food processing plant in Europe and the largest of Heinz's factories around the world.

A new Heinz packing operation was also opened and started by The Queen and The Duke of Edinburgh during the visit. The state-of-the-art, robotic line for the automatic handling of 'dollies', the wheeled sales units which feature directly in supermarket store aisles, is dedicated to keeping pace with demand for some of the nation's favourite foods including Heinz Beanz, Cream of Tomato Soup and Heinz Spaghetti.

The Heinz Kitt Green factory was first opened on the 21st of May 1959 by the Lord Chancellor, the Rt. Hon. Viscount Kilmuir. Just a few weeks after the official opening, the factory was honoured with a visit by HM Queen Elizabeth The Queen Mother on 24th of June 1959.



■ MALCOLM HALL - longest serving employee, 45 years- makes a presentation to HM The Queen and HRH The Duke of Edinburgh.

Scott O'Hara, Executive Vice President, President and Chief Executive Officer, Heinz Europe said; "The

visit by The Queen and The Duke of Edinburgh is a tremendous honour for Heinz which we share with im-



■ HM THE QUEEN starts up the new Multipack operation assisted by Scott O'Hara EVP, President and CEO Heinz Europe.

mense pride. This year marks the occasion when The Queen will have been proclaimed Queen for 57 years - a number that is also rather significant to Heinz. This makes today's visit even more special."

This year Heinz is also celebrating 140 years since the company's first product, grated horseradish, was sold in 1869.

In the UK, Heinz varieties first went on sale in London's Piccadilly store Fortnum & Mason in 1886.

The main Packaging Hall at the Heinz Kitt Green site has benefited from significant investment over the last ten years so as to keep pace with consumer demand for some of the nation's favourite foods and the production of over

a billion Heinz cans a year.

Most recently, a new high tech multi-pack unit and a multi-million pound investment in a new shrink wrapping operation has been completed. This has now been complemented in May 2009 with an additional multi-million pound investment in the state-of-the-art, automatic handling of merchandising units- called dollies - which are delivered to the largest supermarkets around the country and feature directly in store aisles.

This is the latest in a series of investments in the Heinz Packaging Hall which over the last ten years have helped to drive higher efficiencies and more sustainable use of resources.



Kitt Green is Actually Five Large Factories in One-

- Can Making- the second largest can maker in UK
- Soup Manufacturing
- Beans Manufacturing
- Pasta Manufacturing
- Variety Manufacturing- (baby food, puddings, etc.)
- Approximately 1350 employees work on-site



Robert F. Kennedy, Jr. Announces-

New Food Allergy Initiative Advocacy Steering Committee



■ Robert F. Kennedy, Jr.

LEADING parent advocates from across the country join forces to advocate for more research funding to find a cure. May 14, as part of Food Allergy Awareness Week, Robert F. Kennedy, Jr., member of the Board of Directors of the Food Allergy Initiative (FAI), announced the formation of FAI's Advocacy Steering Committee. The committee's objectives are to help build a strong nationwide presence for the food allergy community in the public policy arena; and to actively seek to increase federal funding of food allergy research, as scientists believe that with proper funding, a cure can be found in less than a decade.

The new steering committee comprises 16 leading parent advocates nationwide who confront the daily dangers of raising children with severe food allergies.

"FAI is tremendously honored and grateful to have such an esteemed group of parents who are willing to join our effort to find a cure," said Kennedy. "These parents are proven advocates and support group leaders in their local communities. We are thrilled to add their energy and expertise to our advocacy programs."

Steering committee members include: Gina Clowes, Chair- AllergyMoms; Cranberry Township, PA

DENISE BUNNING- Mothers of Children Having Allergies; Lake Forest, IL

NICOLE SMITH- Allergic Child; Colorado Springs, CO

SUE WAGNER and CAROL D'AGNESE- San Diego

Food Allergy; San Diego, CA

RHONDA RIGGOT stevens - Education & Advocacy Solutions; Durham, CT

DEBBIE HOGAN - Parents of Children with Food Allergies; Tampa, FL

MARIA ACEBAL - Safe at School Partners, Bethesda, MD

NONA NARVAEZ - Anaphylaxis and Food Allergy Association of Minnesota; St. Paul, MN

BARBARA CALLUORI - Food Allergy and Anaphylaxis Coalition of New Jersey, Nutley, NJ

SARI CANELL - Food Allergy Educational Alliance; Scarsdale, NY

CHRIS HARDY- Parents of Allergic Kids; Charlotte, NC

MARYKAY HILL- Vermont Food allergy Organization; Shelburne, VT

SALLY PORTER- Food Allergy Initiative Northwest; Sammamish, WA

MEG GOSS AND SHEREE GODWIN- Food Allergy Association of Wisconsin; Madison, WI

"I am very pleased to take part in FAI's new steering committee," said Committee Chair Gina Clowes. "For 11 years FAI has led the way in funding research to find a cure to this life-threatening disease. Nothing is more important to me and millions of other parents who wish they could take their children to restaurants, birthday parties, and school cafeterias without living in constant fear of exposure to potentially deadly allergens like peanuts, tree nuts, milk, eggs, and wheat."

"My fellow committee members are the best and brightest advocates from all over the country," Clowes continued. "Every day they are out in their communities making a difference for families with food allergies. As a group, we will devote our attention, resources, and expertise toward making sure the federal government is on the leading edge to find a cure."

Piggly Wiggly Names Stanec VP of Information Services

STEVE STANEC, the former Chief Technology Office for Palm Beach County in south Florida, has joined Piggly Wiggly Carolina Company, Inc. as Vice President of Information Services.

Stanec brings to Piggly Wiggly over eleven years of experience in the technology field during which time he ran a very large IT team with multiple platforms and multiple functions. During this time Stanec went through a successful, massive PeopleSoft implementation, which Piggly Wiggly is continuing to implement. Stanec's managerial skills such as strategic planning, fiscal and budget management, team building, and product development will benefit Piggly Wiggly as he implements disciplined, efficient, and effective technology services groups capable of meeting all the demands of the business.

Stanec has a Masters degree in Physics, along with a Masters in Business Administration, both from Carnegie Mellon University in Pittsburgh. He is a Microsoft Certified Solutions Developer, which brings technical background experience to his new position.



■ STEVE STANEC

D'Agostino Supermarkets Mourns Death of Neil Buckley

D'AGOSTINO Supermarkets announced the passing of Cornelius (Neil) Buckley, Director of Grocery, HBA & GM, on Tuesday morning, April 14th, following a brief illness. Buckley joined the ranks of D'Agostino management five years ago.

"Neil was passionate about his work, a key contributor to D'Agostino and an extraordinary team player, beloved by D'Agostino associates at every level; he will be missed professionally and personally," said Nicholas D'Agostino III, President & COO of D'Agostino Supermarkets.

Prior to D'Agostino Supermarkets, Buckley worked at U.S. Merchandise for 10 years. A New York native, Buckley graduated from St. John's University.

He is survived by his wife, Kathryn and five children. A private funeral was held on Long Island, where Buckley resided.



■ CORNELIUS BUCKLEY

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Dairy & Deli

Dip In to the Health Benefits of Greek Yogurt



All Natural Greek Yogurt Dips from Santa Barbara Bay

WHILE CONSUMERS continue to seek out healthier items at the supermarket, retailers know that Greek-style yogurt has become one of the fastest growing categories in the dairy industry. Containing twice the protein of traditional yogurt and many active cultures that promote digestive health, rich and creamy Greek yogurt is quickly making its way into other products throughout dairy and deli departments, including new Santa Barbara Bay® All Natural Greek Yogurt Dips made with Voskos Greek yogurt. Available in five flavor varieties—Cucumber Dill, Thai Three Pepper, Roasted & Asiago Cheese, Zesty Ranch and Spinach—the dips are available now.

"Greek-style yogurt is all the rage lately among consumers because of its unique health benefits and its rich, creamy texture," said Emily Alfano, marketing manager for Santa Barbara Bay. "With this in mind, Santa Barbara Bay is giving consumers what they want: a delicious alternative to traditional sour cream-based dips that today's health-conscious consumer can feel good about serving to the entire family."

Santa Barbara Bay All Natural Greek Yogurt Dips will be offered in 12-ounce containers that retail for around \$4.99.

Longer Shelf Life For Pre-Sliced Prosciutto Di Parma

THE GOVERNMENT of Italy and the Consorzio del Prosciutto di Parma have approved an increase for the shelf life of pre-sliced, packaged Prosciutto di Parma, from 90 to 120 days. This decision was made after extensive laboratory analysis demonstrated that the quality and safety of pre-sliced, packaged Prosciutto di Parma remain unaltered for up to 120 days, when minimum prescribed weight and curing time criteria are met.

To carry a sell-by date based on the 120 shelf life, pre-sliced, packaged Prosciutto di Parma must come from Italian hams weighing between 15.5 and 19 pounds, with corresponding curing times of 15 to 19 months. Packages of pre-sliced Prosciutto di Parma carrying the 90-day sell-by date can come from hams weighing slightly less, with proportionally shorter curing times; for instance, 14-pound hams cured at least 14 months can be packaged with a 90-day sell-by date.

The decision to approve a longer shelf life was made by the Italian Ministry of Agricultural Food and Forest Policies, based on studies conducted at an official government testing facility. The research confirmed that, for hams that meet the minimum prescribed size and curing time requirements, qualitative characteristics remain stable for at least 120 days. Davide Calderon, the Consorzio's Deputy Director, noted that, as the curing time increases, the moisture content of the ham decreases, resulting in a product that is more stable microbiologically and less susceptible to deterioration that could lead to changed in appearance, taste and aroma.

Basic requirements for Prosciutto di Parma remain unchanged and include:

- A minimum curing time of 400 days (for export to the U.S.)
- Only two ingredients: the hind legs of specially bred and fed Italian pigs and sea salt
- All curing, slicing and packaging done in approved facilities in a designated production area around Parma, Italy, under the direct supervision of the Italian government and Consorzio regulatory authorities.

Exports of pre-sliced, packaged Prociutto di Parma has risen steadily in recent years, reflecting the consumer's appreciation for this convenient form.

Borden Gives the Dairy Case a Fresh Look

New Packaging, New Ad Campaign with Disney Star Selena Gomez

ELSIE-THE-COW is getting a bit of a makeover as Borden unveils new packaging design and a new ad campaign featuring one of Disney's hottest stars, Selena Gomez.

Keeping the Borden brand current with families, then new label designs will be on all Borden milk containers in the dairy case. New television and radio ads featuring the teen star of the "Wizards of Waverly Place" with Elsie-the-cow will spotlight the brand.

"Borden has been the most-trusted, local dairy here for more than 150 years, and now we are bringing the brand of Elsie to the next generation of milk drinkers," said Rick Beaman, president for Borden. "Our new labels will catch eyes in the dairy case and help shoppers find their favorite brand of great-tasting milk, while our new star Selena teams up with Elsie to remind parents that our local, farm-fresh milk is the best choice for their family."

Borden is updating its packaging labels to support its farm-fresh milk made locally. In addition to the new barn imagery, Elsie the cow remains prominent on the label. The new labels will be seen across all lines, including the Plus Line (Lite Line, High Protein and Kid Builder), in gallons, half-gallons, quarts and single serve sizes. The new labels will arrive in dairy cases this month.

Meanwhile, new television and radio ads starring Selena Gomez showcase Borden's high-quality, farm fresh taste. With the added star-power, the campaign will also bring back the famous tagline from recent years: "If it's Borden, It's Got to Be Good."

"I am a big fan of Borden's Milk. I grew up with Elsie and I still think it's the best-tasting milk today," says Gomez. "I think it's important to help moms and get the word out to kids that milk is a cool, fun drink that helps keep you fueled and ready for whatever you're up to in your life."

A Dallas native, Gomez's star is rapidly rising with the hit Disney Channel series "Wizards of Waverly Place," a new music album expected this summer being released by Hollywood Records, and a feature film currently in production for release late in 2009.



■ Elsie-the-cow is getting a bit of a makeover as Borden unveils new packaging design and a new ad campaign featuring one of Disney's hottest stars, Selena Gomez.

New Online Cheese Program Helps Associates Increase Sales

WITH THE average supermarket carrying more than 100 types of cheese, it's no surprise that consumers can get overwhelmed by their choices. Trained associates can help. The International Dairy•Deli•Bakery Association™ (IDDBA), Madison, WI, has partnered with LearnSomething, Inc. (LS), Tallahassee, FL, prominent cheese manufacturers DCI Cheese Company, Président, and Land O'Lakes, and several major retailers, to produce Cheese: Product Knowledge for Retail Staff. This is an online training program that teaches cheese and deli department associates how to engage customers and deliver cheese solutions to meet shopper needs.

"In our current economy, cheese customers equate value with fresh, quality products, price, and service," says Mary Kay O'Connor, Director of Education, International Dairy-Deli-Bakery Association. In fact, IDDBA's The New Value Shopper research (March 2009) found that 81.8% of consumers rate good service at the store as an "important" value proposition for retailers, and 44% say "extremely important." "Customers today expect your cheese and deli associates to engage them in conversations, to be their 'cheese guides.' And they'll be loyal to a store that can deliver this experience," she says.

The new cheese online training program expands associates' knowledge about the characteristics of America's favorite cheeses. "It shows employees how to match a shopper's tastes and needs with fun, nutritious cheese choices," says O'Connor.

Cheese: Product Knowledge for Retail Staff consists of seven stand-alone modules:

- CHEESE BASICS gives an overview of basic cheese types and best-selling cheeses—American, Swiss, Muenster, Provolone, and Cheddar.
- SOFT CHEESE covers Feta, Queso Fresco, Queso Blanco, Fresh Mozzarella, Chèvre, and Brie.
- SEMI-SOFT CHEESE discusses Mozzarella, Havarti, Monterey Jack, Port Salut, and Limburger.
- BLUE CHEESE covers Blue, Creamy Blue, Gorgonzola, Roquefort, and Stilton.
- SEMI-HARD CHEESE teaches about specialty Cheddar, Baby Swiss, Emmental, Gouda, Edam, and Colby.
- HARD CHEESE discusses Parmesan, Parmigiano-Reggiano, Romano, Pecorino Romano, Gruyère, and Appenzeller.
- PUTTING IT ALL TOGETHER – Cheese uses a customer interaction scenario to help associates apply their knowledge for higher sales.

"In our extensive work with supermarket retailers, both IDDBA and LS learned that associate product knowledge is not keeping up with the vast array of cheeses and the demands of sophisticated consumers. That's why we developed Cheese: Product Knowledge for Retail Staff, to help close that gap and help retailers sell more cheese and develop more shopper loyalty," says O'Connor.

To learn more about the entire Prepare to Sell™—Fresh Perishable Foods series, visit "<http://www.iddba.org>" and click on "Training." Or contact "<mailto:jjohnson@iddba.org>" or "<mailto:bvann@learnsomething.com>"



Stonemill Kitchens Premium Dips

TODAY MORE consumers are choosing to entertain at home with friends and family instead of going out. Demand is increasing for luxurious but affordable products that are both cost-effective and convenient. Stonemill Kitchens introduces three new premium dips perfect for spicing up quick and easy appetizers and entrees. The new lineup includes Creamy Spinach Dip, Roasted Red Pepper Dip and a savory Peppercorn, Garlic & Herb. These new premium dips are highly versatile: just one package can be used as a dip, topping or entree ingredient. Recipe suggestions include Roasted Red Pepper Chicken Satay and Roasted Peppercorn Potato appetizers. With a suggested retail of \$3.99 for an 11oz package, Stonemill Kitchens creamy dips will hit shelves this Summer.

Pinnacle Food Sales-

New Name, New Home, and Broader Scope for Food Sales Leader

ONE of the southeast's oldest and more highly regarded food sales organizations has a new name, a new home, and a newly-expanded food sales mission.

Pinnacle Food Sales Inc., is the chosen name for what has been known for over thirty years as: The Dick Garber Company. The Dick Garber Company earned its reputation as a leader in sales and service for products found in the perimeter of the store. Selling deli meats and cheeses and providing the highest levels of sales/merchandising expertise propelled the company to a position of leadership in the South East. Namesake and founder, Dick Garber, sold the company in January of 2004 to Mark Finocchio, who himself counts many years of experience in food sales. Though no

longer heading the company, Garber remains actively involved in the firm as Executive Director.

Since acquiring the company a little over 5 years ago, the food sales organization has grown dramatically under its new ownership and leadership, outgrowing its long time headquarters in Davie and making the timing right for a new name reflecting the company's expanded outlook and mission.

"We are bigger, stronger, and growing", Finocchio recently told TODAY'S GROCER. "I wanted a name that would reflect our new image. We feel we are the best solution for manufacturers/packers looking for representation in the Southeast."

The company's recent move to a new headquarters located in Co-

conut Creek, FL, affords larger and state of the art facilities for serving both principals and customers. The company's new home at 5300 West Hillsboro Boulevard now features a well appointed conference room and double the amount of customer service capacity from its previous location.

The company may have originally built its reputation on serving the 'perimeter' areas of the store, but today it is rapidly building a new reputation for its representation of products sold in the 'center store'.

This growth in store sales involvement and center of influence is reflected also in its growth of personnel. Operating from its new headquarters in Coconut Creek and regional sales offices in Tampa and Atlanta, is a company now

63 associates strong and fully committed to continuing its leadership at retail.

Each office is fully-staffed with retail merchandisers and supervisory personnel, enabling the company to fully service a geographic area which extends from the sunshine state as far north as Virginia.

Mark Finocchio and Dick Garber are headquartered at the new home in north Broward County. Heading the regional locations are Robert Zambito, VP of the Tampa division, and Mike Goeckel, VP of Atlanta. Each counts many years in food sales and tenure with the company.

"We are proud of our history and of our many years of service and results for both our principals and customers," Finocchio says. "But we feel we have only begun."



■ MARK FINOCCHIO

For the entire Pinnacle Food Sales Organization, there could be no better name to describe the direction in which these sales professionals are headed.

For sales assistance, or representation, you may contact Pinnacle Food Sales at 5300 West Hillsboro Boulevard- Suite A201, Coconut Creek, FL 33073, Tel: 954-236-0456, Fax: 954-236-0468, Email: mfinocchio@pinnaclefoodsals.com.

Tropical Cheese: A History of Quality

SOON AFTER immigrating to America from Cuba in 1956, Rafael Mendez started delivering milk to homes and small stores. Today, Tropical Cheese Industries can trace their roots to these humble beginnings. Tropical Cheese Industries is a leading manufacturer and distributor of Hispanic refrigerated foods based in Perth Amboy, New Jersey where over 300 dedicated employees are part of the Tropical Family.

Tropical Cheese currently sells its product from New England to Florida and into the Midwest. They are continuing to rapidly expand across the United States into new markets and new accounts. The tremendous growth in the Hispanic population along with the highest quality products produced at Tropical, are helping to fuel Tropical's growth. It is projected that by the year 2050 the U.S Hispanic population will be 21.7% of the total U.S population - almost 100 million consumers.



Tropical Cheese understands the complexity of the Hispanic market. The Hispanic population in the United States is made up of

people from dozens of countries - many with differing likes and tastes. Tropical Cheese has segmented its branding strategy to

reflect this complexity and has created distinct authentic product lines to help service all the Hispanic Dairy needs: products for consumers of Caribbean heritage, products for consumers of Mexican heritage, products for consumers of Central and South American heritage, along with general market products and a full line of drinkable yogurts as well as desserts, meats and cod fish.

Tropical Cheese targets all channels of distribution. The historical core of Tropical's retail business has been independent Hispanic bodegas and grocers; however, mainstream supermarket chains are beginning to see the importance of the Hispanic market. Tropical also has established business in the club/warehouse marketplace. Finally, the company sees a bright future in the foodservice arena as more authentic Hispanic cuisine gains greater acceptance.

Tropical Cheese produces all of its manufactured dairy products in

a modern and state of the art production facility in Perth Amboy, New Jersey; where well over tens of millions of pounds of Hispanic dairy products are produced annually in this facility. Quality is a key to the company's success and a Quality Assurance Team of dedicated professionals works continuously to maintain a consistent and high level of quality. Continuous capital investments are made in the facility on an ongoing basis and a major expansion and plant improvement project is underway.

Tropical Cheese is well on its way to fulfilling its mission statement: "To be the nation's leading manufacturer and distributor of quality Latin American refrigerated foods" and to be the industries one stop Latino supplier for all their dairy needs.

To learn more how you can profit with the many fine products from Tropical Cheese Industries, contact: Alex Fernandez, National Sales Manager at Tel: 305-598-2665.

Cream of Wheat Unveils Healthy Grain Instant Hot Cereal



B&G FOODS, Inc. has announced the launch of Cream of Wheat Healthy Grain Instant Hot Cereal.

The new Cream of Wheat Healthy Grain Instant products are available in two varieties - Original and Maple Brown Sugar. The Cream of Wheat Healthy Grain Instant products are made from 100% whole grain

(over 40 grams per serving) and are an excellent source of fiber (6g), calcium, vitamin D, iron and folic acid. The Cream of Wheat Healthy Grain Instant products are also a good source of protein (7g) and are cholesterol free, low fat and contain 0g of sugar.

"Through our marketing and new product efforts B&G Foods is building on the tradition of the well respected Cream of Wheat brand, reminding consumers how good it was, and how good it still is," said David L. Wenner, President and Chief Executive Officer of B&G Foods. "We are delighted to expand the Cream of Wheat brand with the introduction of the new Healthy Grain line of products that speak directly to consumers' desire for nutritional products with more whole grain and fiber."



New Kitchen Tool

ONE Click Butter Cutter

WE ALL HAVE useless kitchen gadgets clogging up our kitchen drawers.

But the Butter Cutter is one tool you will constantly use.

Inventor Paul Wilhelm found his eureka moment with savvy invention, the One Click Butter Cutter. After countless trials and frustrating prototypes the Butter Cutter prevails! With a simple squeeze the Butter Cutter conveniently slices elegant pats of butter! It is easy to operate, an excellent way to store butter and is even safe for the kids to use.

The One Click Butter Cutter is fun to use - add butter to favorite foods such as warm toast, pancakes, French toast, baked potatoes or other vegetables. It's also perfect when cooking, serving vegetables or mashing potatoes it's so convenient!



A Chef on a Mission

ONE PART CULINARY ARTIST, one part environmental activist, and all food lover, Laura Stec is a chef who is taking on the most under-recognized source of global warming: the standard American diet—and she's offering a delicious alternative to it. "Cool Cuisine, which emphasizes fresh, locally grown, organic food, not only helps end global warming, but

Laura Stec is a chef on a mission to reveal the connection between what's on our plate and global warming... and to bring delicious change

offers us a healthier, tastier diet," she says. In her new book *COOL CUISINE: TAKING THE BITE OUT OF GLOBAL WARMING* (Gibbs Smith Publisher 2008, paperback) Stec teams up with climate change researcher Eugene Cordero, Ph.D., to reveal how our current methods of growing, processing, and delivering food are linked to global warming. She then explains how *Cool Cuisine* provides a delicious alternative, and how communities can come together to participate in it. "Together we can make a great meal and a great difference," says Stec. Take a look at the recipes she offers and you'll see exactly what she means by the first part. They include: Broiled Figs with Goat Cheese, Grass-Fed Beef Crostini, Dijon Green Beans with Candied Shallots, Autumn Tempeh Salad, and Dark Chocolate Chili.

ABOUT LAURA STEC

Laura Stec is an author and chef, trained at the Culinary Institute of America, The School of Natural Cookery and The Vega Macrobiotic Study Center. She worked at Seva, Ann Arbor, MI; Spoons, Arcata, CA; and San Francisco Bay Area's Left Bank and Flea Street Café before starting her own personal chef/catering business, making her name in the food world by cooking up green cuisine dinner parties for clients such as Google, Harvard University, and the Environmental Defense Fund. Stec is Culinary Health Educator for Kaiser Permanente Medical Centers, former chef for Kaiser's organic farmer's market, and consulting chef at The International Culinary School at The Art Institute of California. With 37 years combined experience in the food and environment sectors, Stec partners with EcoSpeakers.com to consult with corporations and institutions on ways to incorporate regionally responsible cuisine, and lecture on topics such as The Business of Eating - Green Cuisine Trends and Practices. *Cool Cuisine* is her first book.



■ **Haute N the Kitchen** by Heather Antonelli

New Book on Entertaining Takes Dinner Parties to New Destinations

THE RELEASE of *Haute N the Kitchen* is just in time as the nation searches for ways to economize without giving up small luxuries, says Heather Antonelli. Hoping to inspire all to return to their own kitchens, Antonelli encourages hosting a fabulous dinner party rather than eating out. With its metropolitan style and global influence, the 18 creative menus offered in *Haute N the Kitchen* aim to please every palette.

Antonelli believes the ritual of eating is best when shared, as it facilitates the opening of doors, hearts and minds. Through *Haute N the Kitchen*, the author invites readers to learn to explore more exotic flavors and foods from other cultures, and to experiment with the recipes to fit individual tastes.

Designed to be more than a book of delicious recipes for many occasions, *Haute N the Kitchen* is largely about entertaining. Antonelli's menus also include a preparation and cooking game plan, a complete design and decor theme inspired from global influences and details on everything from the invites and place cards to flowers and take away favors. Incorporating a suggested downloadable play list for each menu, Antonelli has worked to make this book truly unique in its genre. In an effort to ensure each event fits just about any budget, she offers several economical options for each menu.

The book is filled with full-color photography featuring images of exotic travel, food and Antonelli's notes on her personal entertaining style.

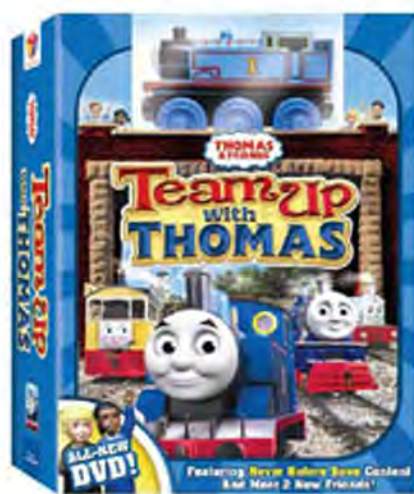


Video



■ **All Aboard!**

Thomas & Friends: Team Up With Thomas



THE BELOVED animated children's series, *Thomas & Friends*, has a new look, new engine friends and a new live-action host, Mr. Arkwright, waiting with a warm smile and a tip of the hat to welcome you to the Island of Sodor. Teaching timeless life lessons such as friendship, cooperation and respect for others, *Thomas & Friends* invites children to enter a world of imagination through the tracks of a

train and the words of a story. Enjoy thrilling new stories when *Thomas & Friends: Team Up With Thomas* steams onto DVD from Lionsgate and HIT Entertainment.

Everyone's favorite true blue engine, Thomas, is back with friends old and new in four fun adventures on the Island of Sodor in *Thomas & Friends: Team Up With Thomas*. This DVD is enhanced with state-of-the-art CG animation and a new live-action host, Mr. Arkwright, who welcomes viewers with a smile and a fun project for Lady Hatt's grandchildren. Thomas, Edward, Toby, James, and the rest of the engines introduce young engineers to Hank, a big, strong, new engine, and Flora, a lovely new lady steam engine. Together, they take us along on their tasks around the island. Be careful: trouble may be around the next bend. But one thing's for certain — you'll always come home with a brand new friend!

DVD SPECIAL FEATURES

- Spot the Difference Game
 - Sir Topham Hatt's Helping Hands
 - Bonus episode: Roary™ the Racing Car — "Roary takes off" The all-new TV series from the creators of Bob the Builder™
- DVD SRP: \$16.98 with toy train/\$14.98 DVD alone

■ **Mummy's The Word For Two New Goosebumps DVD Collections**

Return Of The Mummy The Scarecrow Walks At Midnight

EXCAVATE A WORLD of spine-tingling spooks and piercing screams as your favorite frightening characters come to life with two all-new *Goosebumps*® DVD collections — *Return of the Mummy* and *The Scarecrow Walks at Midnight*, arriving for the first time on DVD on March 31st from Fox Home Entertainment. Based on the worldwide phenomenon spawned by Scholastic's best selling book series by R.L. Stine, *Goosebumps* has been published in over 32 languages and sold more than 300 million copies worldwide. Adapted for TV by Scholastic Media, the series returned to television last October on Cartoon Network. The live-action series, which originally aired from 1995-1998 on Fox, tells the spookily outrageous and funny tales of ordinary kids who find themselves in extraordinary and scary situations.

These two new *Goosebumps* DVD titles include hair-raising adventures, monster mysteries, creepy tombs, a four thousand year old Mummy, a spooky attic, twelve menacing scarecrows, a phone that won't stop ringing and more terrifying tales. Each frightful *Goosebumps* DVD features several bone-chilling episodes and are available for the suggested retail price of \$14.98.



U2: A Rock Crusade

The Story Behind the Legendary Band's Global Philanthropic Efforts

THE STORY of a world-renowned band's never-ending energy, drive and commitment to social causes— and of a charismatic showman's efforts to influence politics to change world policies and bring an end to poverty, hunger, and social injustice, *U2: A Rock Crusade* comes to DVD from Infinity Entertainment Group.

More than 33 years and 170 million album sales later and with more Grammy Awards than any other group in history, it's hard to believe U2 began as a teen-aged "kitchen band" in Ireland in 1976. As well known for philanthropy as music, lead singer Bono

is a tireless worker for social and economic change in the Third World countries.

"To use your star power for people who have no power at all has to be a good thing," says Bono, whose passion for philanthropy began at age 19 when he saw a comedy charity show hosted by John Cleese. Since then, he has been named *Time* magazine's 2005 Person of the Year and become the only person in history nominated for Academy, Golden Globe, and Grammy awards, as well as the Nobel Peace Prize.

U2: A Rock Crusade is presented in full frame with an aspect ratio of 4 x 3 and Stereo Full Mix. Special bonus material includes the featurettes: "The Heart of the Music," "U.K. Hall of Fame," and "Time Magazine Person of the Year."



TODAY'S GROCER

Nobody Knows Your Customers Like We Do



Now You Have the Competitive Edge.

30 Beverage

White Coffee Launches New Donut Shop Blend



WHITE COFFEE Corporation, Long Island City, NY, has launched Donut Shop Blend, a new blend of coffee made from premium 100% Arabica coffee beans. Exclusively harvested from Central and South America, the well-rounded and naturally sweet blend offers a great alternative for the Colombian coffee lover, who may be looking to cut back on the cost. Donut Shop Blend is available in a 64 ct./3oz. case for \$54, 48/8 oz. case for \$108, or 2/5 lb. Bean for \$45.

Drink ViB

Banish Stress and Make the World Better Place with New Functional Beverage



HOPELESSNESS. Anxiety. Burnout. These are concepts everyone can emphasize with in these uncertain times. Happiness is taken for granted, as is the relaxation that's byproduct of stress-relief. Stress is not just a problem—it's the problem. Everyone longs for an escape from their problems; a vacation; a place where they can go to be happy; a place from where they return and share their happiness with everyone around them. ViB (pronounced vibe) is your vacation in a bottle.

Available nation-wide from ViB Holdings LLC, ViB Chill-N is a new lightly-carbonated, refreshing pomegranate-berry flavored functional beverage that promises to take you away from the daily hustle and bustle with a combination of vitamins and amino acids.

ViB is unlike any other beverage available. The new ViB functional beverage contains no caffeine, no sodium, is low in calories, carbohydrates and sugar, and comes loaded with Vitamins B3, B6, and B12. It also contains the amino acids, L-theanine and L-threonine. This unique blend helps to cause a natural change in body chemistry that enhances focus, rejuvenates, relaxes without causing drowsiness, enhances clarity, and positively affects mood while not sacrificing for taste.

But ViB isn't just for adults. Teens are also chillin' to this new beverage as an alternative to highly-caffeinated energy drinks that can increase agitation. Parents appreciate that it has less sugar and carbonation than high-calorie sodas. And, recent studies are finding that L-theanine can even reduce hyperactivity with ADHD and autism.

Fruit Simple Fruit Smoothies

Making it Simple to Drink Your Fruit



THE SUNNY Delight Beverages Co. 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 Preventive 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.

Southern Revolution Premium, Whole-Leaf Tea Brand Expands Into Publix

REVOLUTION, known for its innovation and creativity in the beverage industry, will now be available at Publix stores throughout the Southeastern U.S.

"Our goal is to attract new tea drinkers and educate drinkers of other brands about Revolution's premium, whole-leaf experience," said David Watson, President of Revolution. "The partnership with Publix will be instrumental in increasing Revolution's presence, and will now allow the entire region to see and taste the difference in our teas."

Revolution is a whole-leaf tea which utilizes the entire leaf, flower or dried fruit at a price point that makes tea this good accessible to everyone.

Publix stores will carry Revolution's 16-count Infusers, which come in 19 flavor varieties.



Tropicana First to Introduce the All-Natural Sweetness of Stevia to the O.J. Aisle

With the Launch of Trop50



TROPICANA PRODUCTS, a division of PepsiCo, Inc. has launched Trop50®, a breakthrough category innovation delivering the goodness of orange juice with 50 percent less sugar and calories, and no artificial sweeteners. It is naturally sweetened from the stevia plant and along with juice squeezed from fresh oranges it delivers a taste consumers expect from Tropicana.

"Tropicana enjoys a rich heritage of products that meet individual lifestyle and wellness needs of our consumers. We take great pride in leading the category based on the input we receive from our widespread and passionate consumer base," said Neil Campbell, President of Tropicana. "Trop50 is a unique and groundbreaking

product for people looking to reduce their sugar and calorie intake while still getting powerful nutrition."

This new addition to the chilled juice aisle answers the call for those who seek less sugar and calories and want to avoid artificial sweeteners in their diet. At 50 calories, each eight-ounce glass of the Trop50 orange juice beverage squeezes in a full day's supply of vitamin C and is a good source of potassium. It also provides 10 percent of the daily recommended intake of antioxidant vitamins A and E.

All Sport Naturally Zero

First Sports Drink Naturally Sweetened with Stevia

ALL SPORT, Inc.

and Dr Pepper

Snapple Group,

Inc. have intro-

duced All Sport

Naturally Zero, the

first and only zero-

calorie sports drink

sweetened with

rebiana, an all-nat-

ural sweetener

from stevia. For-

mulated with electrolytes and B vitamins, All Sport Natu-

rally 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 Natu-

rally 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 American who exercise

regularly and are looking to get the most out of their

workouts."

All Sport Naturally Zero 20-ounce bottles will be available

April 2009 in convenience and gas, grocery and specialty

retail channels in three flavors: Dragonfruit, Strawberry Star

Fruit, and Mandarin Orange.

Dr Pepper Snapple Group hold an equity stake in Big Red,

Inc., the parent company of All Sport, Inc., and is the pri-

mary distributor of the All Sport Brand.



Function Drinks Launches Two New Flavors

FUNCTION DRINKS is adding a Strawberry Guava flavored Function: Alternative Energy and Peach Mango flavored Function: Light Weight to its lineup of physician-created beverages.

"Given that our customers enjoy the benefits of Function: Light Weight and Function: Alternative Energy throughout their entire day, we wanted to give consumers additional flavor options of these platforms," said Function Drinks' Co-founder & CEO, Dayton Miller. "These new flavors are delicious additions to the Function lineup and we are excited for these products to be in the market."

FUNCTION: ALTERNATIVE ENERGY, STRAWBERRY GUAVA, is an all-natural, non-carbonated, time-release energy drink that works to support your body for 6-8 hours. The proprietary blend of catuaba, yerba mate, guarana, and muira puma as well as B complex vitamins, vitamin C, and zinc deliver a smooth and sustained energy boost. The existing Tangerine Yuzu flavor of the Alternative Energy platform will remain in the market.

FUNCTION: LIGHT WEIGHT, PEACH MANGO employs a powerhouse formula consisting of resveratrol and the green tea extract, EGCG to rev up and support your body's natural calorie burning abilities, as well as gymnema extract, which supports your body in naturally curbing sugar cravings and helps maintain normal carbohydrate metabolism and control. In addition to Peach Mango, three other flavors of the Light Weight platform are currently on the market—Acai Pomegranate, Blueberry Raspberry, and Pink Grapefruit.



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Pro-mis-Q-uous

Hot New Wine

PRO-MIS-Q-UOUS Red was selected by frequent *Today Show* guest Leslie Sbrocco as one of the featured wines in a recent segment. The after tax-day appropriate topic? "How to cut your wine bill in half while keeping quality high".

Playing off the wine's tongue-in-cheek name, in her *Today Show* on-line article, Sbrocco recommended Pro-mis-Q-uous for anybody who is "in the mood for a little mischief." She describes it as a well-balanced red blend to satisfy wine drinkers who used to spend \$20 for weekday sipping—and are now looking to slice that price tag in half.

Pro-mis-Q-uous Red, which also comes in a white blend, can be found at major retailers and restaurateurs across America for under \$12.00.

Pro-mis-Q-uous Red, a blend of Zinfandel, Cabernet Sauvignon and Merlot, is produced by Canopy Management, a Napa Valley based wine company dedicated to producing friendly wine from premium appellations that entertain, bring value and add enjoyment to people's lives. Chief Marketing Officer and founding partner Terry Wheatley explained, "In today's economy, people expect more, but want to pay less. Pro-mis-Q-uous, and all the wines in our portfolio, are created for those customers."

Wine market analysts agree that while wine consumption remains strong in this economy, the growth is in the under \$15 segment. While high-priced vinos are struggling, wines like Pro-mis-Q-uous and other Canopy Management labels such as Middle Sister, Monogamy, Purple Cowboy, Good Daughter, and Deep Purple are selling quite well. Canopy Management is planning to introduce other new wines before the end of this year to this segment.

"In the marketplace, there is huge demand for approachable price, engaging brand story and clever packaging. But without quality in the bottle, your brand will not succeed. We make sure our wine quality over-delivers," comments Wheatley. "This is what today's wine consumer expects."



Sol De Chile

Cabernet Sauvignon/ Kosher/Chile

AN EXCEPTIONAL quality OU-certified Kosher wine from Chile. Located in Maule Valley, the winery producing Sol De Chile is a successful winery with world-wide distribution and we are currently introducing this brand into the US market. Sol De Chile has produced a high-value Kosher wine with a quality/price ratio that makes it appealing to both consumers seeking Kosher wines and to the general market seeking good-value wines. Its spicy aromas and well-evolved dark and red fruits, firm fruit tannins and long finish make it a good choice for a wide variety of purposes.

MSRP: \$10-12/bottle



Gritos

Malbec 80%- Cabernet Sauvignon 20%- Argentina

AN EXCELLENT quality (non-kosher) Malbec-Cabernet Sauvignon blend from Otero Ramos Bodega de la Familia in Mendoza, Argentina. Gritos has beautiful packaging and has already gained recognition in various wine competitions. Gritos Malbec-Cabernet Sauvignon shows the purple color associated with Malbec and the ruby red of Cabernet Sauvignon. Notes of American oak and aromas characteristic of the red fruit of the dominant Malbec (80%) and the fruits and pepper of Cabernet Sauvignon (20%) round out the wine.

MSRP: \$13-15/bottle



Modelo Especial to Debut New General Market and Hispanic Ad Campaigns

AFTER POSTING double-digit growth rates last year, Modelo Especial, the rich, full-flavored pilsner-style beer and No. 3 imported beer in the U.S., will debut new creative as part of a two-pronged advertising campaign in 2009. The beer will look to build upon its growth in the general market with new :15 spots to support the beer's first-ever online campaign, while new Spanish-language TV and radio spots will debut as part of the Hispanic campaign.

The beer has followed a unique pattern of establishing significant popularity in the Hispanic market before expanding to a mainstream audience. To generate additional cross-over growth, Model Especial launched its first-ever English language campaign in 2008 and will once again execute Hispanic and General Market campaigns in 2009. The expansion of Model Especial draft beer will also be key in increasing the beer's popularity in the General Market.

"Modelo Especial is a unique brand that, in a challenging economy, continues to generate double-digit growth," said Paul Verdu, Vice President of marketing for Crown Imports. "The loyal Hispanic consumers and new crossover into the general market present a great deal of opportunity for the brand to grow in 2009."

The highlight of the General Market Model Especial campaign is the first-ever online creative extensions. New :15 spots will debut online using the "Let it Be Served" tagline first introduced in print ads last year. The print and online creative celebrate Modelo Especial's authentic Mexican heritage and premium positioning by featuring traditional Mayan foot soldiers whose proud role is to serve Modelo Especial to their Mayan King. Each character is animated to replicate Modelo Especial's trademark golden bottle foil.

The Hispanic marketing campaign includes two new television spots that will air on national network and cable Hispanic TV. An extension of a campaign launched last year, the new TV spots focus on the quality of the beer and its taste profile, two attributes that are very appealing to the Hispanic population. In each spot two characters with music, disagree on almost everything only to find out that they can't argue about the quality of Model Especial. Modelo Especial will also air radio spots in the top 20 Hispanic markets.

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Bring Your Own Wine Trend Picks Up Steam

DININGINFO, the restaurant survey company, has reported robust growth in the number of restaurants that permit patrons to bring their own wine. This is good news for both budget-conscious diners and wine aficionados.

After surveying 388 restaurants in the Washington/Baltimore area in the month of April, Dininginfo added 25 BYO-friendly restaurants, 21 of which previously did not permit BYO. Now, there are a total of 479 restaurants in the Washington/Baltimore area that permit BYO, 33 of which have no charge for corkage.

During the same period, 16 other restaurants surveyed were found to have closed down, suggesting that the survivors discovered BYO as a viable way to attract more business in these difficult economic times.

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34 Hospitality

Maggiano's Little Italy Opens in Cherry Hill

With the March 2 opening of a new location, Maggiano's Little Italy brings its love of food and wine to Cherry Hill at Cherry Hill Mall on Route 38. This is the third Maggiano's Little Italy to open in New Jersey, bringing the total number of Maggiano's restaurants to 45 locations worldwide.

The location employs 160 teammates, many of whom are local New Jersey residents. The grand opening event, held Saturday, February 28, benefited the Make-A-Wish Foundation of New Jersey. Funds raised as part of the event will help to grant a local girl's wish to visit Orlando theme parks.

Maggiano's Little Italy offers guests classic and contemporary Italian-American dishes in a warm and friendly, nostalgic atmosphere reminiscent of the golden age of Little Italy. Made-from-scratch food is served family style or a la carte. Maggiano's famous family style dining is perfect for sharing and allows guests to choose from three alternatives with different price points to fit every occasion: Light, Classic, and Chef's Choice. Guests can also select from a full menu of a la carte items ranging from new twists on old favorites such as Lasagna or Baked Ziti & Sausage to famous Chef-inspired creations such as Lobster Ravioli and Maggiano's signature dish Rigatoni "D&B."

Restaurant industry veterans Mike Woernle, General Manager, and Thomas Hubbard, Executive Chef, oversee restaurant operations.

"Spacious and comfortable, Maggiano's features rich dark wood, black leather booths, classic red-checkered tablecloths and black-and-white mosaic tile floors," said Woernle. "Cherry Hill residents and visitors will enjoy a unique and memorable dining experience provided by this ambiance and welcoming environment."

The 16,500 sq. ft. facility features seating for 370 guests and four private dining rooms that can accommodate an additional 240 people. Maggiano's specializes in hosting large parties and corporate events for 20 to 130 people.

Located at 2000 Route 38, Suite 1180, in Cherry Hill, Maggiano's #201 offers lunch, dinner, carryout and banquet spaces for any occasion. The bar and dining areas are open from 11:30 a.m. - 10 p.m. Monday - Thursday; 11:30 a.m. - 11 p.m. Friday and Saturday; and noon - 10 p.m. Sunday.

Maggiano's is one of three restaurant brands in the portfolio of Dallas-based Brinker International, one of the world's largest casual dining companies with more than 1,700 restaurants in 27 countries. Other Brinker restaurant brands include Chili's® Grill & Bar and On The Border Mexican Grill & Cantina®.



■ MAGGIANO'S LITTLE ITALY brings its love of food and wine to Cherry Hill Mall on Route 38 in Cherry Hill, NJ.



■ READY TO SERVE- The new Cherry Hill location employs 160 teammates, many of whom are local New Jersey residents. Restaurant industry veterans Mike Woernle, General Manager, and Thomas Hubbard, Executive Chef, oversee restaurant operations.



Restaurant Industry Outlook Improves

Performance Index Rises for Third Consecutive Month

THE OUTLOOK for the restaurant industry improved in March, as the National Restaurant Association's comprehensive index of restaurant activity rose for the third consecutive month. The Association's Restaurant Performance Index (RPI) — a monthly composite index that tracks the health of and outlook for the U.S. restaurant industry stood at 97.7 in March, up 0.2 percent from February and 1.3 percent during the last three months.

"Although the RPI remained below 100 for the 17th consecutive month, which signals contraction, there are clear signs of improvement," said Hudson Riehle, senior vice president of Research and Information Services for the Association. "Restaurant operators reported a positive six-month economic outlook for the first time in 18 months, and capital spending plans rose to a 9-month high."

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

The Current Situation Index, which measures current trends in four industry indicators (same-store sales, traffic, labor and capital expenditures), stood at 96.1 in March — down 0.4 percent from February and the first decline in three months. In addition, March represented the 19th consecutive month below 100, which signifies contraction in the current situation indicators.

Due in part to Easter falling in April rather than March this year, restaurant operators reported negative same-store sales for the tenth consecutive month in March. Twenty-four percent of restaurant operators reported a same-store sales gain between March 2008 and March 2009, down from 29 percent who reported a sales gain in February. Sixty-three percent of operators reported a same-store sales decline in March, up from 56 who reported negative sales in February.

Restaurant operators also reported negative customer traffic levels for the 19th consecutive month in March. Twenty percent of restaurant operators reported an increase in customer traffic between March 2008 and March 2009, compared to 22 percent who reported similarly in February. Sixty-three percent of operators reported a traffic decline in March, up from 59 percent who reported similarly in February.

The Expectations Index, which measures restaurant operators' six-month outlook for four industry indicators (same-store sales, employees, capital expenditures and business conditions), stood at 99.4 in March — up a solid 0.9 percent from February and its fourth consecutive monthly gain. Although the Expectations Index remained below 100 for the 17th consecutive month, it rose to its strongest level in 14 months.

The growth in the Expectations Index was buoyed by restaurant operators' outlook for the economy. In fact, for the first time in 18 months, a higher proportion of restaurant operators said they expect the economy to improve in six months, as compared to the percent who expect economic conditions to worsen. Thirty percent of restaurant operators said they expect economic conditions to improve in six months, up from 22 percent who reported similarly last month and the highest level in 21 months. In comparison, only 21 percent of operators expect economic conditions to worsen in six months, down sharply from 36 percent last month.

Although their economic outlook improved, restaurant operators remain somewhat uncertain about sales growth in coming months. Thirty percent of restaurant operators expect to have higher sales in six months (compared to the same period in the previous year), up from 25 percent who reported similarly last month. Thirty-eight percent of restaurant operators expect their sales volume in six months to be lower than it was during the same period in the previous year, down slightly from that reported in similar months.

Holland America Line Expands On-Board Culinary Program

EXPANDING on its popular on-board enrichment program, Holland America Line is offering guests a roster of culinary classes on a variety of topics. Ranging from seasonal cuisine to fruit and vegetable art, the flavorful and fun classes enable guests to learn from Holland America Line's own professional culinary staff and discover the finer art of entertaining during their cruise.

Hosted by the on-board party planner, these classes are in addition to the guest chef program and take place in the Culinary Arts Center, a state-of-the-art "show kitchen at sea," or in one of the many bars and lounges. The line schedules classes throughout the day on both sea and port days to fulfill the demand for the culinary program.

"The classes are very popular with Holland America Line guests, and we're able to make their cruise even more enriching with these entertaining subjects," said Richard D. Meadows, CTC, executive vice president, marketing, sales and guest programs. "By showing our guests how to make orzo while sailing in Greece or how to arrange a beautiful bouquet, we're creating experiences that they can take home and share with their friends and family."

The itinerary-themed cooking demonstrations focus on the ship's sailing region and bring the local flavors on board. When in Alaska, the program offers "Flavors of the Northwest" and "Fresh Ketch." Guests sailing on Caribbean itineraries may learn how to make jerk chicken or shrimp scampi, while those on Mediterranean cruises could prepare pasta with chorizo sauce or a warm crostini with classic caponata and mozzarella.

Guests can also learn how to make the cruise line's "Signature Cocktails." Three to four mixed drink recipes are taught per session from a ship's bartender. Wine tastings continue to be so popular that Holland America Line has created two different levels of tastings: premium and navigator.

Budding junior chefs also can get in on the action with the youth Culinary Arts Center activity program to teach kids and teens how to cook. The "Let's Make..." classes incorporate dishes from breakfast, lunch, dinner and snacks, while "Finger Foods" shows the finer art of making favorites like sweet potato oven fries and porcupine cookies. Teens also can attend adult culinary demonstrations.

Jimmy's Egg Debuts Three New Restaurants

THE FIRST new restaurant is located in Broken Arrow, OK. The restaurant opened on Monday, March 23. This location marks the second Jimmy's Egg for franchisee Over Easy, LLC. The second new restaurant opened on Tuesday, March 24 in Moore, OK. The restaurant is the 13th for the Jimmy's Egg, Inc. chain. The third new restaurant opened on Monday, March 30 in Wichita, KS. The restaurant is the second Jimmy's Egg for the franchisee JE Wichita, LLC.

"We are excited about continuing our franchise development in Tulsa and Wichita with the addition of second locations," said Jim Burke, manager of Jimmy's Egg franchise Systems, LLC. According to Burke, "Tough economic times bring out the best in Jimmy's Egg since value is key to the Jimmy's Egg dining experience. Our products are made fresh daily, our portions are large and our prices are low relative to other breakfast and lunch places. Our customers recognize this and continue to come back with family and friends over and over again." Four additional Jimmy's Eggs are currently under development and will open by the end of July, 2009 in Kansas, Oklahoma and Texas.

Jimmy's Egg is a 30-year-old Oklahoma-based breakfast and lunch chain that is recognized for its high-value, build-your-own omelets and fresh-baked raisin and country white breads. Jimmy's Egg is open daily from 6:00AM - 2:00PM, serving a full breakfast and lunch menu with most meals priced below \$7.00.



JIMMY'S EGG FRANCHISE SYSTEMS recently opened three new restaurants in Oklahoma and Kansas. Jimmy's Egg is a 30-year-old Oklahoma-based breakfast and lunch chain that is recognized for its high-value, build-your-own omelets and fresh-baked raisin and country white breads.



Shakey's Pizza Rolls the Dice in Nevada

Iconic Restaurant Chain to Open Five Locations in the Silver State

ONCE A FAMILY fixture with six locations in Nevada, Shakey's(R) Pizza, is returning to the Silver State with five restaurants scheduled to open over the next five years, the first of which is slated for Las Vegas January 2010. Spearheading Shakey's Southwest expansion is long-time Las Vegas-based contractor and developer Larry Monkarsch, who grew up with the brand and understands its multi-generational appeal and cultural significance.

"Shakey's Pizza was a big part of my childhood," said Monkarsch. "I grew up in the San Fernando Valley, just outside of Los Angeles and would go to Shakey's with my teammates for the Bunch-A-Lunch buffet before baseball practice. When I discovered that there wasn't a Shakey's franchise in Las Vegas, I knew right away that I wanted to be the guy who brings Shakey's memories back to Nevada," he added. Monkarsch also secured the Shakey's franchise rights in St. George, Utah, Northwestern Arizona and throughout Southern Nevada.

The brand's expansion into the Southwest is indicative of Shakey's newfound brand renaissance. The iconic pizza parlor has reemerged from a nostalgic memory to a successful restaurant chain ex-

periencing exponential growth - even during the economic downturn. While it's been 30 years since Shakey's reached its peak in popularity, the legendary American brand has undergone a system-wide makeover - complete with fresh new menu items as well as new and remodeled restaurants - and is quickly becoming a recognized leader in the family fast casual category.

Originally conceived in the 50's as a destination in which friends and families could gather for hot pizza, cold beer and sing-along ragtime music, the new stores will embrace the original concept with a modern spin - including arcade games, big screen TV's, classic American music and familiar pop-culture memorabilia. All restaurants will have an open-kitchen, complete with "dough making theater," as well as offer a refreshed menu.

The rekindled franchise growth reflects the leadership of Shakey's Pizza CEO, Joe Remsa. Under Remsa's helm, Shakey's has experienced double digit sales increases over three consecutive years.

"People have never stopped loving Shakey's Pizza and that's why we're experiencing such a remarkable resurgence in popularity," said Remsa. "Everyone has a Shakey's story and a favorite Shakey's memory - and on occasion, those memories inspire our customers to become Shakey's franchisees. To us, that's the ultimate indicator that we're doing something right."



Technology



Forces Shaping The Future of Food Retailing



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

For a number of years, I've been involved in multichannel retailing initiatives as well as many discussions on this topic. Lately, I've noticed an increase in the "noise" around multichannel retailing, especially within the grocery industry.

Certainly, multichannel retailing isn't a new topic. It can be traced back to the early days of modern retailing when the large department store retailers had extensive catalog operations. For the most part, these chains were the multichannel pioneers. I suspect they faced the same issues today's multichannel retailers are facing: product line overlaps and inconsistencies, pricing logic and order fulfillment. Some of those pioneering retailers were able to avoid channel issues because their catalog operations were divorced from their store operations.

Retailing channels have since become more complex. Complications have increased beyond simply balancing the catalog operation with the brick and mortar store operation. This complexity increased greatly when retailers discovered the value of having a web presence and, more recently, the

value of communicating to "time starved" customers through cell phones, PDAs, and other emerging mobile devices.

The initial web channel efforts were focused on scaling up e-channel operations, eliminating functional redundancies and beginning the organizational merge. It was about the web presence supporting store strategies and the retailer's brand image.

The second wave of web channel efforts was focused on price and promotional synchronization, multichannel fulfillment and the total channel experience. It was about presenting a seamless web and store experience. Here, retailers invested in personalized web shopping experiences, web-based promotions, intuitive search tools and analytics.

Today, multichannel efforts are focused on aligning the retailer's touchpoints with customer-defined purchasing pathways and new interactions. It is a "purchase anywhere, fulfill anywhere" vision.

In NCR's December 2008 shopping behavior study conducted by BuzzBack Market Research, 52 percent of consumers are using the Internet more frequently to research products and prices. In addition, 46 percent want to receive price comparisons, product reviews, coupons, promotions and stores

sales information online or via email.

Driving the increased interest in multichannel retailing are today's, always-on-the-go and technology savvy, customers. These increasingly elusive customers are driving retailers to be more creative and proactive on connecting, interacting and transacting with them. Though they may be a new breed of customers, their expectation of service hasn't changed. They continue to want speed, convenience and choice. However, there may be a change in how retailers interact with them.

Multichannel retailing is second nature to operations in such subsegments as electronics, music, books, household goods and apparel. Many of the recognized multichannel "best in class" practices can be found in these retail subsegments. These retailers realize the value of the customer insights gained through channel retailing. Insights such as: customer e-mail addresses, telephone numbers, household size, shopping patterns and abandoned shopping cart data, are all byproducts of multichannel retailing.

In general, grocery lags these subsegments in implementing compelling multichannel customer experiences. This is more a reflection of the merchandise being sold than a reflection of food retailers being slow to em-

brace a new business model. But as customers become more comfortable with channel retailing, and as they benefit from pleasurable channel experiences, they will begin to expect the same from all their retail partners—including grocery stores.

For many retail segments, the days of retailers solely relying on "location, location, location" and mass media advertising for ongoing customer traffic and revenue growth is gone. The physical store isn't going away. Stores will continue to be the most vital retail channel, as well as the retailer's brand central. But best-in-class multichannel retailers understand their customers are their customers even if they're not in the physical store. And, they're executing strategies to stay relevant to those "out-of-store" customers.

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.



McLane Unveils Smart Handheld System for Independent Retailers

MCLANE, a leading supply chain services company, has announced early testing for a 'smart handheld' system tailored for use by independent grocery and convenience store retailers. This in-store ordering solution, called Smart Handheld for Independents (SHHI), gives small chains the same capabilities to manage their physical inventories and order placements that large chain operations have used for years—delivered in a simple-to-use, affordable system.

"Independent retailers have unique challenges. They typically have fewer resources and could benefit greatly by automating everyday tasks. But in general, they don't have the ability to tap industry-leading technology because of cost barriers," said Chris Skelly, vice president of sales for McLane's Western division. "With SHHI, store managers will soon be able to retire their Telxon ordering devices and experience technology that can greatly impact their business with little or no training, and minimal cost."

Based on feedback single store and small chain retailer customers, McLane developed the specifications around the SHHI system to address real-world requirements. SHHI gives users the ability to track order history, create orders and track upcoming distributions, all from a single device. Other key benefits include:

- Print four different types of labels (and shelf tags)
- Access historical information for individual items
- Implement system in a single process (system is up and running in days)
- Integrates with McLane Premium Order Management Suite, which simplifies retailers' tasks such as order procurement, item and category management, inventory turns and manufacturer compliance.

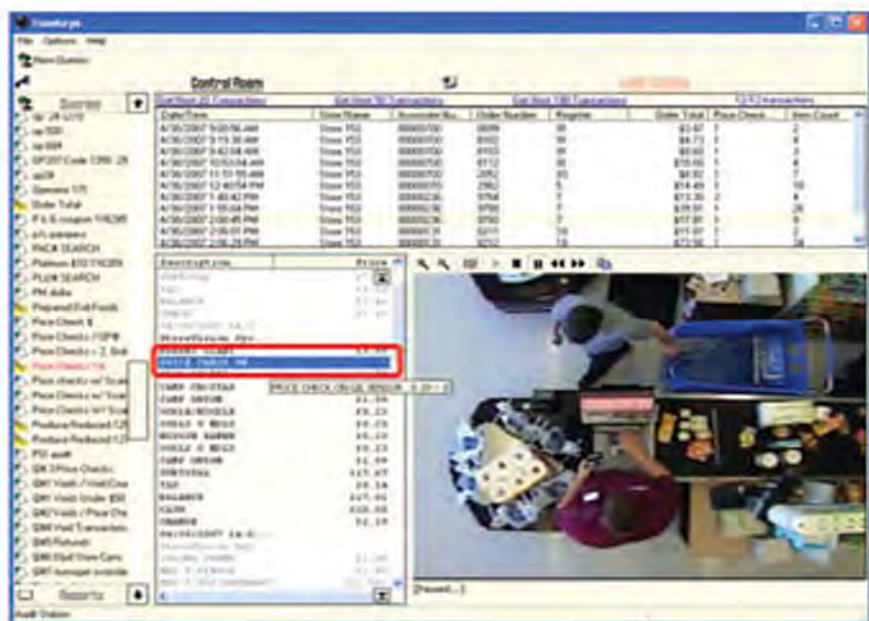
Agilence Develops New Loss Prevention Technology

AGILENCE, a leader in intelligent video analysis solutions, has developed an innovative Video Based Business Intelligence Solution that enables grocers to quickly and easily identify cashier shrink caused by theft, fraud, and operational inefficiencies.

Cashier shrink at the point-of-sale costs grocers billions of dollars every year. Loss prevention teams currently implement CCTV systems at the point-of-sale and employ exception-based reporting software to identify potential theft. However, often these tools are either integrated together poorly or not at all, making identifying each suspect scan at the POS time-consuming and ineffective.

The Agilence solution is different from any that currently exist on the market. Agilence's fully-integrated and patented item-level synchronization software pulls data directly from the point-of-sale systems and marries the data with video. Item-level synchronization means that the individual item scan within a transaction is directly tied to its associated video image.

The ease and speed at which LP professionals can resolve cases is exceptional. Analysts can confirm transactions within just a few images, enabling them to review thousands of transactions in the time it takes others to look at just a few hundred. The result is detecting problems before they become costly, allowing retailers to save millions of dollars a year.





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National Watermelon Queen Teams Up with C.H. Robinson

To Help in the Race for the Cure

MAGGIE BAILEY, recently crowned the 2009 National Watermelon Queen, will help promote breast cancer education and the healthy benefits of watermelon at the 11th Annual Komen Ozark Race for the Cure in Rogers, Ark., held at the Pinnacle Hills Promenade Mall Saturday, April 25.

Bailey joined corporate race sponsor, C.H. Robinson Worldwide, Inc., one of the largest produce sourcing and non-asset based third party logistics companies in the world, at their sponsorship booth. C.H. Robinson employees, with Bailey's help, served slices of watermelon to race participants and distributed brochures with creative watermelon recipes ranging from Mango-Melon Salsa to Watermelon Berry Smoothies.

Bailey said, "I was delighted to join C.H. Robinson in this worthwhile event."

"We were very excited about Maggie's involvement and desire to create awareness about breast cancer education and the healthy benefits of watermelon," said Bud Floyd, C.H. Robinson's vice president of produce marketing.

C.H. Robinson will be sponsoring Susan G. Komen® races throughout the nation this year, including races held in MN, and WY. The sponsorships are just one part of C.H. Robinson's Pink Ribbon Watermelon, A Sweet Way to Stay Healthy™ program. The program promotes the healthy benefits of watermelon and creates awareness about



■ NATIONAL WATERMELON QUEEN Maggie Bailey

breast cancer. When retailers participate in the Pink Ribbon Watermelon program, C.H. Robinson donates a portion of their Pink Ribbon Watermelon sales to breast cancer research organizations. In 2008, C.H. Robinson donated over \$70,000 on behalf of 25 participating retailers to non-profit organizations focused on breast cancer research and prevention throughout the United States.

The Pink Ribbon Watermelon Program is part of two new consumer programs that C.H. Robinson developed under their "Taking Responsibility" initiative. C.H. Robinson also donates a portion

of its net profits to help Sustainable Harvest International® (SHI) and their work with farmers and families in Central America through C.H. Robinson's Our World™ Organics program.

Floyd continued, "The new programs have been meaningful for both retailers and consumers. This is an easy way for retailers and consumers to give back, support, and positively impact communities. We are very excited about the momentum and level of participation the Pink Ribbon Watermelon received in their first year. We believe there is a huge opportunity to have an even bigger impact in 2009."



■ MASTER CHEF Joseph Poon sculpted a variety of animals out of watermelons for the Race for the Cure participants.



■ MAGGIE BAILEY 2009 Watermelon Queen, handed out recipe cards to the race for the Cure participants and talked about the healthy benefits of watermelon.

■ Largest Single Donation



■ Kendrick Hobbs, Winn-Dixie Store Director; Sandy Deardoff, Row for the Cure Co-Chair; Sandy Silverstein, Row for the Cure Co-Chair; Theresa S. Martin, North Florida Susan G. Komen for the Cure Executive Director; Dr. Barbara Sharp, President of the North Florida affiliate's Board of Directors; and Peter Lynch, Chairman of the Board, CEO and President of Winn-Dixie Stores, Inc.

Winn-Dixie Awards North Florida Susan G. Komen For the Cure

RECENTLY, Peter Lynch, chairman of the board, CEO and president of Winn-Dixie Stores, Inc., presented a \$200,000 check to the North Florida affiliate of the Susan G. Komen for the Cure Foundation. It is the largest single donation ever contributed to the affiliate.

The donation represents Winn-Dixie becoming the presenting sponsor of all Komen North Florida events in 2009, including *Laugh for the Cure*, *Mary Lakes Invitational Bowling Tournament*, *Race for the Cure*, *Row for the Cure*, and *Art for A Cure*. Funds raised from the events support local breast cancer programs, provide mammogram screenings, contribute to national research, and help support those battling breast cancer.

"Winn-Dixie is proud to partner with Susan G. Komen. We hope this donation will make a difference in many people's lives," said Lynch. "Because of early detection efforts and treatment, more than 1.7 million American women have successfully fought breast cancer. It's an important fight, and we're committed to helping find a cure."

"As our hometown grocer, Winn-Dixie is a company with a heart, and we really appreciate their generous contribution," said Dr. Barbara Sharp, president of the North Florida affiliate's board of directors. "The donation will help many women detect breast cancer early, which is our best chance against this horrible disease."

Stater Bros. Markets to Sell Santee Dairies

JACK H. BROWN, Chairman, President and Chief Executive Officer of Stater Bros. Holdings, Inc. has announced today that the company's wholly owned subsidiary, Stater Bros. Markets, has agreed in principle to sell Santee Dairies to Dean Foods, America's largest dairy.

Brown stated, "The future growth of Santee Dairies' products was limited because most potential customers are competing supermarket chains that already operate their own dairies and have been advised by their parent corporations not to purchase products, other than Knudsen fluid milk and Arnold Palmer Tee, from Santee Dairies, which they feel would help with the expansion of Stater Bros. Markets. At Stater Bros., we try to do the right thing...for the right reason. The right thing is to sell Santee Dairy to Dean Foods, America's largest dairy, to insure the continued growth of Santee. The right reason is to protect the future of the Santee 'Family' of Employees."

Dean Foods is the largest processor and distributor of milk and other dairy products in America, selling products under more than 50 familiar local and regional brands.

Ed Crenshaw Elected FMI Vice Chairman of Industry Relations

FOOD MARKETING Institute (FMI) announced that Ed Crenshaw, Chief Executive Officer, Publix Super Markets, Inc., was elected vice chairman of the FMI Board of Directors and chairman of the industry relations committee. He has served on the FMI Board since 2003, and as a member of the executive committee since 2005.

Crenshaw joined Publix in 1974 as a stock clerk in Lake Wales, Florida. He served in various positions in buying and retail opera-

tions before becoming CEO in 2008.

Publix, the largest employee-owned supermarket chain in the United States, operates more than 1,000 stores in five states: Florida, Georgia, South Carolina, Alabama and Tennessee. The company also operates eight distribution centers and five manufacturing facilities for bakery, dairy, deli, fresh foods and printing services in Florida and Georgia.

Crenshaw has been active with many charita-

ble organizations over the years including the Kidney Foundation of Central Florida, the Central Florida Speech and Hearing Center, the Polk County School Board Business Commission, the Lakeland Chamber of Commerce and the Lakeland Regional Medical Center.

He also serves on the board of GS1-US.

Crenshaw graduated from Baylor University with a bachelor's degree in business administration.



■ ED CRENSHAW

Travel Industry Executive-

Roger Dow To Address NACS General Session

TRAVEL INDUSTRY executive Roger Dow has been announced as an October 21 General Session speaker for NACS Show. The NACS Show will take place October 20 to 23 at the Las Vegas Convention Center in Las Vegas.

Dow will share what the beleaguered travel industry is doing to differentiate and compete, and he will address many of the issues that convenience and petroleum retailers face including how organizations can build customer-focused teams. With customers increasingly defining value as better, faster, cheaper, Dow will share how to make customer loyalty the critical differentiator.

Dow has spent his entire career in the hospitality industry. Since 2005, he has served as president and CEO of the U.S. Travel Association, the national umbrella organ-



ROGER DOW

ization representing all segments of the \$770 billion U.S. travel and tourism industry. In 2008, he was named Association Executive of the Year by Association Trends magazine. Prior to that, he spent 34 years

at Marriott International, rising through the ranks to senior vice president, global and field sales, where he led the company's 10,000-person worldwide sales unit. While at Marriott, Dow developed Marriott Rewards, the world's leading frequent traveler program.

"Roger Dow is a perfect fit for what NACS Show attendees tell us they want as an Opening General Session speaker: a business leader who both inspires attendees and delivers practical and actionable business advice," said Dave Carpenter, NACS Vice Chairman of Convention & Events and president and CEO of J.D. Carpenter Companies Inc. "Roger's focus on delivering in trying times, and focusing on what really matters to customers is especially important at a time where customers expect more for their money," added Carpenter.



Quick Chek Donates \$2,000 to Volunteer Fire Department

QUICK CHEK STORE Leader Bonnie Lozier along with Jennifer Vorst, Quick Chek team member, is pictured presenting a donation totaling \$1,966.75 to David Decker and Joel Blackford of the Lafayette (NJ) Volunteer Fire Department.

The donation represents \$0.25 for every sub, sandwich, and wrap sold during the Lafayette Quick Chek's first 30 days in operation following its recent grand opening celebration.

The new Quick Chek store, located at 35 Highway 15 in Lafayette, NJ, includes a coffee bar, sub shop, soup bar, bakery items made fresh everyday, a no fee ATM center, and 14 fueling stations.

Giant Food Announces Appointments to Leadership Team

CARL SCHLICKER, President & CEO of Giant Food, today announced the appointment of Paula A. Price as Chief Financial Officer and Paula Labian as Executive Vice President of Human Resources. These two appointments complete the leadership team for Giant Food.

As Chief Financial Officer, Paula Price will be responsible for the Finance, Strategy and Planning, and IT functions at Giant Food. Most recently, she served as SVP, Controller and Chief Accounting Officer for CVS/Caremark Corp. Prior to that, she held leadership roles at JPMorgan Chase, Prudential Financial, Diageo, Kraft Foods and Sears. Ms. Price began her career at Arthur Andersen and is a certified public accountant, and holds an MBA in Finance and Strategy from the University of Chicago, and a BS in Accounting from DePaul University.

Price replaces current CFO Jim Rojas who had previously announced his plans to leave the Company. Rojas was a key member of the business who supported the Company's Value Improvement

Program and supported the business through the brand launch in August of 2008.

As Executive Vice President of Human Resources, Paula Labian will play a key role in positioning Giant Food for the future. She has exceptional experience as a leader in Human Resources for a number of organizations. For the past six years, she served as Chief Human Resources Officer (CHRO) and Global Vice President of Human Resources for Whole Foods Market, Inc. based in Austin, TX. In that role, Paula led a global team of HR professionals to support programs for more than 280 stores and 54,000 associates. Prior to that, Ms. Labian held leadership roles at Blue Cross Blue Shield of Florida, Harris Specialty Chemicals, and Marine Transportation Services, Inc. She holds a dual MA in Business Management and Human Resources Development from Webster University in St. Louis, MO, and a BA from the University of North Carolina at Chapel Hill.

Labian replaces John Bussenger, Executive Vice President of

Human Resources from Giant Food Stores of Carlisle, PA, who assumed the responsibilities on an interim basis. "We thank Mr. Bussenger for ensuring that our greatest resource, our associates, had leadership while a search was in process to fill this critical position," said Schlicker.

Grupo Lala Acquires National Dairy

GRUPO LALA, one of the largest dairy companies in the world, and Dairy Farmers of America, Inc. (DFA), a leading U.S. dairy cooperative, today announced that LALA has acquired milk processing company National Dairy from DFA. The purchase expands LALA's presence in the United States and allows DFA to invest in new strategic projects.

National Dairy, based in Dallas, is one of the largest milk processing companies in the United States and a leading producer of branded and private-label dairy products. The company's regional brands include Borden(R), Dairy Fresh, Velda Farms, Flav-O-Rich(R), Sinton's(R), Cream O' Weber(R), Meyer Dairy, Dairymens(R), Coburg Dairy(R), Goldenrod(R) and Georgia Soft Serve Delights.

"Acquiring National Dairy and its leading regional

COMING EVENTS

JULY

15-19

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

27-29

ALABAMA GROCERS ASSOCIATION Annual Convention at Sandestin Golf & Beach Resort, Sandestin, FL. For more information call: 800-844-2391.

AUGUST

6-7

ASSOCIATED GROCERS OF FLORIDA, INC. 2009 "Savings Event of the Year" at Double Tree Airport Mart 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: 954-876-3151, fax: 954-876-2800.

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SOUTHEAST WHOLESALE FOODS 4TH Annual Sale-A-Bratton 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

11-13

FOOD MARKETING INSTITUTE (FMI) FMI Supermarket Pharmacy Conference and the GMDC Health Beauty Wellness Marketing Conference, Marriot 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

12-14

FOOD MARKETING INSTITUTE (FMI) Future Connect, Hyatt Regency Hotel Dallas, TX. For additional information, call: 202-452-8444.

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ALABAMA GROCERS EDUCATION FOUNDATION Golf Classic. Pine Tree Country Club Birmingham, AL. For additional information call: 800-844-2391.

20-23

NACS SHOW 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

California Egg Farmers Create Association

THE STATE'S egg producers today announced the creation of the Association of California Egg Farmers (ACEF), a nonprofit statewide trade association to serve as their advocate on state policies affecting the industry and to ensure the continued production of fresh and affordable eggs that meet the food safety and animal care standards consumers expect.

The nonprofit association will serve as the voice for California egg farmers and an industry that is critical to the state's economy and food supply. The state's egg farmers produce 4.9 billion eggs a year, providing a fresh, affordable source of food and making California the fifth largest egg producer in the country. Most of the state's egg farms are family owned, and they generate thousands of jobs for Californians, especially in economically hard-hit rural areas.

"The state's egg farmers have a long history of providing a safe, healthy and nutritious source of food for California's families," said ACEF Executive Director Debbie Murdock. "The egg farmers are establishing the Association of California Egg Farmers to ensure they can continue to meet consumer expectations for fresh and affordable eggs that meet food safety and animal care standards."



Association of California Egg Farmers

brands provides LALA a unique opportunity to further broaden the manufacturing and marketing of value-added dairy products in the United States," said Eduardo Tricio, chairman of LALA. "We look forward to working with National Dairy's management and employees to deliver top-quality, innovative and nutritious products to customers."

"LALA brings a breadth of resources and strong track record for understanding consumers' needs, creating and manufacturing innovative products and marketing brands," said Rick Beaman, president of National Dairy.

National Dairy operates 18 processing facilities in the United States and will operate as a wholly-owned subsidiary of LALA. The existing management team will continue to lead day-to-day operations.

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