



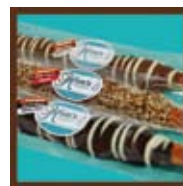
BUYERS GUIDE: Coffee & Tea

SEE PAGE 16



GIFTWARE: New tabletop decor, accessories

SEE PAGE 13



MARKETWATCH: Pretzels

SEE PAGE 21

INSIDE:
SHOW PRODUCTS
UPDATE

GOURMET NEWS[®]

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY

VOLUME 77, NUMBER 1
JANUARY 2012 - \$7.00

SPECIALTY RETAILERS

- Ethnic supermarkets set to grow by 3.7% annually—new report

PAGE 14

GROCERY & DEPARTMENT STORES

- Best store brand items for taste and value honored at PLMA Awards for Excellence

PAGE 15

SPECIALTY DISTRIBUTORS & BROKERS

- UNFI sales up 15.6 percent for Q1 2012, plans Canada expansion

PAGE 19

SUPPLIER BUSINESS

- Blount Fine Foods buys Cape Cod Chowder Co.

PAGE 20

News2
New Section:
Giftware.....13
Marketwatch21
Ad Index23
Smorgasbord/Classifieds23

www.gourmetnews.com

Sold out Winter Fancy Food Show opens Jan. 15-17

New Gateway Ballroom exhibit area to open 30 minutes early

More than 1,300 exhibitors and 17,000 attendees are expected at this year's Winter Fancy Food Show (WFF), set for Jan. 15-17 in San Francisco.

"We are sold out, and are on track to become the largest WFF in terms of exhibit space and attendance," said Louise Kramer of the NASFT, which owns and manages the show.

The show had to open extra exhibit space in the Gateway Ballroom to accommodate demand.

More than 60 exhibitors will now be showing their products alongside "What's New, What's Hot" and "New Brands on the Shelf" exhibits.

To draw attendees to this new area, Gateway Ballroom doors will open at 9:30 a.m., half an hour before the main Show floor.

Another first is the addition of specialty food brokers to the pre-show Business Builders program, which matches exhibitors with distributors and retail and food-service buyers. More than 1,500 one-on-one meetings had been scheduled at press time.

This year's WFF attendees will benefit from the ongoing renovation of Moscone Center. Parts of the building have been completely refurbished with a new color scheme, carpeting, etc. Practical improvements include new lighting and improved airflow in some areas, greater disability access and energy-efficiency in the restrooms, and new "hydration stations" for refillable water bottles.

Social media will play a big part in this show as well. There will be an official show tweetup (#WFFS), and an NASFT social media lounge

Continued on PAGE 11

2012 Scovie Awards honor best spicy and savory specialty foods

Two Grand Prizes and just over 100 First Prizes have been announced for the 2012 Scovie Awards. Awarding will be during the 2012 National Fiery Foods & Barbecue Show in March.

Competition was particularly fierce for the 2012 awards. In all, 161 companies entered 792 products (an increase of 177 over last year). Dave DeWitt, founder of the Scovie Awards and National Fiery Foods and Barbecue Show, said entries came from 38 states,

Australia, Sweden and Canada.

Grand Prize for Product went to PanCali Foods, Inc. for its Panama Red Hot Sauce, which has Panamanian aji chombo peppers as its star ingredient. Grand Prize for Advertising & Marketing went to Missouri barbecue restaurant The Shed, for their striking packaging.

But the awards go beyond the classic hot sauce and barbecue. The Spice Lab won two First Place awards for its salts, and Robert

Rothschild Farm received awards for mustard, a prepared dip and preserves. Categories included Beverages, Salad Dressing, two kinds of Cheese and Candy/Cakes/Cookies, an indication of how far the American palate has expanded in its appreciation of spicy food.

The awards are named after the Scoville scale, a measurement of the spicy heat of a chile pepper. Complete 2012 results can be found at www.scovieawards.com. GN

NY INTERNATIONAL GIFT FAIR GROWS PERCENTAGE OF SPECIALTY KITCHEN, GOURMET OPTIONS



Hudson Valleys Seed Library's artisan seeds are perfect for cooks' spring gardens.

BY A.J. FLICK

There's simply no time for winter doldrums with the January New York International Gift Festival at hand. Tens of thousands of buyers and distributors are set to pore over products brought in from all over the United States and 85 countries.

GLM Shows is in the midst of a three-year strategic reorganization of the twice-yearly NYIGF. In August, the Gourmet Housewares Show was integrated, including product-focused "neighborhoods." That addition continues to be refined for the January show.

But the flash and dazzle continues to be the products themselves. Where do you focus your attention? What's new?

Apron designers Susan & Veronica have expanded from selling exclusively on their website to wholesale, retail and now, the NYIGF. Susan & Veronica's design philosophy is that "Style Begins at Home" for their "super sassy fashionista aprons." The aprons retail for \$49.95 and come in various designs including Vanity Flair, Uptown Girl, On the Prowl, Stripe A Pose, Guitar Heroine, Ink-Credible, Road Trip, Pink Ribbon, Cutie Cane and Jingle Belle. For more information, please visit Booth 3279, email sales@susanandveronica.com or call 347-781-4149.

For the second year, Australian-inspired beach living products will be featured at the sunnyLIFE booth. Among the featured products is the picnic basket for two, which retails

Continued on PAGE 11

Tabletop, Gourmet and Houseware add luster to SFIGF

BY A.J. FLICK

Tabletop? Did anyone say tabletop? The San Francisco International Gift Fair has.

California's largest gift show is adding Tabletop, Housewares and Gourmet to its repertoire, bringing the industry's top lines including cookware/bakeware, kitchen gadgets, specialty food, small electrics, tabletop and more to Moscone Center's South Hall from Feb. 18-21.

"Western Region retailers will benefit from a giant opportunity for a more efficient buying trip when they visit the show in February," said Doug Miller, President, Urban Expositions. "For the first time, all of the gift industry resources in the

west will be housed inside Moscone Center. Further strengthening this growing selection, we're also filling a void in the marketplace with the launch of a brand new Tabletop, Gourmet and Housewares."

In addition, the SFIGF continues to expand its selection of ethnic styles, original artisan designs, home accents, jewelry and fair trade products from around the world. Key product sectors including World Style Handcrafted, Village Arts and Museum will be grouped on the show floor under the Global Showplace umbrella, to give retailers a one-stop resource.

An expanded product selection will feature thousands of

lines, in sections including General Gift, Handcrafted, Home & Garden, Personal Style, The Global Showplace, Treasures to Go and Vintage Collection.

And it wouldn't be California without getting "green." SFIGF will offer many green/eco-friendly product resources showcasing items that are made from sustainable, biodegradable, organic, recycled and reclaimed items.

This year, SFIGF's free seminars



Bowl set by SFIGF exhibitor Tampopo

and events include a top-notch educational program where retailers can learn low budget, high impact ideas in marketing, merchandising and social media to help boost their

Continued on PAGE 7

STONEWALL KITCHEN

EST 1991



Dinner in no time with
our *new collection*
of Simmering Sauces.



Americasmart

Building 2W, Showroom #873B & #875A
January 11-18, 2012

Winter Fancy Food Show

Booth #524
January 15-17, 2012

New York International Gift Fair

Booth #7380
January 29-February 2, 2012

888.326.5678 • stonewallkitchen.com

General News

BRIEFS

Old Amsterdam cheese selected for space trip

"We are always in search of new fans abroad, but making it as far as outer space we obviously never expected."

This was the response of Henriëtte Westland, PR and Event Manager at Old Amsterdam cheese, to news that Dutch astronaut André Kuipers had received NASA's formal consent to take his favorite cheese—Old Amsterdam—onboard the International Space Station.



Continued on PAGE 11

France's Ossau Iraty crowned 2011 World Champion cheese for second time

Trend favors hard/semi-hard cheeses, Sartori comes in third overall and Mexico wins first global cheese award

France snatched the top World Cheese Awards trophy back from Britain yesterday when judges crowned a 10-month Ossau Iraty the 2011 World Champion—beating last year's winner, Philip Stansfield's Cornish Blue, by a narrow margin. Third place was awarded to Cognac BellaVitano, from Sartori Cheese in Wisconsin—the highest U.S. result ever in the competition, according to a release from Sartori.

It's the second time at the top for family-run farmhouse pro-

ducer Fromagerie Agour, which took the top title in 2006 with the same variety. Ossau Iraty is a sheep's milk cheese originating in the French Pyrenees, one of only two sheep's milk cheeses with AOC status in France.

More than 2,700 cheeses were reduced to shortlist of 16 SuperGold winners by 216 international judges, before a final tasting by a panel including Whole Foods Market global cheese buyer Cathy Strange, South African dairy product developer Suzy O'Regan of Woolworths Foods, and leading Australian speciality cheese judge Ian Robertson of Meribel Fine Foods. The competition is organized by the U.K.'s Guild of

Fine Food.

In addition to placing third, Sartori also won two Super Golds and three Golds. Other U.S. Super Gold winners were Beatje Farms (Bloomfield), Carr Valley Cheese (Cardona), Farms for City Kids Foundation (Tarantaise) and Fiscalini (Bandage Wrapped Cheddar). A total of 20 Golds were won by U.S. producers, listed below.

Out of 2700 cheeses entered in the competition, 75 percent were from outside the UK. Guild of Fine Food Director Bob Farrand told Gourmet News, "U.S. cheeses have firmly established their credibility on the world stage which is a major change to a

Continued on PAGE 6

DEMAND FOR PREMIUM PRODUCE SPURS Q3 SALES

Rising prices fail to dampen organic and value-added produce sales--quarterly industry report

Third-quarter supermarket produce dollar sales rose by nearly 6 percent since this time last year, according to the latest edition of FreshFacts® on Retail, the quarterly retail research update of the United Fresh Foundation.

The rise in dollar sales was fueled by higher average retail prices. Overall volume dropped by 3 percent, "continuing the trend established in previous quarters, which saw consumers willing to pay a premium for their fresh produce preferences," according to the release. Also noteworthy, is the list of items

Continued on PAGE 6

Savory Seasonings.

See More New Flavors!
At the Winter Fancy Food Show #977
Atlanta Gift Show Bldg2 WW8105

The Peanut Shop of Williamsburg
Division of Smithfield Specialty Foods • P O Box 3596 • Williamsburg, VA 23187
800-831-1828 • fax 757-566-1605 • wholesale@ThePeanutShop.com

CAROLYN SAUCIER

FINE SAUCES & MARINADES

Create **magic** in your kitchen!

Explore recipes & order online:
www.carolynsaucier.com

The Corporation Dufus Rufus • 510.336.9403



La Pasta Fresca
come quella fatta a mano



Authentic Homemade Italian Pastas
Available in 14 Different Shapes

Antichi Sapori

Exclusive Manufacturer, Importer and Distributor
99 Grand Street • Moonachie, NJ 07074
Currently seeking distributors

Phone: (201) 438-7100

Fax: (201) 438-7110
antichisaporius@gmail.com
antichisaporius@hotmail.com



Pacific Resources sources
Nature's best Manuka
Honey from
New Zealand



Products that contain the finest Active &
UMF New Zealand Manuka Honey.



Booth #1055

Winter Fancy Food Show



PACIFIC RESOURCES INTERNATIONAL
1021 Mark Ave., Carpinteria, CA 93013
Ph: 805-684-0624 Fax: 805-684-8624

www.shoppri.com
info@pri-nz.com



TRADITION OF TASTE

2 • 0 • 1 • 2

Virginia Food & Beverage Expo

THE BEST NEW PRODUCTS IN THE MARKETPLACE

Wednesday, March 28, 2012 • 9 a.m. - 4 p.m. • 800.284.9452

Greater Richmond Convention Center • Richmond, VA • vaexpo.com



Convenient One-Stop Shopping • Save Money and Time by Placing Orders at the Show.
Free Admission for Food and Beverage Buyers • Register Today Online — vaexpo.com
EXPO BONUS — Visit the Wineries Unlimited Trade Show next door for FREE!

I'm Sprouted, Simple, Delicious & Available.

Check me out for a new snack experience.



ALL OF OUR WAY BETTER SNACKS ARE:

All Natural • Vegan • Certified Gluten Free • Non GMO • Certified Kosher • Excellent Source of Whole Grains
Low Sodium • Good Source of Fiber • Contains: No Trans Fat, Artificial Colors, Flavors or Preservatives

GoWayBetter.com



Let's Talk

Janine Evans at 631-761-6950 or
janineevans@livebetterbrands.com

Visit us at KeHA Booth #1116



SISTERS GOURMET

BAKING A DIFFERENCE SINCE 1995



P.O. BOX 1550 DACULA, GA 30019
PH (770) 338-1388 • FAX (770) 338-1267
email: sales@sistersgourmet.com

Come see us and taste our products
at the Winter Fancy Food Show
San Francisco / January 15-17 / Booth # 415

Good Food Starts from the Source™

MADE IN U.S.A.



NEW™
1 FRUIT SERVING MUNCH PAK

100% Natural
Award-Winning
Snacks

32 Delicious Natural
& Organic Crunchies
to Choose from



A GREAT GRAB & GO SNACK ON THE RUN!

• Fruit - Veggies - Organics • Kosher • Wheat and Gluten Free • No Preservatives/Additives • Fat Free (Fruits) • Non-GMO •

888.997.1866 • www.crunchiesfood.com • e-mail: info@crunchiesfood.com
790 Hampshire Road • Suite H • Westlake Village, CA 91361

CHEESE AWARDS

Continued from PAGE 3

decade ago. Since Rogue River Blue took the award for best blue cheese eight years ago, the U.S. [has always been] in the World's top 50 and this year—third in the world.”

Noteworthy for U.S. readers are the first-ever international awards for artisan cheese-makers in Mexico: two Bronze awards for sheep's milk cheeses from producer Rancho San Josemaria.

The complete list of winners, including the 50 Super Gold awardees, is at www.finefoodworld.co.uk, under World Cheese Awards.

MAJOR WINNERS 2011

World Champion Cheese 2011 - Ossau Iraty AOP 10 months - Fromagerie Agour (also Best French Cheese)

#2: Cornish Blue - Cornish Cheese Company (also Best British Cheese)

#3: Sartori Limited Edition Cognac Bella Vitano - Sartori Food Corp. (also Best USA Cheese)

Best Le Gruyère AOC - Kaltbach Le Gruyere - Emmi UK Ltd

Best Canary Island Cheese - Queso Semicurado Ahumado Benijos-Teisol - Soc. Coop. del Campo La Candelaria, Queseria de Benijos

Best PDO Blue Cheese - Gorgonzola Erborinato - C. Carnevale

Best New Cheese - Deichkäse - Rohmilchkäserei Backensholz

Best Welsh Cheese - Medium Creamery Cheddar - Milk Link Llandymog Dairy

Best Italian Cheese - Gorgonzola Erborinato - C. Carnevale

Best Spanish Cheese - Queso Tierno de Almazora - Quesos De Almazora, S.L

Best Australian Cheese - Mossvale Blue - Berrys Creek Gourmet Cheese

Best Cheese entered by a PTF member - Pilgrims Choice Extra Mature - Adams Foods Ltd.

Best South African Cheese - Ladismither - Ladismith Cheese Factory

World's Best Unpasteurised Cheese - Cornish Blue - Cornish Cheese Company

Best Mature Cheddar - Mature Farmhouse Cheddar - A. J & R. G Barber Ltd.

Best Irish Cheese - Killeen Goat - Killeen Farmhouse Cheese



TOP 16 SUPER GOLD AWARDS WINNERS (in alphabetical order)

Bloomsdale - Baetje Farms LLC - USA
Cardona - Carr Valley Cheese Co. Inc. - USA

Cornish Blue - The Cornish Cheese Co - England

Deichkäse - Hofkäserei Backensholz GmbH & Co KG, Rohmilchkäserei Backensholz - Germany

Gorgonzola Erborinato - C. Carnevale - Italy

Kaltbach Extra - Emmi UK Ltd. - Switzerland

Kaltbach Le Gruyere - Emmi UK Ltd. - Switzerland

Landgoed Matured - Vandersterre Groep International BV - The Netherlands
Ossau Iraty AOP 10 months - Fromagerie Agour - France

Pilgrims Choice Extra Mature Lighter - Adams Foods Ltd. - Ireland

Queso Tierno de Almazora - Quesos De Almazora, S.L - Spain

Sartori Limited Edition Cognac Bella Vitano - Sartori Food Corporation - USA

Sartori Reserve Cinnamon Rubbed Bella Vitano - Sartori Food Corporation - USA

Tarantaise - Farms for City Kids Foundation, USA

Tiroler Adler - Tirol Milch eGen Berglandmilch eGen - Austria

Urnäsch Mountain Cheese 6 months - Urnäscher Milchspezialitäten AG - Switzerland

Urnäsch wooden barrel cheese (with beer from wooden barrels) - Urnäscher Milchspezialitäten AG - Switzerland

U.S. GOLD WINNERS

Artisan Cheese Exchange (Deer Creek Vat 17); Arthur Schuman Inc. (Cello Traditional Italian Style Mascarpone); Carr Valley Cheese (Billy Blue, Casa Bolo Mellage); Cellars at Jasper Hill (Harbison, produced by Jasper Hill Farm); Cypress Grove Chevre (Ms. Natural); Fiscalini (Lionza); Grafton Village Cheese (Vermont Clothbound Cheddar); Lactalis America Grp., Mozzarella Fresca (Galbani); Marin French Cheese (Rouge et Noir Breakfast Cheese); Old Chatham Shepherding Co. (Kinderhook Creek); River's Edge Chevre (Up in Smoke); Rogue Creamery (Flora Nelle); Vermont Butter & Cheese (Bonne Bouche, Cremont, Mascarpone); Sorrento Lactalis (Provolone Block) and Willow Hill Farm (Butternut). **GN**

SFIGF

Continued from PAGE 1

bottom lines.

For a tasty, San Francisco treat, area chefs will make special guest appearances and sign their books. Chef Andrea Froncillo, author of “The Stinking Rose Restaurant Cookbook” and “Crab: Buying, Cooking, Cracking,” will be on hand Feb. 18 from noon-2 p.m., followed by a presentation by Beverly Armstrong, who has 20 years of experience buying merchandise as well as developing private label products for more than 25 wineries.

Armstrong will lead a discussion and share her knowledge and expertise in vendor/trade set-up, purchasing and price negotiations; storytelling with merchandise and staging; how to select core items and recognize their sales strength; and merchandise as a brand reflection—to brand or not to brand. Afterward, Armstrong will lead buyers on a tour of selected vendors at SFIGF.

Other presentations include “Guerilla Marketing: Free and Low-Cost Marketing Ideas to Drive More Traffic and Sales,” “Buying Right, Then Managing What You Buy” and “Opportunity Knocks: How to Capitalize on the Evolving Retail Marketplace.” **GN**

Q3 PRODUCE

Continued from PAGE 3

that showed the greatest dollar growth in the quarter: cherries, avocados, specialty vegetables and potatoes.

Produced in partnership with the Perishables Group and sponsored by Del Monte Fresh Produce, the report measures quarterly retail price and sales trends for the top 10 fruit and vegetable commodities, as well as value-added, organic and other produce categories.

Highlights of this quarter's report include:

- Eight of the top 10 fruits and nine of the top 10 vegetables posted sales that exceeded Q3 2010
- Cherries saw true growth in sales and volume, both up more than 20 percent; as did mushrooms, with more than 6 percent increase in volume and dollar sales
- Dollars and volume for value-added fruits grew during Q3 2011, up 8.3 percent and 5.3 percent, and value-added vegetables saw dollar sales rise 6.8 percent and volume 7.1 percent
- Organic fruits and vegetables both saw growth in weekly volume, despite increases in retail price
- Produce-based deli salads and sides posted dollar growth

The report also notes rising sales of specialty and ethnic produce, including avocados and mangos. Both have shown sales rising at a faster rate than prices. “Product availability, consumer education, growth and influence of minority groups and a shift in retailer focus have positioned ethnic and specialty produce items as must-haves despite their increasing prices.”

Another potential factor is “frugal fatigue”: “Consumers might be telling themselves that if prices go up on category basics, it is worth trading up to a value-added or gourmet variety instead of paying more than normal for staples,” the report concludes.

More information and detailed figures are in the report, available for purchase at www.unitedfresh.org. **GN**

EXCLUSIVE TO GOURMET NEWS

U. K. Guild of Fine Food Director Bob Farrand, on trends and the competition

“The trend this year tended to favor firmer texture cheese. More Super Golds were hard/semi hard cheeses – many of goat and sheep's milk and mostly using animal rennet and unpasteurised milk. The very strong flavors don't work for the majority of international judges so they rarely make it through to the final 16 cheeses. But complex, well made cheeses always rise above the mass produced varieties.

[Another trend] is the growing international nature of the cheese business. Entries from all nations were up and it excites me to see the greater number of cheeses that clearly appeal to an international audience.

The WCA differ from most cheese awards because the initial grading is not a competition, as much as an international panel awarding gold, silver and bronze to all cheeses they assess to have exceptional taste. A gold is a superb cheese, silver is a very good cheese, bronze is a good cheese that perhaps needs a little improvement... Judges work in teams of four or five experts—mainly different nationalities. They could be retailers, buyer, graders, technical experts or even wholesalers.” **GN**



Authentically European. Universally Enjoyed.



When you choose our products – Grana Padano®, Prosciutto di San Daniele®, Montasio®, Prosciutto di Parma® and Parmigiano Reggiano® – for your customers, you show a passion for incomparably delicious, natural food that's never mass-produced or processed. Because each of these products carry the Protected Designation of Origin seal, the European Union's guarantee of quality and authenticity, you know they are from a specific geographical region in Italy and are created using traditional techniques that have set the standard of culinary excellence for generations. And while they're distinctly European, they're as naturally served in an Italian cafe as they are in your customers' homes.



CAMPAIGN FINANCED WITH AID FROM
THE EUROPEAN UNION AND ITALY

LEGENDS from **EUROPE**

www.legendseurope.com



YOUR BUYERS ARE HERE.
YOUR COMPETITION IS HERE.
NATURALLY, YOU SHOULD BE HERE.

NATURAL PRODUCTS EXPO WEST

where doing business
just comes NATURALLY

3,000+ exhibits
58,000+ industry members

Will you be one of them?

Natural Products Expo West is the place to find the newest products in the natural, organic and healthy products industry.



Register Today!
ExpoWest.com

Qualified Retailers, Brokers,
and Distributors register for FREE
before February 3, 2012.

Education and Events:
March 8-11, 2012

Trade Show:
March 9-11, 2012

Anaheim Convention Center
Anaheim, CA USA

QUESTIONS?
303.390.1776 | 866.458.4935
tradeshows@newhope.com

Co-located with:

engredea NUTRACON fresh ideas
organic marketplace



Produced by New Hope Natural Media, a division of Perich Media

Trade Show Buzz

A MONTHLY UPDATE ON THE GOINGS-ON AT INDUSTRY-RELATED SHOWS
BY MIMI VILLAFANE

Happy New Year...it's 2012! The new year brings hope, change and most importantly new business. To that end we've learned about some exciting, breaking news for Atlanta's International Gift and Home Furnishings Market, the Natural Products Expo West and the Virginia Food and Beverage Expo.

AmericasMart announced that a la carte, a new permanent showroom, is being unveiled at the Atlanta International Gift and Home Furnishings Market from January 11-18. The a la carte showroom brings an exciting new addition to the wholesale gourmet/housewares sector. With a 2,678 square-foot space, a la carte is located adjacent to the demonstration cooking area and will offer several major lines such as Bormioli Rocco, La Mediterranea, Lifetime Brands, Paderno, Rosenthal, Sambonet, Tradition Sud and Versace.

As you walk into the Natural Products Expo West (NPEW) come March, you'll notice a new marketplace, new programs and a few changes too.

NPEW 2012 is launching a Beer, Wine and Spirits Marketplace, reflecting growth in what was once a fringe category. The previous show-floor pavillion is now a new marketplace to connect retail buyers with wine, spirits and beer importers, distributors and producers. The Marketplace will take place on Friday & Saturday, March 9-10, 2012, 1:00-7:00 pm in the Grand Ballroom at the Anaheim

Marriott.

Perhaps partly because of this new Marketplace, NPEW is also implementing a new child policy. No one under the age of 16 will be allowed to attend Natural Products Expo West and no exhibitor staff under the age of 18 will be allowed to work the show. This policy is to better serve all attendees and to provide the safest environment for all. Professional on-site childcare will be offered for the low daily rate of \$25. Advance childcare registration is available in January via event registration login.

NPEW is adding something new to the Natural Products industry—the Expo West Business Program (EWBP). Designed for anyone new to the natural products industry, the program provides in-depth advice for businesses and individuals; from branding, marketing, and labeling, to industry trends, distribution, financing and tips for success. They have three business program tracks: Early Entrepreneur – this track helps newcomers launch a brand or product in the natural, organic and healthy product industry; Brand Acceleration – for established producers looking to expand brand awareness, financial support and distribution; and the International Business Program for Exporters – this track explores the many ways to expand a brand into the growing overseas markets for natural, organic and healthy products.

If you're wanting to grow your interna-

tional business, the Department of Commerce is offering two international buyer's programs at NPEW 2012: the Showtime Program and the U.S. Exhibitor Advance Promotion to International Buyers Program. The Showtime Program partners, the U.S. Commercial Service and New Hope Natural Media, invite companies to meet one-on-one with the U.S. Commercial Service Industry Specialists attending the show. Commercial Specialists from these markets will help you learn about opportunities for your products and services. The Showtime program also offers the opportunity to meet with a U.S. Export-Import Bank representative to discuss export finance programs. Showtime meetings can be arranged at your booth or at the Global Resource Center.

In partnership with the New Hope Natural Media, the U.S. Commercial Service will be leading international buyer delegations to NPEW 2012. As an exhibitor at this event, you have an opportunity to promote your company to international buyers seeking U.S.-made natural products with the U.S. Exhibitor Advance Promotion to International Buyers Program. Your information is shared with buyer delegates, once you complete an interest form and profile.

On the east coast, late March brings the Virginia Food and Beverage Expo. The Virginia Department of Agriculture and Consumer Services announces that the show features some of the best Virginia cuisine and specialty products, both trendy and traditional.

You'll find hundreds of Virginia foods and beverages to enjoy, a "Best New Products Awards" competition and opportunities to

Continued on PAGE 9

Coffee Fest
NEW YORK CITY
MARCH 9-11th, 2012
@ the Jacob Javits Center
www.coffeefest.com

FILL YOUR CUP!

TO REGISTER:
www.coffeefest.com
or CALL 800-232-0083

- Latte art championship
- See new products
- Source SKUs
- Network with your peers
- Certify your baristas
- Learn from more than 75 educational sessions

The Big Cheese™ Says...

BY ANTHONY MONGIELLO, THE BIG CHEESE™ AND JAMES RILEY

Take the Guesswork Out

It's a lot easier to sell product if you can widen the customer base. Want an example? Fresh mozzarella, was always sold in water. It was the perfect packaging tool to keep the product from smashing. But it wasn't a "no-brainer". It was just a raw material, a piece of a bigger pie.

People who were familiar with fresh mozz in water would buy it, drain it and usually, in my observation, make salad. But first they would marinate the fresh mozzarella balls. They would use olive oil, spices, seasonings, maybe sundried tomatoes, perhaps fresh basil, parsley or other times roasted garlic. Whatever it was, these people knew what to do.

Sales were what they were, and they were good -- but how do we make them better? Here's how: appeal to a wider customer base by creating a no-brainer. By taking the guesswork out of how to prepare this appetizer. Why? It's already done for you. Now the mozzarella comes marinated. It comes with sundried tomatoes and fresh parsley. You can now buy fresh mozzarella in a cup with roasted garlic and fresh sweet basil and, next to that, grilled vegetables. It's already done for you. Zero guesswork required.

The happy result is that people who were not of that culinary culture or background, who may not have been familiar with the product, or who'd had it somewhere before and liked it, but just didn't know how to prepare it, could now have it in all these forms and varieties anytime. These cilliegine salads are packaged in a way that takes the guesswork out. We broadened the customer base.

In the past, consumers who would've liked a soft cheese instead of a hard cheese may not have experimented so freely, because they simply didn't know what to do with it or how to prepare it. Today, they don't have to know how. The guesswork has been taken out. All the work has been done for them. Again, it's a no-brainer.

There are a lot of other cheeses like this. For example, brie. I love it, but I never knew how to serve it. I went to a restaurant, saw it on a menu and ordered it because it looked so delicious. Then I realized, "wow, I don't buy brie cheese because I really don't know how to serve it to my family and guests." I thought about how many other people could possibly feel the same way. Here's a cool thought: let's make it a no-brainer. Let's take the guesswork out.

How? By offering a topping that comes with the brie. The topping that I enjoyed in the restaurant was amazing. Cranberries, sliced almonds, brown sugar in simple

syrup and a flavor profile that was just incredible. As amazingly delicious as it was to experience this topping while dining in that five-star restaurant, I can now serve it at home because I can buy the product packaged that way. Instructions included. I can even "warm it up for a creamier experience."

Instead of selling cheese and other products in the deli case just for their face value, we can create products that take out the guesswork. We pay attention to how the consumer can use it at home, and how we would package it as a self-contained unit to convey the five-star restaurant dining experience.

What about those Cheese "Tortas" we're seeing lately? A layered product with a cheese base, a little cream, sundried tomatoes, pesto sauce. This is an incredible product, the flavor profile is amazing. It's a no-brainer. All you have to do is open the package and put this pretty product on a dish and people will attack it! I guarantee it. The flavor profile is unique and the guesswork has been taken right out of it.

And what's a bigger no-brainer than a party platter? Carrots, celery, bleu cheese dressing, it's all there, all chopped. If you prefer meat to veggies, then you have cold cut platters with salami, cheddar cheese and crackers, all in one.

We can give the consumer not only this no-brainer, and the ability to buy a product they would never have bought before because they wouldn't have known what to do with it, and give them the ability to experience something new. Not only that, we're also going to save them time. Consumers are smart and will appreciate this as well. Even if some of the consumers knew how to use the individual products, they seem to still prefer to find the ingredients all in one package. That's another reason to create an item that contains zero percent guesswork and a flavor profile they will love.

From the Big Cheese to You, Mangia!

An award-winning cheesemaker, product creator and innovator, Anthony Mongiello is the son and grandson of inventors. His father held the patent for the first mozzarella-making machine in the U.S. At age 18, Anthony got his own first patent, for a little thing called Stuffed Crust Pizza. His ability to forecast and even help guide the movement of products on store shelves is a testament to his passion for giving consumers what they want: fulfillment, quality and originality. GN

For information on the NPEW programs and policies visit <http://expowest.com>.

Go to <http://expowest.com/ew12/Public/Content.aspx?ID=1017214> to learn more about the international buyer's programs and to register for their free Advance Promotion Program.

For more information on the Virginia Food and Beverage Expo, visit www.vaexpo.com or call 804-786-4278. GN

TRADESHOW BUZZ

Continued from PAGE 8

meet the producers and place orders right then and there. The show takes place at the Greater Richmond Convention Center in downtown Richmond on Wednesday, March 28, 9 a.m.-4 p.m. As a special bonus for the 2012 show, attendees will be able to enjoy the Wineries Unlimited Trade Show in the adjacent exhibit hall free of charge.



PEPPADEW®



PUT THEM ON
EVERYTHING



Contact your local distributor
or call 908 580 9100

www.peppadew.com
www.peppadewfresh.com

Email pierre@peppadewusa.com



Orchards, Fields & Vines

INSIGHT INTO 21ST CENTURY OIL & VINEGAR BUSINESS • BY LIZ TAGAMI

Tagami Recommends: An Oil & Vinegar Buyer's Winter Fancy Food Checklist

As you're recapping Q4 and thinking about 2012, we hope you will have the chance to travel to San Francisco for the Fancy Food Show. If so, here are some ideas to optimize your time on the ground in Northern California before the show.

Inspire, Educate and Motivate to Buy

How do you take advantage of the growing consumer demand for quality oil? On Thursday, Jan. 12, the UC Davis Olive Center, Culinary Institute of America in Napa and the NASFT have organized an historic event for all serious buyers of fats and oils. This is a day-long symposium with world class speakers and structured tasting. Titled "Olive Oil Flavor & Quality: Next Generation Benchmarks for Specialty Retail, Grocery & Food Service", ambitious program promises to deliver with topics such as:

How Olive Oil is Made and How Things Can Go Wrong

- Understanding Olive Oil Grades, and What is Really in the Bottle
- The World Olive Oil Trade, and How It Affects Buyers Everywhere
- Super-Premium Olive Oil: Producing Excellence and Safeguarding Quality
- Boosting the Customer Experience, In the Kitchen and at the Table
- Extra Virginity: The Sublime and Scandalous World of Olive Oil
- Olive Oil Excellence, Media and Consumers: New Models for Communication
- Trust But Verify: How Retailers and Food Professionals Can Protect Themselves
- New Approaches to Increase Sales
- Growing the Market for Flavor and Excellence

Seating is extremely limited and this event is open to the trade only. Find a full program, speakers and registration here at www.ciap-

rochef.com/oliveoil.

See the best of the Bay Area

On Friday and Saturday, Jan. 13 and 14, plan on spending some time visiting local stores and producers. Moscone Center and the downtown hotels are a quick walk or drive to many choice spots for comp shopping. In addition to visiting national specialty retailers such as Williams-Sonoma, Sur la Table and World Market, here are four local retailers who specialize in oil and vinegar. McEvoy and The Olive Press are both producers in addition to being sellers:

We Olive, 2379 Chestnut Street, San Francisco

McEvoy Ranch, San Francisco Ferry Building

Amphora Nueva, 2928 Domingo Avenue, Berkeley

The Olive Press 24724 Arnold Drive/Hwy 121, Sonoma, CA

NASFT Event

Along with the many purveyors you will see at the show, the California Olive Oil Council is offering a session on Monday, Jan. 15, from 8:30–10:00 am at Moscone as part of the NASFT ongoing buyer education series. Called "Tasting Trio: New World Olive Oil – Trends, Blends and Single Varieties with a Twist", the session offers an expert moderator and panel to present and taste oils from Chile, Australia, Argentina, South Africa and California. See the NASFT registration page for more information.

Liz Tagami is a 25-year veteran of U.S. specialty retail. Today, as President of Tagami International, she works directly with olive oil producers from nine countries and is a member of the California Olive Oil Council and a contributing writer for *The Olive Oil Times*. **GN**

IGUANA BRAND PEPPER SAUCES, CONDIMENTS, SALSAS & MIXERS • PIRATES BLEND CARIBBEAN CONDIMENT

Two exciting additions to our venerable Pirates Blend brand...
Garlic galore with just a hint of heat!

NEW
GARLIC SAUTÉ SIMMER SPLASH AND DIP SAUCES.

Garbanero
Garlic, Habanero, Sweet Red Pepper & Lime Juice

Garlapeño
Garlic, Jalapeño, Cilantro & Lime Juice

Half Moon Bay Trading Co.
IGUANA BRAND
HOT PEPPER SAUCES
& OTHER FINE CONDIMENTS

IMPORTED FROM COSTA RICA

e: info@halfmoonbaytrading.com
t: 888 44 SAUCE • 904 246 9493

SALSAS & MIXERS • BEESTING BRAND CONDIMENTS & PEPPER SAUCES • TAMARINDO BAY STEAK SAUCE

Le Parfait...the Original French Canning Jar



Imported By: Bannex International, Inc.

1-847-215-5170 • www.bannex.com • sales@bannex.com



PO VALLEY FOODS

IMPORTED FROM THE PO VALLEY PLAINS OF NORTHERN ITALY AND BEYOND

Po Valley Foods imports gourmet Italian specialties sourced from artisan producers who are passionate about their work, value age-old traditions, have profound nutritional knowledge, and respect their environment. Their dedication is evident in the quality of their products. Go to povalleyfoods.com to find links to their delicious foods and some insight as to what makes them the finest in the market. Our selections easily transform a meal into a memorable authentic Italian experience.

PVF.INFO@POVALLEYFOODS.COM WWW.POVALLEYFOODS.COM 516.801.4688



NYIGF

Continued from PAGE 1

for \$89.99 (\$129.99 for a four-person basket). For more information, please visit the Karen Alweil Studio Booth 4054 in Accent on Design, email info@karenalweilstudio.com, call 800-600-3458 or go online to www.karenalweilstudio.com.

For those who like the “seedy” side of NYC, check out the Hudson Valley Seed Library, which is a first-time exhibitor to the NYIGF bearing its line of artisan seeds, a gourmet crossover product to complement kitchenwares and gourmet foods.

“We offer heirloom seeds and contemporary art, all in one pack,” said Ken Greene, who runs the company with partner Doug Muller. “Each of our seed packs unfolds like a flower. The outer envelope is frameable artwork and the inner pack contains heirloom seeds

Hudson Valley, which is new to the wholesale market, retails its packs for \$3.75 (\$1.87 wholesale). For more information, please visit Booth 7475, go online to www.seedlibrary.org or call 845-204-8769.

Kontextur will introduce two new products to the NYIGF. The Tissue Box Cover, created by renowned designer Josh Owen, turns the humble tissue box into a work of art to be celebrated, not hidden. Made of silicone in five colors, it's as functional as it is fashionable. The Hlynur Atlason-designed Harry the Duck is a chic and modern interpretation of the “rubber ducky” made of silicone in yellow and black. For more information, please visit Wabnitz Editions Ltd.'s Booth 3703, go online to www.kontextur.com or call 614-818-1446.

Infantissima's Toddler Laminated Smock, made of phalate-free materials, continues to be one of the eight-year-old company's most popular products. “Our products are great sellers, which brings our customers back for more,” said Trudy Hutchings, President of Infantissima. See Infantissima's growing speciality line of infant accessories at booth 5023 or call 866-522-1415.

British kitchenware manufacturer Joseph Joseph is no stranger to NYIGF, but it will unveil a newly designed booth and several new products including Nestā Utensils, a col-

lection of practical, space-saving kitchenware comprising a unique range of food preparation sets, and Twist, a two-in-one silicone whisk ideal for mixing sauces in low pans or for making gravy in roasting trays. To see those products and more, visit booth 3104 or go online to www.josephjoseph.com.

The fast-growing category of cocktail mixes can be cross merchandised with unusual coasters. Chaba Decor's V-Coasters, made from recycled wood salvaged from old houses and boats in Thailand, can also serve as containers for anything from hors d'oeuvres to mints to knickknacks. Packaged with mixers and an Asian-influenced cocktail recipe, the coasters are an ideal summer gift set. Chaba Decor shows at Pier 94, Home division at booth 40050.

Gourmet pops are easy to make at home with the Zoku Single Quick Pop Maker, which comes in red, blue, violet, orange, and lime green. The Quick Pop Maker, which retails for \$24.95, can quickly make striped pops, yogurt pops, or (for the first time ever at home) flavored core pops. Learn more at NYIGF booths 3206-3208, visit www.zokuhome.com, email wholesale@zokuhome.com or call 201-604-1253.

Nashville Wraps, which specializes in gift and gourmet packaging, will feature its new Brushed Floral Collection in bold shades of hot pink, orange and lime green at the NYIGF. Made in the U.S.A. of 50 percent recycled paper, the collection can be seen at Booth 1579, visit www.nashvillewraps.com or call 800-547-9727.

Home care, personal care and gourmet products that contain only environmentally friendly ingredients will be featured at J.R. Watkins Naturals during the NYIGF. New products include a line of grapefruit home care products including all-purpose cleaner, dish soap and hand soap. To find out more, please visit Booth 7739 in the Extracts Division at Javits or visit www.jrwatkins.com.

“Jerk” isn't a bad thing at Rolf Glass. The company's eye-catching, vintage-inspired goblets and soda fountain glasses feature a classic 1950's diamond wheel-engraved pattern wraps around the rim of each glass, with an added splash of color on the bottom. At the NYIGF, visit booth 2728 or visit www.rolfglass.com. **GN**

and tastings on three of the hottest categories in the industry: Salt & Pepper, New World olive oils and U.S. artisan cheese. Discounts are available for early enrollment.

- Vote for America's next great sauce at Dave's Gourmet (booth #711), or “confess” your first taste of Humboldt Fog at Cypress Grove Chevre (booth #5105) to win a trip to the creamery.
- Non-Show events: The UC Davis, the Culinary Institute of America and the NASFT host a high-level olive oil seminar specifically for the trade in Napa on Thursday, Jan. 12 (more on this on page 10). The Good Food Awards recognize sustainably-produced artisan products from around the U.S. on Friday, Jan. 13 at the Ferry Building, followed by a one-day-only Marketplace on Jan. 14. For more information on this, see www.goodfoodawards.com. **GN**

a total of 18 pieces. The portions are specially cut to be smaller than usual, for their storage life after opening in space—a literally weightless snack for Kuipers to share with American and Russian colleagues.

The cheese must also be sealed in such a way that it can be kept for over a year. While Kuipers will only be in space for six months, the cheese has its own journey before launch: from the Netherlands to Michigan, through to Texas, and subsequently from Kazakhstan to the International Space Station in a Russian space freight craft. **GN**

www.nunesfarmswholesale.com

FROM FARM TO MARKET



All Natural



ALMONDS
CONFECTIONS
FANCY NUTS

TASTE
The harvest

Booth #1565

P O Box 311 Newman CA 95360
Tel: 209.862.3033 Toll Free: 800.255.1641



BAKERY ON MAIN
GOURMET NATURALS

FAMILY VALUE
SIZE GLUTEN
FREE GRANOLA

Now available in 22oz. resealable stand up pouches in our 2 best-selling flavors:

Nutty Cranberry Maple



and Extreme Fruit & Nut



860-895-6622

marketing@bakeryonmain.com

www.bakeryonmain.com

WINTER FANCY FOOD SHOW

Continued from PAGE 1

will help exhibitors maximize their visibility during the show.

More highlights:

- 130 first-time exhibitors, including 30 newly accepted NASFT members. The growth of the Winter show reflects the national mainstreaming of formerly niche segments like natural/healthy and Pacific Rim foods. These categories have traditionally been stronger on the West Coast than on the East Coast.
- First-time country pavillions include Japan, China, Poland, Morocco and Chile.
- More than 20 seminars, including Top 10 Mistakes Beginning Manufacturers Make,

OLD AMSTERDAM

Continued from PAGE 3

For the mission called PromISSE, astronauts were allowed a strictly limited amount of bonus food to remind them a bit of home. Kuipers chose Old Amsterdam real Dutch cheese, a premium Aged Gouda manufactured by Westland Kaasspecialiteiten.

The astronaut is allowed nine containers of bonus food, each carrying two pieces of Old Amsterdam, for

emily's

Increase
your fortune this
Valentines Day!

Offer Emily's Chocolate Covered Fortunes. Each cookie contains a simple message of “Love.” This is a perfect item to display in-store or tuck it in a gift basket.



EMILY'S[®] CHOCOLATE
COVERED “LOVE”
FORTUNE COOKIES



Now you can order with ease! Place your wholesale order online at www.emilyschocolates.com. Or call customer service at 1.888.469.2637.

FROM THE EDITOR

Talk about time shifting. We are going to press amid a flurry of Christmas releases, and every day we receive information we would love to include but no longer can. As I write this, our workdays are split between January's show and February's issue on summer products. Then, of course, we leave the office and step into a world that is all holiday, all the time.

This year marks my first Winter Fancy Food Show, and I looking forward to meeting as many specialty food people as possible, putting faces to names from the past year and learning an astonishing amount about one of the most culturally influential industries in the country.

But at the same time it can be slightly overwhelming, especially because the show gets bigger and more comprehensive every year. If you are receiving this before the Show, check out our Show Products supplement (center) and olive oil expert Liz Tagami's column (page 10) to help in your advance planning. Elsewhere in the issue, check our Tea & Coffee Buyers Guide (page 18), and even our pretzels Marketwatch (page 21), both of which include some exhibitors that will be at the show. Of course, when at the Show, our monster special issue is an indispensable resource.

Hard as it is to believe sometimes, the Fancy Food Show is not even the only one in town. This issue looks at two national gift shows also happening in January, as well as new trends in tabletop (page 13). While these



DeBrand Chocolates joins the pretzel parade. Our Marketwatch is on page 21.



The Spice Lab's BBQ Smoked Sea Salt Collection, a First place winner at the Scovie Awards, page 1.

are not specifically food shows, specialty food producers and retailers have always attended these shows, and are a growing part of the giftware market. We hope this coverage will help you decide which trips and products are worth your while. Natural products retailers and exhibitors will want to check out some important ExpoWest updates in our Trade Show Buzz column (page 8).

Also, look out for articles on the World Cheese Awards and the trends that surfaced there; and a zoom-in on ethnic supermarkets from IBIS Worldwide.

That's it for now. We know everyone's days are hectic before the show—but if you've got some time at the airport or elsewhere, drop us a line on what you'll be doing, what products you're looking for or niches you're hoping to learn more about. See you at Moscone, and here's to a fantastic, productive Winter Fancy Food Show for everyone! **GN**

- Rocelle Aragon, Editor
520-721-1300
rocelle_a@osser.com

FAIR HARVEST

Gourmet Dessert Toppings

- * Delicious and Innovative, with **Exotic and Tropical Fruits**
- * Clean Label, **100% Natural**
- * All **Gluten-Free** Ingredients, Organic Raw Sugar Only
- * **Fair Trade Certified™**
- * **Vegan**, Non-Dairy Alternative to Caramel Sauces
- * **Smooth** Texture, Premium Quality and Distinctive Label
- * A Gourmet Gift Trio

All-natural specialty foods... with a twist!

toll-free: 1.888.543.4738
www.fairharvestfoods.com
15720 John Delaney Dr, Ste 300
Charlotte, NC 28277

MarDonna Specialty Foods & Wild Forest Products

Click!
Call!
or
Fax!

Click!
Call!
or
Fax!

MarDonna's 8oz Balsamic Glaze Collection

This Season...
Fall in love with the perfect duo of

Wild Forest 8oz White Truffle Olive Oil
&
Wild Forest 8oz Balsamic Condimenti Vinegar

Together—they make the most Delicious Vinaigrette!

Tel: 855-OILSPRAY | Fax: 646-619-4640
www.truffleoilsandmore.com

GOURMET NEWS

WWW.GOURMETNEWS.COM

PUBLISHER

Lee M. Oser

SENIOR ASSOCIATE PUBLISHER

Kate Seymour

520-721-1300

kate_s@osser.com

EDITORIAL DIRECTOR

Lorrie Baumann

520-721-1300

lorrie_b@osser.com

EDITOR

Rocelle Aragon

520-721-1300

rocelle_a@osser.com

ASSOCIATE EDITORS

Lorrie Brownstone

Karrie Welborn

520-721-1300

CONTRIBUTORS

AJ Flick

Anthony Mongiello

Liz Tagami

Mimi Villafane

ART DIRECTOR

Valerie Wilson

520-721-1300

ads@osser.com

CIRCULATION DIRECTOR, PRODUCT WRAP-UP & CLASSIFIED SALES

Tara Neal

520-721-1300

tara_n@osser.com

TRAFFIC MANAGER

Selene Pinuelas

520-721-1300

deadline@osser.com

PUBLISHING OFFICE

1877 N. Kolb Road

P.O. Box 1056

Tucson, AZ 85715

520-721-1300

Fax 520-721-6300

SUBSCRIBER SERVICES

Gourmet News

P.O. Box 30520

Tucson, AZ 85751

520-721-1300

MEMBER OF:



OCG | osser communications group

PRESIDENT

Lee M. Oser

Giftware

New tabletop decor, accessories can be amusing, soothing, striking

BY A.J. FLICK

The best thing about tabletop decor and accessories is that consumers can choose them to be as whimsical, trendy, thematic or simple as they want. Among the thousands of exhibitors bringing tabletop designs to the New York International Gift Fair this January/February, there are products reflecting that gamut.

New products that caught our eye include Silly Souls LLC's Rock Star and Milk Junkie sets. Each set includes five pieces: plate, bowl, cup, spoon and fork in a gift box that retails for \$22 (\$11 wholesale). See them at booth #5620, go online to www.sillysouls.com or call 415-615-0397.

Red Clay's new line of ceramics is not only pleasing to the eye, but sprouted from a clever concept of inviting a community of artists to submit designs—in "American Idol"-style competitions with winners chosen based on public opinion. This year's NYIGF selections include the Bubble Plate, an effervescent cluster of circles pressed to various depths that brings lighthearted beauty to everyday entertaining (suggested retail, \$59); Incline at Sunset Bowl, which creates a beautiful nest to display fruit or corral loose items (\$69) and the Peek-A-Boo Vase available in Peacock, Flame and White (\$79). To see more, visit booth #4110 or contact Abigail Kiefer at Abigail@redclayhome.com or 415-205-7137.



Sagaform's new Fix line combines clean white stoneware with oak accents for a classic, timeless, yet trendy line that is appropriate for any kitchen. Designer Julia Treutiger was inspired by Sagaform's simple designs of previous lines. Get your Fix at booth #3235, email infousa@sagaform.us or call 856-626-1340.



Red Pomegranate, which makes hand-gilded food-safe tableware, will introduce its 6.5-inch Pansy Canape Plate in assorted colors and gift box set at the NYIGF. The set retails for \$67.50 for a set of four (\$27 wholesale). See the plates at booth #2766, go online to www.redpomegranate.net or call 650-728-5613.

Abbiamo Tutto, which is marking its 10th anniversary, is presenting more than 25 new products this winter at the NYIGF and sharing family recipes as well when customers place orders. New patterns include Aglio ("garlic" in Italian) and Pomodori ("tomato"). The collections range from \$14-\$78. Visit booth #3036, go online to www.E-AbbiamoTutto.com or call 703-790-0172.

Flip & Tumble's salt and pepper squeezers are a fun and modern alternative to the traditional shaker. Just give them a squeeze for a fun new way to dispense salt and pepper. Once you're done, give them a roll to pass them along. Each set includes two squeezers and one base (retail \$24) and come in black/white, green and orange. Visit booth #4226, go online to www.flipandtumble.com or call 415-830-5624.



Stinson Studios Inc. is bringing to the NYIGF its Square Ambrosia Maple Bowls, which are individually hand-turned on a lathe—creating a uniqueness of form and spirit not found in objects produced by machine. Stinson's Pate boards, like its cutting board lines are made from individually selected and harvested local trees that are aged up to two years. See them at booth #9426, go online to www.stinsonstudios.ca or call 613-379-2177.



Intrada Italy has six new lines to showcase at NYIGF. The Majolica line, straight from Italy, offers a fresh look of urns and vases in a mixture of turquoise and greens with lion heads and rope accents. Retail prices

range from \$75-\$350. See it at booth #3281, go online to www.intradaitaly.com or call 800-752-7576.

Kristin Nelson's VIT line of dinnerware will be featured at the Kri Kri Studio booth at NYIGF. The VIT (pronounced "veet") porcelain dishes embrace simple, Scandinavian sensibility and come in five colors: gray, taupe, yellow, coral and jade green. Wholesale prices range from \$18-\$60. Visit booth #2867, go online to krikristudio@aol.com or call 206-790-3301.

Vietri brings 10 new tableware products to feature at NYIGF including Adriatic (fish in subtle shades of taupe, cream and blue nestled on the bottom of each hand-formed shape, \$36-\$180 retail), Blu Mare (playful sea creatures in crisp cobalt and white, \$27-\$151), Fresh Fish (simple fish shapes in clean white with rustic edges, \$21-\$124), Village Views (from artisan Sara Bellini, \$36-\$180), and Recycled Prism Drinkware (dimpled texture in a variety of light-catching hues, \$9-\$32). Visit booth #2702, go online to www.vietri.com or call 919-732-5933 ext. 101.

Royal Copenhagen will feature its new Blue Fluted Mega Footed Bowl, a versatile and beautiful tabletop accessory. It retails for \$250. See it at Booth 2800, email sce@royal-copenhagen.com or call 800-431-1992.

Mustard brings its tablewares and sense of humor to the NYIGF with three new products: Hot To Handle, a heart-shaped silicone finger glove for getting a grip on a hot pot (\$6.99 retail, \$3.50 trade); Party Pooch, a balloon-shaped jelly mold that looks just like a balloon animal dog (\$9.99/\$5) and Plastic People, face-shaped salad servers (\$11.99/\$6).



So, whether you're looking to stock up on the most formal or informal of tabletop accessories at the NYIGF, there will be no shortage of exhibitors to visit. **GN**

The Original Garlic Oil



Boyajian, Inc.
1-800-965-0665
mention code 1201

ALL PRODUCTS ARE
ALL NATURAL & MOST
ARE GLUTEN FREE

Yum,
Yum
& More
Yum!



WHAT OUR CUSTOMERS
SAY ABOUT US:

"I tried all of the Nutmeg products and can't wait until I receive my latest order. I have asked my local store to look into getting your entire line on their shelves. Keep up the outstanding quality and affordability."

—Jackie F. Lewiston ME.

Call or email us at
beaconbrandsinc@gmail.com
to find out about what are arguably
the most delightful bbq sauces, dips
& fruit butters in the universe!

Beacon Brands Inc.
Suppliers of great tasting specialty foods

10 Coventry Lane
Beacon Falls, CT 06403
Phone: 203-723-8144

www.beaconbrandsinc.com

Specialty Retailers

Ethnic supermarkets set to grow by 3.7 % annually—new report

A growing market base and low market share concentration make specialty ethnic markets a bright spot for growth. A new report by research firm Ibis Worldwide projects industry revenue to grow at an average annual rate of 3.7 percent over next five years, to \$31.2 billion by 2016. Profitability is also forecast to grow to 3.3 percent of revenue by 2016.

This is a marked increase from the five years to 2011, during which industry revenue grew at an average annual rate of 2.1 percent to \$26.0 billion. The period saw ethnic markets affected by recession along with the rest of the industry: revenue grew by only 1.0 percent amid low consumer sentiment in 2008; in 2009, profit dipped to 1.4 percent of revenue, from 2.6 percent in 2006.

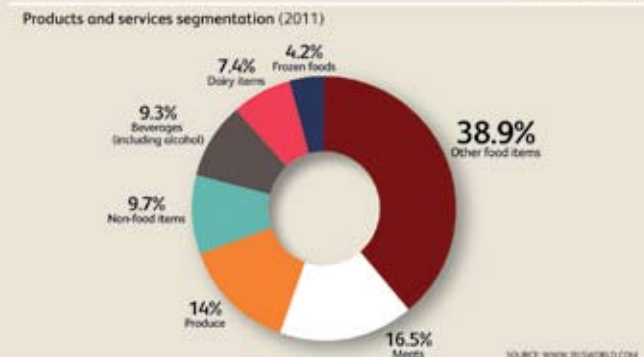
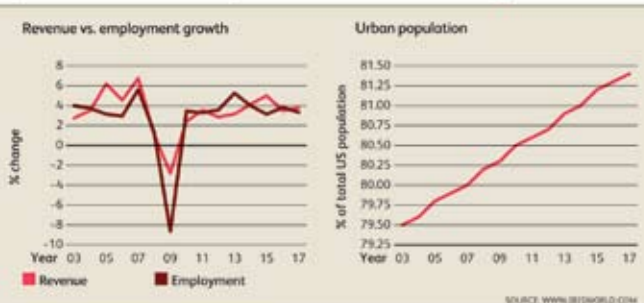
Hispanic and Asian shoppers still represent 98.3 percent of industry sales. US Census data shows that each population has grown more than 43 percent over the past decade. Even with the economy slow to recover, an uptick in per capita disposable income (of 1.5 percent per year) is expected to help revenue grow by 3.5 percent in 2011.

It is more than sheer numbers. The report notes, "Not only has the ethnic population grown, but its spending habits also create a favorable environment for grocers. According to data from the Bureau of Labor

Industry at a Glance

Ethnic Supermarkets in 2011

Revenue	Annual Growth 06-11	Annual Growth 11-16
\$26.0bn	2.1%	3.7%
Profit	Wages	Businesses
\$728.4m	\$2.4bn	17,247



Statistics, consumers who identify themselves as being of Hispanic origin spend an average of 0.9 percent more than non-Hispanic consumers on food eaten at home. Consumers identify-

ing with an Asian ethnicity spend 9.1 percent more."

IBIS Worldwide's report notes that as a whole, ethnic supermarkets fulfill three key indicators of a growth industry: the industry's contribution to the overall economy is outpacing GDP growth; the number of business locations is increasing, and the potential market is expanding.

While noting that market share concentration is low, the report did identify a few players: Vallarta Supermarkets (40 stores), TAWA Supermarket (operators of the 25-store 99 Ranch Market, among others), Mitsuwa Corp., whose nine mini-mall like locations feature food courts and non-food shops; and Compare Foods, with eight stores. Each of the four has an estimated market share of less than 1 percent.

What about competition? The report notes the challenge from national chains carrying specific products or setting aside permanent sections, while being able to offer lower prices due to volume purchasing and distribution. Winn-Dixie, for example, opened its first officially bilingual store in Florida in November. More mainstream stores are also in the best position to benefit from a growing taste for global flavors among the non-ethnic population.

The complete report and details of the study can be found at www.ibisworld.com. **GN**

Virginia retailer Taste Unlimited unveils re-branding, relocates Hilltop store

After 38 years in the same space, award-winning retailer Taste Unlimited relocated its original Virginia Beach store and café in time for the holidays. The company operates a total of six stores in eastern Virginia, and is known for its promotion of Virginia-made specialty foods.

With the move came the introduction of a new look and logo. "As we update and upgrade our stores, it seems like a logical time to update our look and branding efforts to fit our evolving company," remarked Amy Jordan, TASTE's Director of Marketing and Public Relations. Referring to the new logo, Jordan says, "We have embraced the simpler form in conjunction with our new, more contemporary store design." The company owns the federally-registered TASTE trademark.

The new location features a 70-seat dining area, including a raised communal table, and outside seating for 30. A new refill station for TASTE Greek Extra Virgin Olive Oil has been very popular with customers. Other



new offerings include gelato and gluten-free retail items, with paninis, an expanded

children's menu and a gluten-free sandwich menu coming in January. **GN**

BRIEFS

Recchiuti expands business with holiday store, new line of premium bars

Bars now at more than 7 percent of sales



Luxury chocolatier Michael Recchiuti, which runs a successful shop in San Francisco's Ferry Plaza Marketplace, opened a pop-up store near its still-under-construction facility in San Francisco's Dogpatch neighborhood, where the company has been producing its chocolates for the past 15 years.

Open from mid-November through the holidays, the pop-up offered a few unique neighborhood treats and many of the same premium truffles as the Ferry Plaza store, while serving as a "taster" for a retail store/café set to open in 2012.

Also taking the holiday spotlight at Recchiuti was the company's new expanded range of bars, with four classic and four unique "inclusion" flavors. Since its November debut, the range has been a hit, growing to more than 7 percent of sales at press time.

"We went through our year end projections in two weeks. The new bars have more than doubled our bars



business. We are literally working overnight to keep up with the demand," a company spokesperson told Gourmet News.

"Our signature line will continue to be Boxed Truffles, but the bars extend our presence into accounts where truffles might not be as feasible – be it the perishability or just a different type of consumer. Bars are also a great way to introduce the company since they are so accessible and a very familiar format. ... Since all the new bars are inclusions, [the trend we see is that] customers are getting incremental sales rather than the new varieties replacing sales of the old," the spokesperson continued.

Overall, sales of all eight varieties are relatively evenly distributed, with Feve (extra dark) and Burnt Caramel Almond slightly ahead. The line is distributed nationally to specialty retailers.

For more information, visit www.recchiuti.com.

Grocery & Department Stores

BRIEFS

Mail-order coffee favorite Gevalia to be sold in groceries in January

Gevalia, the premium Swedish coffee that built a loyal following exclusively by mail order and then online, arrived on selected grocery shelves for the holidays and nationally in January. The brand's longtime owner Kraft Foods is offering the coffee's top 10 varieties in order to give retail shoppers added convenience and access to the product. A national marketing campaign will add support.

Founded in Sweden and perfected for more than 150 years, Gevalia has had a loyal U.S. fan base since 1983. The retail launch will include roast and ground, whole bean, flavored and decaffeinated varieties. With the product's Swedish heritage and rich flavor, Kraft Foods has high hopes for growing Gevalia quickly to become a leader in the premium-coffee segment. SRP is estimated at \$8.99 for a 12-oz. bag.

Earlier this year Kraft Foods and Starbucks acrimoniously parted ways, after Kraft had handled grocery sales of bagged Starbucks coffee for more than a decade. Published reports estimate the value of that business at \$500 million in annual sales.

A&P, union ratify new labor contract, clearing way for restructuring

Nearly 36,000 jobs affected by 5-year wage freeze

The Great Atlantic & Pacific Tea Company, Inc. (A&P) has announced that 13 Locals of the United Food and Commercial Workers (UFCW) International Union have ratified modifications to their collective bargaining agreements with the company.

"This agreement with our labor unions marks a significant milestone in our turnaround efforts," said Sam Martin, A&P's President and CEO. "I want to thank our associates for their steadfast commitment to serving our customers throughout this process."

A&P operates 336 stores in six states under the banners A&P, The Food Emporium, Waldbaum's, Pathmark, Best Cellars, Super Foodmart, Superfresh and Food Basics.

The concessions were viewed as a condition for new financing for the company, which filed for Chapter 11 bankruptcy in December of 2010.

According to the union, the agreement, "while concessionary in nature, was necessary to save the jobs of tens of thousands of members." UFCW Secretary Treasurer Marc Perrone said of the deal, "While we are never happy to be in the position of concessionary bargaining, we do believe that these agreements represent the best outcome for our members under the circumstances."

Perrone also stated, "While most of the people responsible for the bankruptcy are no longer with the company, we truly hope the new leadership team understands and appreciates the sacrifice our members are making to help save the companies they have served for years."

Best store brand items for taste and value honored at PLMA Awards for Excellence

As store brands become ever more competitive with branded ones, some of the best of the range were named at the 2011 Private Label Manufacturers Assn. (PLMA) Annual Show, held Nov. 13-15 in Chicago.

A panel of foodservice chefs, store executives and retail experts selected entries based on taste and performance, packaging, presentation and value for money. Some 350 products were submitted across the categories of food, drink, household, health and beauty. More information can be found at www.plma.com.

Winners in the food category were as follows:

Appetizers and Quick Meals - Kroger® 1 Minute Bacon Cheeseburger Sandwiches
Asian Foods - Target Archer Farms® Korean-Style Barbecue Slow Cooker Sauce
Bakery and Cookies - Sobeys Inc., Sensations by Compliments Tarte Tatin
Breakfast Foods - Smart & Final Stores, First Street® Coffee Cake Muffin
Children's and Baby Foods - Delhaize America, Home360 Baby™ Strawberry-Apple Little Puffs

Chocolates and Candies - Delhaize America, Taste of Inspirations® Authentic Belgian Dark Chocolate Squares with Orange

Condiments & Dressings - Giada de Laurentiis™ for Target® Herb and Lemon Dipping Oil

Dairy Products - Publix Coco Rico Yogurt
Desserts - Aldi, Inc. Belmont® Turtle Pie
Entrees - The Kroger Co., Private Selection™ Meat Lasagna Al Forno

Ethnic Foods - Smart & Final Stores, La Romanella® Hot Italian Sausage

Gourmet - Aldi, Inc., Grandessa Signature Mango Flavored Soft Licorice

Ice Cream and Frozen Desserts - Weis Markets, Inc., Weis Quality Peanut Butter Banana Chip Ice Cream

Lunch Time - Wegmans Organic, Soy Chorizo & Potato Burrito

Mexican/Latin American Foods - Price Chopper, Central Market Classics Ancho Chipotle Pork & Barbecue Rub

Non-Alcoholic Beverages, Juice, Soda and Water - Ahold USA, Inc., Giant/Stop & Shop Electrolyte Enhanced Water

Non-Alcoholic Beverages, Coffee, Tea

and Cocoa - Winn Dixie Southern Style Sweetened Tea

Organic and Natural Foods - Ahold USA, Inc. Nature's Promise® Banana Nut Granola

Pasta and Pasta Sauces - Kroger® Homestyle Roasted Red Pepper & Garlic Pasta Sauce. **GN**



Wegmans plans first smaller-format store in Newton, Mass., reports Northborough success

Wegmans Food Markets, Inc. has announced that it will be unveiling a new, smaller urban concept at an upcoming store in Newton, Mass.

"Though smaller in size (at 70,000 square feet.), this store will have almost everything customers have come to expect from Wegmans, including a Market Café," says Bill Congdon, vice president and New England division manager. "We are thrilled

with the success of our Northborough store, which broke every previous grand opening record set by our company."

Since opening in October, Congdon reports that Wegmans has added 25 full- and part-time positions at the Northborough store and plans to add 40 to 45 more. The 120,000-square foot Northborough store is Wegman's first in New England, a key expansion area for the retailer.

Chestnut Hill Square, where the concept store will be located, is owned by the same developers as the site of the Northborough store. Design plans for the new store are not yet finalized, nor has a construction schedule or opening date been announced. Wegmans now operates a total of 79 stores in New York, Pennsylvania, New Jersey, Virginia, Maryland, and Massachusetts. **GN**

The Fresh Market, Inc. reports solid sales growth, to open two new stores by end-January 2012 Renews agreement with Burris Logistics, affirms timeline for entering California market

The Fresh Market, Inc. announced that in the third quarter of fiscal 2011, net sales increased 11.7 percent to \$263.3 million and comparable store sales increased 5.5 percent, compared to the corresponding period in 2010. Net income in the third quarter of fiscal 2011 was \$9.2 million, compared to \$7.6 million in the corresponding period in 2010.

"We are excited to report another solid quarter of sales and earnings growth," said Craig Carlock, President and CEO. Q3 was

both the best quarter of this fiscal year and the retailer's eighth consecutive quarter of comparable store sales growth of 4 percent or greater.

Carlock noted that Fresh Market had opened a total of 10 new stores this year, and expected to open a total of 12 to 14 new stores in fiscal 2011.

"During the third quarter we also renewed our supply agreement with Burris Logistics and we are excited about how this positions

us for future growth. We continue to be very pleased with the momentum in our business," Carlock continued.

During the conference call, Carlock and CFO Lisa Klinger also reaffirmed the timeline for the North Carolina-based chain's entry into the extremely competitive California market. "We are excited about California. We are in lease negotiations, and hope to announce signings soon. We are on track for early 2013 or maybe even late 2012." **GN**

BUYER'S GUIDE

TEA & COFFEE

This listing is compiled from a survey conducted by **Gourmet News** and sent to all manufacturers known to the staff. Inclusion in this section is based on a company's response to our request for information. Information included in this listing is provided by the featured companies.

Java Frost

Java Frost carries a line of wholesale powdered tea mixes. Flavors include Vanilla Chai, Green Chai, Summer Green Chai, No Sugar Added Vanilla Chai, Khoi-Na an herbal rooibos chai, and Matcha Mist. All mixes may be made hot or ice blended. They are currently sold in sizes from a 12-pound case of four to 3-pound bags for food service. Our teas will soon be packaged in 14-oz. containers with beautiful original art. Call today for samples!

SRP: \$6.95-\$11.95

No. of teas and coffees available: 10 tea blends out of 26 total teas and coffees

Java Frost
800-676-3661
www.javafrost.com



Marley Coffee Organic Ground

Marley Coffee Organic Ground, featuring the iconic Marley Lion and the image of Rohan Marley, is available in the following varieties: Mystic Morning, Lively Up! Espresso, One Love Ethiopia Yirgacheffe, Simmer Down Swiss Water Decaf, Buffalo Soldier and the company's new, lightly roasted breakfast blend, Get Up, Stand Up. Certified USDA organic. Marley Coffee products live up to the Rastafari standards of ITAL, standing for all things Pure, True and Vital, which insists all products are sustainably grown, ethically farmed and artisan roasted. Also available: Marley Coffee Whole Bean and Coffee & Tea Pods.

SRP: \$9.99 per 8-oz. bag

No. of teas/coffees offered: Six SKUs in the Marley Coffee Organic Ground collection.

Marley Coffee / Jammin Java Corp.
323-556-0746
www.marleycoffee.com



Caribbean Dreams Cinnamon Mint Tea

This is a unique blend of Cinnamon, Peppermint and Stevia leaves which together may increase the body's ability to regulate blood sugar. Stevia is a naturally growing sweetener that contains zero calories and zero carbohydrates—no sugar necessary. It's affectionately called Diabetics' Tea! UPC code (7-49650-50203-7) Case dimensions (240 X 223 X 165mm). Each case contains 12 packs, of 20 tea bags each. No. of teas/coffees offered: More than 19 types of herbal teas under the Caribbean Dreams brand.

Jamaican Teas Limited
1-718-589-6800 or 1-305-326-1734,
tetjam@jamweb.net
www.jamaicanteas.com



Mokk-a's Café Italia

The recipe for our Italian roast comes from Southern Italy, near the town that gave birth to the poet Horatio, famous for the phrase "Carpe Diem." Seize the day with Café Italia—a perfect Italian espresso, filter coffee or French Press. A beautiful coffee, strong and elegant, with an aroma that will engage you straight away as a perfect wake-up call, or dessert cup. The blend of beans gives Café Italia a creamy texture and a flavor burst that's fruity and sweet, with chocolate and just a touch of almond. Available in whole bean and ground. SRP in US: \$11.99

No. of teas/coffees offered: Try Mokk-a's Café Svenska, Café Italia, Café France, Café Holland and Café Suisse

Mokk-a European Blends
409-299-3768 (U.S.)
www.mokk-a.com



2012 WINTER FANCY FOOD SHOW
BOOTH #2400

COME ENJOY

mokk-a



CAFE SUISSE | CAFE HOLLAND | CAFE FRANCE | CAFE ITALIA | CAFE SVENSKA
Available in Whole BEAN and Ground.

mokk-a.com



MARLEY COFFEE
Stir it up.
Sustainably Grown • Ethically Farmed • Artisan Roasted
marleycoffee.com



"In this great future, you can't forget your past"—Bob Marley *One Love* *Rohan Marley*

**MARLEY COFFEE STIRS IT UP
WITH NEW 8 oz ORGANIC GROUND
COLLECTION!**



ITAL

Contact Marley Coffee to distinguish your coffee portfolio
sales@marleycoffee.com. T. 323 556-0746

Shangri La Organic Silken Pyramid Tea Infusers

Experience the magic of the silken tea infuser. Unrestricted room for tea leaves and herbs to open fully and release its finest into every cup. This upscale presentation transforms a simple cup of tea into an experience sure to lure the most discerning tea drinker. Shangri La prides itself in the quality of this fine product. We fill each silken infuser with our finest teas and herbs. A connoisseur's delight! 15 count, six units per case. SRP: \$8.99
No. of teas/coffees offered: 11 unique flavors



Shangri La Tea Co.
281-826-1436
www.wholesalegourmet.net



Bottled Iced Teas & Herbs

Organic, bottled, ready-to-drink teas & herbs. Pure leaf quality, unsweetened, small craft-style batches without any powders, flavorings, extracts or juices. Microbrewed at The Tao of Tea brewery in Portland, Oregon. The line includes eight varieties: Darjeeling, Osmanthus Oolong, Lapsang Souchong, Tippy Assam, Gunpowder Mint, Oregon Berry Black, Cape Town Rooibos and Lemon Myrtle. 11.5-oz. glass bottles. USDA-certified organic. SRP: \$3.49
No. of teas/coffees offered: More than 250



The Tao of Tea

The Tao of Tea
503-736-0198
www.taoftea.com

Tortuga Gourmet Coffee

Made only from 100 percent Arabica beans, a superior grade of coffee valued for its flavor and aroma, Tortuga gourmet coffees are soaked in Tortuga rums or liqueurs before grinding to absorb maximum flavor. The "freshness seal" locks in the taste to ensure the very finest cup of coffee. Available in seven aromatic flavors: Classic Blend, Rum Cream, Rum Flavored, Port Royal Blue Mountain, Rum Liqueur, Key Lime and Chocolate Cinnarum. 8-oz. foil bag, 12 per case. SRP: \$8.99



TORTUGA
Rum Cake Company

Tortuga Rum Cake Company
305-378-6668 or 877-486-7884, or
sales@tortugaimports.com
www.tortugarumcakes.com

Twinings Bedtime Blend

New Twinings Bedtime Blend, a comforting herbal tea made with soothing chamomile, cooling spearmint and the subtle flavor of lemongrass, is just one of several new herbal items recently launched by Twinings. Pomegranate Raspberry, Camomile Honey & Vanilla, Orange Cinnamon Spice, Wild Berries and an Assorted Herbal Tea pack are some of the new flavors developed and expertly blended by nine master blenders who traveled the world seeking only the finest teas, spices, herbs and fruit infusions. The new caffeine-free, 100 percent natural herbal range can be found wherever tea drinkers shop for great tea. Packaged in 20-count "click-lock" cartons. SRP: \$ 3.31
No. of teas/coffees offered: More than 50 varieties of black, green and herbal teas, including 11 SKUs in the new herbal line.



Twinings of London
800-631-0880
www.twiningsusa.com

White Coffee

White Coffee features Kahlua Coffee, in four new flavors for 2012. Now Mudslide, Peppermint Mocha, Espresso Martini and Black Russian flavors join the bestselling Original, Hazelnut, French Vanilla and Mocha. Available in 12-oz., 1.5-oz., and 2.5-pound bags. Customized gifts available. Our other license brands include Entenmann's, Rocky Mountain Chocolate, Junior's and Moonpie. Also available are First Colony Coffees and Bencheley teas. SRP: \$.99 to \$14.99.
No. of teas/coffees offered: five licensed coffee brands, as well as First Colony Coffees and Bencheley teas.



white coffee
established 1939

White Coffee
718-204-7900/jlevy@whitecoffee.com
(Jeannette Levy, National Sales
Director)
www.whitecoffee.com.



Take charge of your Health Today with
Caribbean Dreams Herbal Teas.
...Your first choice for herbal alternatives



www.jamaicanteas.com

7 Norman Road, Unit 2A - 2B, Kingston, C.S.O. Jamaica W.I.
Tel: (876) 928-5863 • Email: tetjam@jamweb.net

Choice Organic Teas Oolong Tea

Savor the delicious complexity of this sophisticated oolong. After plucking, the leaves are lightly bruised and briefly oxidized to create a tea with a balance and harmony all its own. A gentle earthiness with hints of smoke, a lingering finish and a delightful aroma make this a remarkably enticing and enriching cup. Packaged in 100 percent biodegradable, unbleached, natural fiber, staple-free tea bag; individually labeled, unbleached paper envelope and 100 percent recycled, 65 percent post-consumer content box. Size: 1.1-oz/12 grams.

SRP: \$4.99 for a 16-count box

No. of teas/coffees offered: More than 75 teas and herbal infusions available in tea bags, tea pyramids, and loose leaf

Choice Organic Teas/Granum
206-525-0051
www.choiceorganicteas.com



Mukurwe Micro-Lot by Dallis Bros. Coffee

Mukurwe is a well grown and processed coffee from the Thika region in Kenya. This coffee is classic in the sense that it is massive. There is nothing soft about it and yet it is surprisingly balanced between bright and savory. Its tart lime flavor notes won't make the drinker pucker, they simply balance out the Mukurwe's incredible sweetness to leave the drinker with a burst of starfruit. Each bag holds 12 ounces, in beautiful packaging that depicts a vintage NYC view.

SRP: \$21.49

No. of teas/coffees offered: 21

Dallis Bros. Coffee
718-845-3010
www.dallisbroscoffee.com



Kishr

Kishr is a very little-known wellness beverage from Yemen that has been around for over 1,000 years. It is a tea-like drink made from the dried coffee cherry (fruit that surrounds the bean), cinnamon, ginger, and cardamom. Kishr has more antioxidants and less caffeine than green tea, as well as numerous other health benefits. Our exclusive blend is based on our founder Ro's family recipe. We are the first to bring Kishr to the Western market, and only recently launched it in Chicago. Kishr is sold in boxes of 8 sachets.

SRP in U.S.: \$13.99

No. of teas/coffees offered: 1

Ro's Beverages, LLC
248-842-6600
www.kishr.com



Joe Tall Dark and Handsome

Joe Tall Dark and Handsome is a dark roast that is part of Lansing, Mich.-based Paramount Coffee Co.'s Joe Coffee line—no-nonsense, great coffee for a modest, "average Joe" price. The roast comes in 12-oz. packages featuring the Joe line's signature look—a plain-brown cover emblazoned with the word "Joe" in big bold letters. Tall Dark and Handsome's flavor is designed to appeal to French roast or dark roast coffee lovers.

SRP: \$7.99 per 12-oz. package

No. of teas/coffees offered: 8 coffees in the Joe line.

Paramount Coffee Co.
800-968-1222
www.joeknowscoffee.com



Sarabeth's Premium Estate Coffee

One hundred percent Colombian Arabica Coffee: A very special Colombian coffee from the Narino province. Our master roasters combine modern technology with traditional artisanship to expertly produce coffee of unparalleled flavor and character. In four variants: Colombian Reserva del Patron regular, in ground and whole bean; and Colombian Abuelo decaf, in ground and whole bean. Packed in a vacuum sealed bag, 16 oz. net weight.

SRP: \$13.00 (regular) / \$13.50 (decaf)

No. of teas/coffees offered: 4 – Regular Ground and Whole Bean; Decaf Ground and Whole Bean

Sarabeth's Kitchen
718-589-2900 or 800-773-7378;
Fax: 718-589-8412
www.sarabeth.com



Tea Gallerie Coconut Chai

Our heavenly Coconut Chai is a loose black tea blended with ginger root, cinnamon, shredded coconut, ginger, coconut and vanilla. Coconut Chai is one of our most exquisite teas as it brings flavor to all your senses, especially the aroma. Sold, like our other teas, in black tins and in pouches starting at 2 oz.

SRP: \$9.50 (2-oz. tin)/\$8.00 (2-oz. pouch). Wholesale unit cost \$5.70 (tin) /\$4.80 (pouch)

No. of teas/coffees offered: 45 different loose leaf teas, in 2 oz. pouches or in 2-oz. tins.

Tea Gallerie
800-409-3109
www.teagallerie.com



Teatulia Black Tea

Our signature tea: Teatulia Black is fresh and full-bodied with a sweet finish. Our teas and herbals are single-garden direct, and come directly from the first USDA-Certified organic garden in Bangladesh. Our commitment to sustainability carries through from our garden, to our packaging, to your cup. The result is unsurpassed purity, accountability and freshness. Teatulia's full line of teas and herbal infusions includes Teatulia Black Tea, Teatulia Green Tea, Teatulia White Tea, Earl of Bengal Tea, Bengal Breakfast Tea, Neem Nectar Tea, Tulsi Infusion Tea, Lemongrass Herbal Infusion, Ginger Herbal Infusion, and Peppermint Herbal Infusion.

SRP: \$9.99

No. of teas/coffees offered: 10 - seven containing tea, three herbals

Teatulia Organic Single Garden Teas
303-433-2980
www.teatulia.com



Tiny Footprint Coffee Co.

The world's first carbon negative coffee. Each pound sold contributes to the reforestation of Ecuador's Mindo Cloudforest, to more than offset the carbon impact of producing and distributing this gourmet coffee. Our coffee is sourced from around the world (Ethiopia, Sumatra, Peru, and others) and is certified organic, shade-grown Arabica that is small-batch roasted in Minneapolis. In five signature blends: light, medium, dark, decaf and espresso. Available in 12-oz, 16-oz, 3-lb., 5-lb and custom sizes.

SRP: \$11.99 - \$13.99 per pound

No. of teas/coffees offered: five signature blends (l) and 6-10 seasonal single origin coffees rotating throughout the year

Tiny Footprint Coffee
763-566-7000 or 612-618-4342
www.tinyfootprintcoffee.com



ValBeMar Kopi Luwak Kayumas

ValBeMar Kopi Luwak (Civet Coffee) originates from East Java, Indonesia, where Asian Palm Civets (called "luwak") are found. These mammals feed on ripe coffee cherries, but naturally do not digest the cherries' inner beans. The beans undergo a unique fermentation process while inside the stomach, resulting in an entirely new bean with unmatched flavors. Once thoroughly cleaned, roasted and brewed, it is enjoyed as a full-bodied coffee (almost syrupy) with a rich, heavy taste and hints of caramel or chocolate. Many describe the aroma as earthy, musty, and complex. Available in three sizes: 12g sachet (ground), 80g and 150g boxes (both whole beans).

SRP: \$35 per 8oz. cup brewed, \$500/lb wholesale

No. of teas/coffees offered: 3 (Kopi Luwak, Kopi Gajah and Kopi Lanang)

ValBeMar Specialty Coffee
310-456-4512
www.valbemar.com



Heart-Tee Cold Dried Wild Hibiscus Flower Tea

Heart-Tee, a 100 percent pure, full-bodied, high antioxidant wild hibiscus flower tea with intense berry flavor is packed 20 tea bags to a box. Each Heart-Tee tea bag contains three whole premium hibiscus flowers that were either too big or small to use in Wild Hibiscus Flowers in Syrup. Utilizing all harvested flowers eliminates waste and supports the goal of thoughtful ecological production practices. The flower's full health and anthocyanin antioxidant benefits are retained using a unique cold-dried process; the tea's freshness and flavor are further preserved in foil-sealed bags.

SRP: \$5.99

No. of teas/coffees offered: 1

Wild Hibiscus Flower Co.
800-499-8490 / chris@wildhibiscus.com
(Chris Muir, Manager of North America Operations for Wild Hibiscus Flower Co.)
www.wildhibiscus.com



Specialty Distributors & Brokers

BRIEFS

Frontier Soups adds three new distributors

All-natural gourmet soup mix maker Frontier Soups™ has expanded availability through three new distribution companies, covering the Southeast, Midwest and New England.

Valu Merchandisers of Kansas City, Mo., is now carrying Frontier's Hearty Meal™ line, including shippers, throughout the Southeast and Midwest. Chex Finer Foods of Attleboro, Mass., is distributing in New England, and Leo Dick & Sons of Canton, Ohio, is handling distribution in Ohio, Michigan and western Pennsylvania. Existing distributor FGF Sales of Doylestown, Pa., services eastern Pennsylvania and New Jersey.

Frontier Soups mixes are all-natural, with 31 gluten free options available. The Homemade-In-Minutes™ and Hearty Meal lines are inspired by traditional American regional cooking but have updated recipes for easy home preparation. SRPs are \$6 and \$7 respectively.

Operating since 1986, Frontier Soups are available in U.S. and Canadian specialty stores, such as A Southern Season, Whole Foods, Central Market, Great Harvest Bread Company, Omaha Steak stores and independent specialty retailers. Soups are also available online at www.FrontierSoups.com.

Chobani announces first international distribution

Chobani, the Greek-style yogurt that is the top-selling brand in the U.S., is now international. The company announced availability in parts of Australia and Canada in November.

"To take Chobani beyond the U.S. is very exciting for us," said Hamdi Ulukaya, the company's founder and CEO. "We've had an outpouring of requests from Canadians and Australians alike, and we listened."

Seven flavors of Chobani are available in Woolworths stores throughout New South Wales; five flavors are available in Canada through Loblaw's. Loblaw Companies Ltd. will serve as the test market retail partner in the Greater Toronto Area for one year.

"Our regional launch in the Greater Toronto Area and New South Wales is the first step towards making Chobani available nationwide in both Canada and Australia," said Ulukaya. The company will open its second production facility in Twin Falls, Idaho later this year.

Do you have news?

E-mail it to Editor Rocelle Aragon at rocelle_r@osser.com.

UNFI sales up 15.6 percent for Q1 2012, plans Canada expansion

Leading natural distributor United Natural Foods, Inc. (UNFI) reported net sales of \$1.217 billion in the first quarter of fiscal year 2012 (ending Oct. 29), a 15.6 increase over the same period last fiscal year.

"Our company is growing. We recently experienced our first \$20 million day," said Steven Spinner, UNFI's President and Chief Executive Officer, during the earnings call. Spinner noted that the company's growth reflects the strong demand for core organic products, natural supplements and specialty ethnic food. He also cited strong results for UNFI's Albert's Organics distribution division, focused on organic produce and the fast-growing natural protein category.

Gross margin and net income both fell slightly for the quarter. These reflect the costs of UNFI's sale of its non-food specialty business and closing one facility, along with freight and service costs incurred by the onboarding of UNFI's newest national customer, Safeway.

While the company is always open to new business, Spinner also said the company would "take a breather" from pursuing major

supermarket accounts, saying he did not anticipate any major wins in the next quarter. Aside from Safeway, UNFI also added the Rocky Mountain and Southwest divisions of Whole Foods to its roster last year.

Even with these significant new customers, independent retailers continue to make up the largest portion of UNFI's sales. Also during the earnings call, UNFI CFO Mark Shamber reported that independent retailers made up 36 percent of sales, with supermarkets contributing 23 percent and food service 20 percent. All three categories showed sales growth during the quarter.

Commenting on the competitive landscape, Spinner said "Our biggest competition is direct. As items pick up speed, supermarkets add those SKUs into their direct model." Organic yogurt was a strong category in the quarter, with bulk foods also doing well despite a fair amount of inflation. The company was also optimistic for national growth in the specialty cheese segment, and in certain regions for higher-end products and specialty proteins.

Spinner also announced the acquisition of

B. F. Sethi Ltd., an ethnic and specialty food distributor in the Vancouver and Toronto markets. While a relatively small part of the Canada business, the acquisition completes UNFI's presence in certain ethnic and specialty categories.

"The Canadian business is a little bit different. In the U.S., distributors tend to carry a wide variety of items," he explained. "There is very few exclusives that exist in the United States, and in Canada it's much different. There are many more exclusive relationships with suppliers, so only one distributor may have it. This [acquisition] gives us some access to those types of situation."

Estimating the UNFI Canada business at about \$450 million to \$500 million, Spinner also mentioned that "our team in Canada certainly has a lot of bandwidth to do more." Already Canada's largest distributor of organic, natural, kosher and specialty foods and natural health products, UNFI Canada was formerly the SunOpta Distribution Group. UNFI acquired the business from organic and specialty foods giant SunOpta in 2010. **GN**

KeHe launches chiller program with Artisanal, picks up Turbana plantain chips

Specialty retailers looking to tap into the booming cheese market have a new opportunity. Artisanal Brands, Inc. has finalized an agreement with KeHE Distributors to begin marketing Artisanal's branded refrigerated cases to retailers free of charge, in exchange for a commitment to purchase a monthly minimum of deli and dairy goods.

The program will be presented to customers at KeHE's consumer show in January. The nation's largest specialty and natural foods distributor, KeHE owns stock in Artisanal through a distribution agreement finalized in mid-2011.

Daniel W. Dowe, Artisanal President and CEO, stated, "This customized case program will permit retailers nationwide—from the largest chains in the country to smaller, independently-operated specialty food stores—to take on our complete retail program without having to purchase the \$3,800 case from us. So many retailers wanted the colorful case as it adds great merchandising appeal to the Artisanal brand, but they faced either bureaucratic or budgetary constraints. This



agreement removes those obstacles."

In exchange for a minimum purchase of \$7,500 worth of deli and dairy goods from KeHE, retailers receive a customized refrigerated case showcasing Artisanal's line of 16 retail cheeses linked to the Artisanal CheeseClock™. The latter is a proprietary tool that helps customers create a home cheese plate with the same flavor progression and pairing ideas that they would enjoy in a

fine-dining establishment.

"Artisanal intends to continue to mobilize KeHE's 1000-plus sales force with the goal of placing the Artisanal CheeseClock™ program and its customized cases into 4,000 retail stores over the next three years," Dowe continued.

Separately, KeHE has also picked up for national distribution Turbana Plantain Chips: all-natural chips with 30 percent less fat than potato chips, and available in six flavors. The top-selling flavors are Natural, Sweet and Chili-Lime.

The agreement will expand the chips' availability to natural food stores, grocery stores, and other gourmet and specialty retailers. The chips are currently available in Whole Foods, Shaw's, Central Market (HEB) and Winn-Dixie.

Producer Turbana is jointly owned by Uniban, the largest grower-owned banana company and the largest exporter of plantains in the world, and by Fyffes, one of Europe's largest tropical produce importers and distributors. **GN**

Talbott Teas 12-counts picked up by Central Market, Whole Foods Chicago

Talbott Teas, a boutique tea company based in Chicago, announces availability of its 12-count premium sachets in upscale Texas retailer Central Market and Whole Foods Chicago. The boxes feature Talbott's premium full-leaf blends, packed in silky Pyramid

sachets made with Soilon, an eco-friendly, 100-percent bio-degradable material.

The line includes six flavors: Green Tea Heaven, Soho Earl, Paris Breakfast (black tea), Chocolate Strawberry Temptation, and herbal teas Luscious Lemon Meringue and Blissful

Blueberry. A 12-pack assortment is also available. Talbott Teas' luxury blends can be found nationally at Bloomingdale's, Dillard's and Von Maur, reflecting the company's fashion- and style-driven positioning, and at various specialty retailers, hotels and restaurants. **GN**

Supplier Business

Blount Fine Foods buys Cape Cod Chowder Co.

Blount Fine Foods, the country's largest manufacturer of lobster bisque and a leading manufacturer of hand-crafted soups and gourmet dips, sauces and salads, has acquired the Cape Cod Chowder Company of Marion, Mass. Terms of the purchase were not disclosed.

Cape Cod Chowder Company is a regionally distributed manufacturer of quality fresh and frozen soups under its own brand, and dips and spreads under the Offshore Delight brand. The

company manufactures more than 50 different product varieties and sizes.

Cape Cod Chowder is an excellent company with strong management, great products, and similar values, and we have watched and admired them for years," said Todd Blount, president of Blount Fine Foods. "We look forward to integrating its business and products into Blount Fine Foods."

Blount plans to continue marketing products under the

Cape Cod Chowder Company brand and will look to build on the product portfolio over time. Production of the soup and dip lines will be moved to two Blount facilities, but the company announced that it had no other plans for immediate changes.

Much of the product will continue to be sold and delivered through Cape Cod Chowder's affiliate, Sea Horse Seafood Distribution, so the marketplace should see little or no disruption," added Blount.

tion," added Blount.

Family-owned Blount Fine Foods produces more than 350 proprietary soup recipes, including 75 varieties of clam chowder alone. Its product lines include fresh and frozen gourmet soups for food-service and retail as well as premium dips and gourmet salads, such as lobster salad and chicken salad.

Customers include national restaurant chains that have custom soups made for them according to their secret recipes, the deli departments of many large and small supermarket chains, and club stores and retailers nationwide, which carry the Blount-produced Legal Sea Foods and Panera Bread brands. **GN**

White Coffee adds new licenses, expands hit Kahlua® line

BY ROCELLE ARAGON

White Coffee, a third-generation, family-owned coffee roaster, enters 2012 with several major new licensed offerings.

Two new licenses were announced in December alone: the acquisition of the Bencheley® brand and a partnership with baked goods leader Entenmann's® for premium coffee and cocoa. The brand has also expanded its highly successful Kahlua® coffee line with four new flavors.

Bencheley Teas was previously owned by Virginia-based First Colony Coffee, for whom White Coffee acquired the exclusive production license earlier this year. White Coffee now markets the complete line of First Colony, Discoveries and Bakers Treat coffees, including organic options; customers for the line include Kroger, KeHe, Food Lion



and TJ Maxx.

These are exciting times for the company, which has more than 70 years' roasting and specialty coffee experience.

"For decades we'd done a lot of bulk coffee in both specialty and retail. But then retailers started moving to grab-and-go packaged coffee," explains Jonathan White, the company's Executive Vice President. It became a branded world, and with White Coffee's own brand yet unestablished, licensing allowed them to benefit from the market explosion. The company's deep coffee knowledge and relationships pair well with

strong brands looking to expand into the category.

"We're in a position to help people market in the right channel in the right way," White points out. "We find complementary brands that don't conflict with each other... each is a leader in what they do, and it's our privilege to be associated with them."

White Coffee's business has expanded dramatically in recent years—and the economy has only helped. "People like buying brands they know; "fun" brands in a tough economy," says White. The company's licenses also include Rocky Mountain Chocolate Factory®, Junior's®—the same coffee and packaging served in the famous New York cheesecake shops—and Moon Pie®, for coffees inspired by the marshmallow treats. Of course it does not hurt that many

of the company's coffees cost much less per serving than comparable competitors.

The company is also heading into new territory: tea and cocoa. With the Bencheley® acquisition, White Coffee enters the increasingly competitive tea category. "We've had bulk tea and distributed for others in the past, but we've not had our own packaged, branded tea," White says. "Our customers are all asking us for tea, and Bencheley's unique, high quality and very recognizable teas are perfect." White Coffee now has exclusive production and marketing rights for the brand, available in both loose leaf and in bags.

In recent months, White Coffee has secured significant placements and substantial sales with multiple prominent specialty and gourmet markets (both directly and through specialty distributors). In addition, there have been sales with nationally known higher-end mass merchants, upscale supermarkets and gourmet food websites. **GN**

Organic foods maker Cheltenham House Products completes large-scale solar system

Cheltenham House Products, a privately held manufacturer of organic and premium sauces and salad dressings, announced the completion of an 877 kilowatt (kW) solar-photovoltaic (PV) system installed on the roof of its 150,000-square foot, state-of-the-art facility in Bridgeport, N.J.

"As a leader in the organic and all-natural food segments, environmental sustainability is a core principal for us," said Steve Dabrow, CEO of Cheltenham

Products. "We are proud that more than 50 percent of our processing facility's annual electricity requirements will now be met with clean and renewable energy generated from our onsite solar system."

The solar PV system consists of over 3,650 individual solar panels and will produce over 1 million kilowatt-hours of electricity per year. This equates to the reduction of more than 1.3 million pounds of carbon emissions annually. Over the next 25 years, the system

will produce 26 million kilowatt-hours, generating enough electricity to power over 125 homes for that same period with clean and renewable energy.

"The decision to go solar was a win-win for us," said Robert Paradise, CFO of Cheltenham House Products. "Our new solar system will allow us to demonstrate our corporate commitment to sustainability while significantly reducing our ongoing energy costs and mitigating future elec-

tricity price volatility."

Cheltenham House Products, Inc. has been developing premium products for food purveyors and marketing companies for more than 40 years. Cheltenham House creates, packs and ships high-quality food items worldwide.

For more information about the solar initiative, please contact Bob Paradise, CFO, at 856-467-1600 ext. 213 or RParadise@CheltenhamHouse.com. Visit www.cheltenhamhouse.com. **GN**

BRIEFS

New packaging for Maldon Sea Salt

Maldon Sea Salt, a brand beloved by professional chefs long before the current sea salt craze, has introduced new packaging to celebrate its 130th anniversary.

"For 130 years the distinctive shape of our pyramid crystals has always been our company trademark, celebrating the unique quality of our soft crunchy flakes. The new packaging design reflects our rich history with a fresh, clean, modern feel," said the company's release. Still operating from its original 1882 facilities in Essex, England, Maldon is still traditionally hand-harvested and produced in limited quantities.

In Original and Smoked salt varieties as well as Whole Black Peppercorns, Maldon is imported to the U.S. exclusively by Belgravia Imports.

Annie's Naturals files for \$100 million IPO

Natural foods company Annie's, Inc., makers of Annie's Organics macaroni and cheese, graham crackers and other products, has filed papers to raise approximately \$100 million via an initial public offering.

The offering can be seen as an indication of continued growth expected in the natural food sector.

Annie's, Inc. offers over 125 products in over 25,000 retail locations in the U.S. and Canada. Published reports indicate that the company's New York Stock Exchange symbol will be BNNY, echoing the company's mascot, and that Solera Capital LLC, a private-equity firm based in New York, owns more than 90 percent of the company.

Credit Suisse Group AG and JPMorgan Chase & Co. (JPM) are managing the IPO. For more information, visit www.Annies.com.

Muir Glen releases Harvest Sunset, the 2011 Reserve Tomato

Muir Glen, a brand of organic tomatoes grown in Northern California's Yolo County, has released Harvest Sunset, its 2011 annual Reserve Tomato.

Exclusive to the company and available only for a limited time, Harvest Sunset is a blend of red and yellow tomatoes selected specifically for their sweetness, complementary textures and unique flavor.

Muir Glen's gift set contains two varieties of Harvest Sunset, diced and fire-roasted. The latter are grilled and smoked over a blend of hardwoods to add a smoky depth of flavor. The set also includes Fire-Roasted Tomatoes with Green Chilies, No-Salt Added Tomatoes and a booklet of chef-inspired recipes. More information can be found at www.muirglen.com.

MARKETWATCH

PRETZELS

Pretzels make their way upscale

BY ROCELLE ARAGON

Salty or sweet, soft or crisp, traditionally twisted or in sandwiches, pretzels continue to be strong at retail and at restaurants. This is partly due to the continued popularity of craft beer, both as a drink and as a cooking ingredient, and to trends for upscale beer gardens and Northern European food.

Identified as a mid-stage trend by the Center for Culinary Development's 2011 Baked Goods Report, pretzels are an easy sell, combining nostalgia for street stands and ballparks with an easily updated flavor.

Pretzel breads

The trend can be seen at high-end gastropubs and restaurants, where pretzels can be found in burgers (the thick dough and solid crust being ideal for soaking up juices), wrapped around sausages or as a crouton-like topping. Minis are popular in bread baskets, or as buns for premium-meat sliders.

But the most novel use is as signature, high-dollar bar appetizers. Some are house-made, with a specific beer or malt mixed into the dough; others are classic pretzels or nuggets paired with upscale "secret sauces" and seasonal spreads—a concept that could easily be translated to a deli take-home item.

"Plus there's the aroma," says Wolfgang Hocke of Apex Imports. The company's Oktoberfest pretzels are fully-baked, but can be quickly warmed before serving. With most of its business in restaurants, Apex is preparing to launch in retail following numerous requests.

Gluten-free has made its mark here as in other baked goods, with Glutino, Kim & Scott's Gourmet Pretzels and Snyder's Lance all carrying gluten-free options.

Wolfgang's Bavarian Pretzels: the original Oktoberfest pretzel

The original Munich Oktoberfest Pretzel is now available in the U.S. Fully-baked in Munich from the Bavarian Pretzel recipe that is over 1,000 years old, these have a rich flavor and taste that cannot be duplicated. Made from the finest natural ingredients, including pure, chemical-free Munich water and a secret assortment of gourmet spices.



Wolfgang's Bavarian Pretzels come in three sizes: regular-3 oz; king size-5oz; and giant-10 oz. We also offer a Hoagie (4 oz.) made of the same dough, and the Party Mix, which includes the Mini Hoagie, the Mini Bun and the Mini Knot, all weighing in at 1.6 oz. each. We started selling these only to restaurants—customers would see the giant on the wall, order one and buy four more to take home! So good they don't even need mustard.

We also offer three authentic Bavarian desserts: classic Strudel and Apple Rings, both made only from tart Bavarian winter apples, and original German Potato Pancakes. As with our pretzels, these require no additional baking.

For more information, visit www.wolfgangspretzels.com or call 209-295-4664. Plus of course, drop by booth #5406 at the Winter Fancy Food Show and taste the difference that Munich-baked can make.

Snack sales stay crisp into 2012

With American snack consumption continuing to rise, pretzels are a solid bet. Food giant ConAgra recently bought a Pennsylvania pretzel snack company with two large facilities, an indicator of potential demand. Look for "better for you" versions, differentiated with unusual salts, grains or flours.



Laurel Hill, the house brand of distributor Chex Finer Foods, has just launched a line of baked pretzel chips exclusively at Whole Foods. More than a year in development, the chips come in three flavors—Sea Salt, Honey Multi-Grain, and Everything, with garlic, poppy and sesame seeds and onion—and are lower in sodium and fat than the industry standard. "We saw a gap in the market," says Chex's Jeremy Isenberg, "and a chance to bring the hearty multi-grain taste of our tortilla chips into a new area." With an SRP of \$2.99, the line hits shelves in January.

The line is a healthy challenge to Pretzel Crisps, a widely-distributed cracker by The Snack Factory that comes in both sweet and savory flavors. The company's website also promotes it as a base for cocktail appetizers.

On the sweet side

Pretzels also benefit from salty-sweet's block-busting success as a flavor profile. Trendy New York pastry shop Momofuku Milk Bar puts pretzels in ice cream and in its wildly popular Compost cookie. A top seller at Dean & DeLuca, the Beer Pretzel Caramels by Roni-Sue's Chocolates use Brooklyn Lager beer and pretzels from popular local producer Martin's. Owner Rhonda Kave says the signature item evolved from an early attempt at a Father's Day beer lollipop with a pretzel stick.

Pretzel cones can also be a high-value addition to ice cream offerings. "People are surprised to see [one], and they just have to try it," said an employee at Churn, an artisan ice cream shop in Phoenix. The light saltiness pairs well not only with peanut butter and caramel flavors, but also with coconut, a trendy flavor that should be strong this summer.

Not that chocolate-covered pretzels are going anywhere. Both DeBrand Chocolatier and Jer's Chocolates launched premium products in the last few months. **St. Louis-based Mom's Originals markets its hand-wrapped pretzel rods in different sizes, including Petites, as unique customizable treats for special events.** (More proof of mass appeal: consumers voted Pretzel M&Ms the candy and snack Product of the Year for 2011.)

Pretzel dips continue to be popular. Hammonds Candies and Stonewall Kitchen carry them, while Raspberry Honey Mustard Pretzel Dip is Robert Rothschild Farm's top selling product. The company now has five dips, including blackberry and champagne garlic, and carries Twists, its popular Pretzel Dippers and dipping pretzels in Chocolate and Cinnamon, with the latter two especially strong during the holidays. **GN**

Bäckerhaus Veit

"...because every meal deserves great bread."

Authentic Bavarian HandCrafted, Cut Pretzels are made from old world German recipes and methods being used for more than 80 years. Pretzels are versatile products and lend themselves to a multitude of creative uses.

- AIB Certified
- BRC Certified
- Kosher Certified
- We Connect Certified

BÄCKERHAUS VEIT

Bäckerhaus Veit Ltd
70 Whitmore Road
Woodbridge, ON
L4L 7Z4 CANADA

Tel: (905) 850-9229
Fax: (905)-850-9292
info@backerhausveit.com
<http://backerhausveit.com>

Visit us at Fancy Food, Booth #258 North Hall

Mom's Originals™

Gourmet Pretzels, Treats, and More!

- Pretzels -

Hand-wrapped with caramel, hand-dipped in chocolate.

The perfect balance of soft, crisp, SALTY and SWEET in every gratifying bite!

pair with

Mother-Daughter certified Women-Owned Business

314-616-MOMS (6667)

www.momsoriginals.com



This delicious glaze blends the sweetness of island flavors with garlic, ginger and soy sauce to create a tasty dish for any occasion. It is perfect for marinating and glazing meats, chicken, fish and vegetables headed for your next back yard grill.

Aloha Shoyu Company
808-456-4519 www.alohashoyu.com



American Vintage is thrilled to present our NEW BEER BISCUITS, handmade with real American beer. 3 FLAVORS: Smoky Chipotle, Lime & Beer – Mild; Smoky Chipotle, Lime & Beer – Hot Hot Hot; and Pizza & Beer. No preservatives, no cholesterol and no trans fat. Free consumer samples are included with each retailer's order.

American Vintage
718-361-1003



American Vintage Wine Biscuits are cracker snacks made with wine and pepper. The striking flavor combinations and eye-catching artwork of framed grapes create customer interest and add rich color to any counter display or gift basket. Contains no preservatives or cholesterol.

American Vintage Wine Biscuits
718-361-1003 www.americantvintage.com



Stonewall Kitchen's new line of Simmering Sauces offers home-cooked solutions for delicious meals in less than 45 minutes. The new Simmering Sauces include: Buffalo Wing, Cacciatore, Coconut Curry, Coq Au Vin, Pulled Pork & Sloppy Joe.

Stonewall Kitchen
888-326-5678 www.stonewallkitchen.com



Sierra Soups are vegetarian, vegan, gluten-free mixes, complete with vegetables and spices in every package. These treasured recipes are hearty and large enough to serve a whole family as a complete meal, and even have leftovers. The most difficult step is to sauté an onion, and sometimes not even that.

Sierra Soups, Inc.
559-299-3052 www.sierrasoups.com



Introducing Blue Crab Stoneware, featuring kitchenware, dinnerware and serveware. Merchandises beautifully with Blue Crab Bay Co. specialty foods! Hand-painted, microwave/dishwasher safe, lead free. Brochure available.

Bay Beyond Inc.
800-221-2722 www.baybeyond.net



Emily's fruit and nut treasures are made with premium milk and dark chocolate, real whole dried fruit and freshly roasted nuts. No fillers or substitutes, no artificial colors or flavors and no jellies or purees! Available in 1 oz. snack packs, 5 oz. resealable bags and a variety of holiday gift boxes.

Emily's Chocolates
888-469-2637 www.emilyschocolates.com



New for 2012, a versatile cast iron skillet originally designed as a pizza pan. Cast iron is an ideal cooking utensil for its heat retention qualities. It can also be used on the BBQ for burgers, chicken, etc.; they won't dry out or lose their juices. Try using it to cook shrimp & vegetables, as they can't fall through the grill anymore.

Gourmet du Village, Inc.
800-668-2314 www.gourmetduvillage.com



Our best oils and vinegars have been re-imagined for the 21st century. Call us for information on over 30 SKUs.

Boyajian Inc.
800-965-0665

PRETZELS

Continued from PAGE 21

Not your average chocolate covered pretzel!

Mom's Originals dives layers beyond the average chocolate covered pretzel, as this up-and-coming company caramel-wraps its way to success.

Mom's Originals Gourmet Pretzels, a certified women-owned business, has been hailed as "Heaven on Earth," as Mom creates the perfect blend of salty and sweet to please even the fussiest of palates. Each pretzel rod is hand-wrapped with soft, creamy caramel, then hand-dipped in rich milk or dark chocolate, and finally rolled in freshly chopped pecans or walnuts or drizzled with white chocolate.

With three sizes to choose from, each one individually packaged for up to five months of shelf life, customers can find or customize unique options for year-round selling, event planning and marketing needs.

To accompany its gourmet pretzels, Mom's Originals offers a white chocolate covered salty-sweet snack mix appropriately named Mom's Mix. Some call it addictive, we just call it Delicious with a capital D. All items are available for wholesale, foodservice, hotels and corporate gift programs. Impress from first glance to last bite!

Contact Mom's Originals at www.momsoriginals.com or via 314-616-MOMS (6667), on Facebook and Twitter. The company is also a must-see at this year's Winter Fancy Food Show, at booth #258.



Backerhaus Veit: authentic Bavarian pretzels

Made with old-world recipes and methods used for more than 80 years, our pretzels have a traditional soft interior and a delicate flavorful crust. Bäckerhaus Veit opened its first bakery in Germany in 1927; the family has brought this tradition to North America and maintains the tradition with a team of European-trained Master Bakers.

All pretzels are fully baked, frozen and packaged for easy handling. Thaw and serve, or warm three minutes at 375°F. You have probably enjoyed our pretzels without knowing it, as we supply many fine specialty stores throughout the U.S. and Canada. Our Twists are delicious salted and warmed, topped or dipped with pizza sauce, melted cheese or melted chocolate. Sticks and Rolls are perfect for dipping or with salads; Buns are ideal for gourmet burgers, or at the soup and chili bar; and Demi Baguettes help make a premium sandwich.

For retailers, our pretzels emphasize the freshness of your bakery, generate impulse sales and drive customer loyalty. In the food service industry, they can be used to upscale your menu and increase margin opportunity. Our national distribution network has a longstanding reputation of exceptional fill and on-time rates. AIB, BRC, Kosher and We Connect (woman-owned) certified. For information, call 905-850-9229, email sales@backerhausveit.com, or visit www.backerhausveit.com.



SMORGASBORD

ADVERTISER INDEX

ADVERTISER	PAGE	WEBSITE	PHONE
Aloha Shoyu	22	www.alohashoyu.com	808-456-4519
American Vintage Wine Brands	22	www.americantvintage.com	718-361-1003
AMES Chocolates	11, 22	www.emilyschocolates.com	888-469-2637
Antichi Sapori	4	antichisaporius@hotmail.com	201-438-7100
Backerhaus Veit	21	www.backerhausveit.com	905-850-9229
Bay Beyond	22	www.baybeyond.net	800-221-2722
Bakery on Main	11	www.bakeryonmain.com	860-895-6622
Bannex International	10	www.bannex.com	847-215-5170
Beacon Brands	13	www.beaconbrands.com	203-723-8144
Bemka*	2	www.houseofcaviarandfinefoods.com	954-462-0533
Boyajian	13, 22	www.boyajianinc.com	800-965-0665
Carolyn Saucier	3	www.carolynsaucier.com	510-336-9403
Coffee Fest	8	www.coffeefest.com	425-295-3300
CookieZen*	8	www.cookiesandcorks.com	888-499-3677
Crunchies	5	www.crunchiesfood.com	888-997-1866
EU5 (Legends from Europe)	7	www.legendsfromeurope.com	
Fair Harvest	12	www.fairharvestfoods.com	888-543-4738
Fine Italian Food*	5	www.fineitalianfood.com	630-904-0002
Gourmet du Village	22	www.gourmetduvillage.com	800-668-2314
Half Moon Bay	10	www.halfmoonbay.trading.com	888-447-2823
The Invisible Chef*	5	www.theinvisiblechef.com	800-456-7115
Jamaican Teas Ltd.	17	www.jamaicanteas.com	718-589-6800
Jelly Belly	24	www.jellybelly.com	800-522-3267
Marley Coffee	16	www.marleycoffee.com	323-556-0746
Mokk-a European Blends	16	www.mokk-a.com	409-299-3768
Mom's Originals	21	www.momsoriginals.com	314-616-MOMS
New Hope Natural Media	8	www.newhope360.com	303-939-8440
Nunes Farms*	11	www.nunesfarmswholesale.com	800-255-1641
Pacific Resources, Intl.*	4	www.shop-pri.com	805-684-0624
Peanut Shop of Williamsburg	3	www.thepeanutshop.com	800-831-1828
Peppadew	9	www.peppadew-usa.com	908-580-9100
Po Valley Foods	10	www.povalleyfoods.com	516-801-4688
Private Spring Water*	2	www.pswaters.com	877.664.1500
Rabbit Creek*	2	www.rabbitcreekgourmet.com	800-837-3073
Rubschlagler Baking*	2	www.rubschlaglerbaking.com	773-826-1245
SPI Westport*	9	www.alodrink.com	650-616-7777
Sierra Soups	22	www.sierrasoups.com	559-299-3052
Sisters Gourmet	5	www.sistersgourmet.com	770-338-1388
Spice Lab*	7	www.spicelab.com	954-275-4478
Sticky Fingers*	4	www.stickyfingersbakeries.com	800-458-5826
Stonewall Kitchen	2, 22	www.stonewallkitchen.com	888-326-5678
Tao of Tea*	8	www.taoofta.com	503-736-0198
Tortuga Imports*	7	www.tortugarumcakes.com	877-486-7884
Vanns Spices*	6	www.vanns.com	800-583-1698
Viola Imports*	8	www.violaimports.com	847-690-0798
Virginia Dept. of Agriculture	4	www.vdacs.virginia.gov	804-786-2112
Way Better Snacks	5	www.waybettersnacks.com	720-352-4165
Westland Cheese*	9	info@norsland.com	203-324-5620
White Coffee*	3	www.whitecoffee.com	718-204-7900
Wild Forest	12	www.truffleoilsandmore.com	855-OILSPRAY
Wind & Willow*	6	www.windandwillow.com	4178-466-4616

* These advertisers are in the Show Products Update

HARD FACTS

18,000

No. of products expected to be displayed at Winter Fancy Food Show 2012
Source: NASFT

\$6.5

billion
Size of U.S. retail tea market in 2011
Source: Packaged Facts

\$4.8

billion
Sales of locally grown food in 2008, direct-to-consumer and through intermediaries
Source: U.S. Department of Agriculture

PEOPLE WATCH

Dino Della Sharba named President, COO at Saputo

Saputo Inc., among the top three cheese producers in the U.S., announces appointments in its senior management, effective April 1, 2012.

Dino Della Sharba will be appointed President & Chief Operating Officer, Saputo Inc. In his new role, he will continue to report to Lino A. Saputo, Jr., who will remain Chief Executive Officer & Vice Chairman of the Board.

Della Sharba has been with the company since 1990 and has served as President & COO of the Cheese Divisions in Canada and in the U.S. Since 2006, he has also been acting as President and COO, Dairy Products Division (Canada) and by interim (Europe & Argentina).

Lorenzo Spinelli will be named President and COO, Dairy Products Division (Canada). Spinelli joined Saputo in 1998. Since 2009, he has been acting as Senior Vice President & General Director, Dairy Products Divisions (Europe and Argentina). In his new role, Spinelli will be reporting to Della Sharba.

The company also welcomes Kai Bockmann as President & COO, Dairy Products Division (International); formerly known as the Dairy Products Divisions (Europe & Argentina). Bockmann holds over 15 years of international experience within the food industry. He has held several senior management positions in production, sales and marketing and has worked in Canada, the U.S., China, India, as well as in Latin America.

All nominations will be effective April 1, 2012, with the exception of Bockmann, who joins Saputo on Jan. 9.

Steve Millard named CEO and President, Emmi Roth USA

Emmi Roth USA, a leading provider of specialty and artisan cheeses and premium fresh dairy products, has named Steve Millard as CEO and President, effective Jan. 1, 2012.

Millard succeeds current CEO Steve McKeon, who will remain active in special strategic projects through his role on the company's Board of Directors.

"We are pleased to announce this smooth transition in the CEO position," said Matthias Kunz, Vice President of Emmi International. "Steve McKeon's guidance and knowledge have been integral to the success of Emmi

Roth USA through the years, and we are pleased he will continue to serve on our leadership team as a member of the Board of Directors."

Millard brings more than 20 years of management and sales experience in the consumer-packaged goods industry, including 10 years for the Dannon Company. He joined Emmi Roth USA in 2007, was named Senior Vice President of Sales in 2009, and was promoted to President in 2010.

"Steve Millard has proved to be a great asset to Emmi Roth USA," Kunz said. "His goal- and team-oriented approach will ensure the company stays successful and remains a fun place to work. We are very pleased to announce this well-prepared transition."

Giant Eagle names new CEO, COO

Food and fuel retailer Giant Eagle has named Laura Shapira Karet as CEO, and John Lucot as the company's President and Chief Operating Officer, effective January 2012.

Karet, 42, will succeed her father David Shapira, who will assume the position of Executive Chairman of Giant Eagle's Board of Directors. Shapira has been CEO since 1980.

Karet most recently served as Giant Eagle Senior Executive VP and Chief Strategy Officer. Prior to joining the company in 2000 as Vice President of Marketing, Karet held executive positions at Sara Lee, including Director of Branded Marketing for the bakery division, and at Procter and Gamble. Lucot, 54, comes into his position as COO having started his career in 1974 as a Giant Eagle clerk. **GN**

CLASSIFIEDS

Periodicals postage paid at Tucson, AZ, and additional mailing office. *Gourmet News* (ISSN 1052-4630) is published monthly by Oser Communications Group, 1877 North Kolb Road, Tucson, AZ 85715; 520-721-1300. Publisher assumes no responsibility for unsolicited material or prices quoted in newspaper. Contributors are responsible for proper release of proprietary classified information. ©2012 by Oser Communications Group. All rights reserved. Reproduction, in whole or in part, without written permission of the publisher, is expressly prohibited. Back issues, when available, cost \$7 each within the past 12 months, \$12 each prior to the past 12 months.

Back orders must be paid in advance either by check or charged to American Express, Visa, or Master Card. *Gourmet News* is distributed without charge in North America to qualified professionals in the retail and distribution channels of the specialty foods and hardgoods trade; paid subscriptions cost \$65 annually to the U.S. and Canada. All foreign subscriptions cost \$150 annually to cover air delivery. All payments must be made in U.S. funds and drawn on a U.S. bank. For subscriber services, including subscription information, call 520-721-1300. POSTMASTER: Send address changes to *Gourmet News*, 1877 North Kolb Road, Tucson, AZ 85715.



Welcome to the Family.

Jelly Belly® is constantly introducing new additions to our best-selling family of over 40 different line-priced confection bags. We make it easy to be in the candy business with something for every taste, including our world famous gourmet jelly beans, timeless favorites like Candy Corn and Gummi Bears, and a variety of chocolate items including our award-winning Jelly Bean Chocolate Dips®. Our large selection of quality candies and fun display options like the Wave Racks shown here are a combination your customers can't resist.



Contact us today • 800-323-9380 • JellyBelly.com • Visit us at Fancy Food Show Booth #4105

Ⓢ Kosher Certified

Jelly Belly®, Jelly Belly®, Jelly Bean Chocolate Dips®, the Jelly Belly® logo, and the images of the Jelly Belly® jelly beans are all trademarks or registered trademarks of Jelly Belly Candy Company®, © 2012 Jelly Belly Candy Company, Fairfield, CA 94533 USA.



Introducing
Rubschlager
Rye-Ola Flax Bread
SEE PAGE 3



Sarabeth's Kitchen:
An overnight success
(after 30 years)
SEE PAGE 7



Terrapin Ridge Farms
launches nine new items
at Fancy Food Show
SEE PAGE 10

SUPPLEMENT TO

JANUARY 2012

GOURMET NEWS

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY

Imported exclusively by Lettieri & Co. • www.letteri.com • Winter Fancy Food Show Booth 4717



Show Products
2012 UPDATE





HOUSE OF CAVIAR AND FINE FOODS

ROYAL IMPERIAL OSSETRA CAVIAR



If only the Finest Caviar will do....

IMPORTER AND DISTRIBUTOR OF
CAVIAR | FISH ROE | FOIE GRAS | TRUFFLES | SMOKED FISH | GIFT BASKETS

BEMKA CORP.
2801 SW 3RD AVENUE, SUITE F11A, FORT LAUDERDALE, FL 33315
PHONE: (954) 462-0533 / SALES@BEMKA.COM
WWW.HOUSEOFCAVIARANDFINEFOODS.COM

Private Spring Water
BETTER YOUR BUSINESS

COME SEE US AT BOOTH #5512
IN THE NEW GATEWAY BALLROOM



• Exclusive 3D View Through Label
Full Wrap, Clear Labels, Foil Labels, Poly Labels & Films - Gloss Labels

FOR THE LATEST NEWS
www.PrivateSpringWater.com

Visit Our All New Website

- Unmatched Client Services
- State-of-the-Art Design Solutions
- Turnkey Delivery Services
- Customized Label Packages & Programs
- Vertically Integrated Services



PRIVATE SPRING WATER
A COMPANY
THAT CARES

877-664-1500

Call For Current Pricing & Details

VISIT US AT THE
FANCY FOOD SHOW JAN 15TH-17TH

RUBSCHLAGER®

WINTER FANCY FOOD SHOW

BOOTH
#972

Cocktail Breads

*the quartet of entertainment breads
from the Rubschlager ensemble
of specialty breads*

100% Whole Grain

100% PANEYE



*Start every gathering on a high note with
delicious and nutritious Rubschlager breads.*

*Perfect for party appetizers,
mini-sandwiches and healthy snacks!*

RUBSCHLAGER BAKING CORPORATION

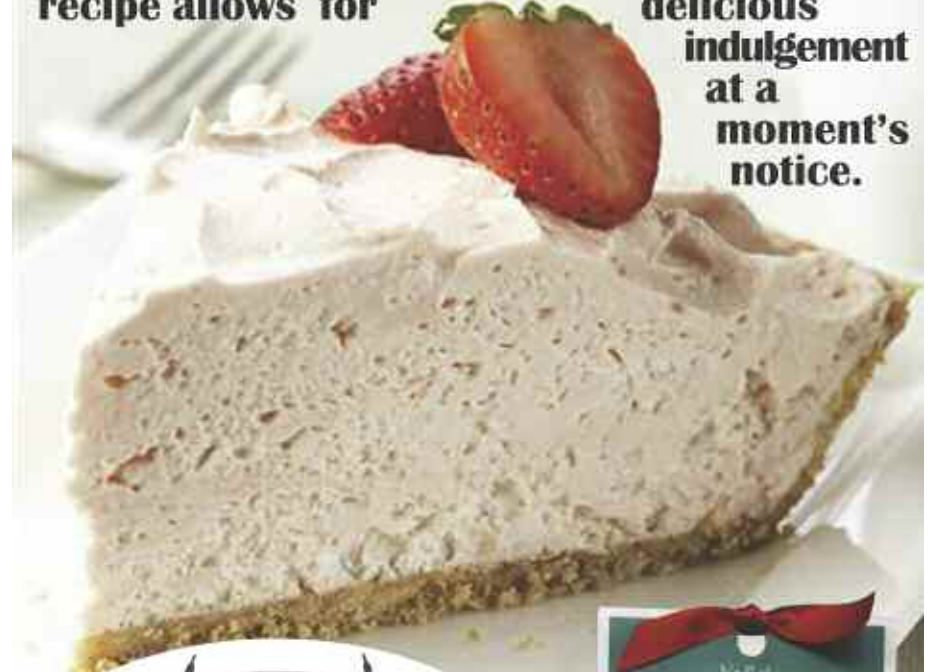
Quality Breads Since 1913

773.826.1245 • www.RubschlagerBaking.com



Rabbit Creek's No-Bake Cheesecakes are
great for holidays, get togethers, or those
unexpected moments. Our quick, easy
recipe allows for

delicious
indulgement
at a
moment's
notice.



Contact Us at 800-837-3073

rcreek@mokancomm.net

or online at

www.rabbitcreekgourmet.com

COME VISIT US AT BOOTH #255



Aloha Shoyu: quality sauces, ancient tradition and values

by the Aloha Shoyu Family

In 1946, five Japanese families created the Aloha Shoyu Company in a small factory in Kalihi, Hawaii, a multi-ethnic district just outside downtown Honolulu. The group's entrepreneurial spirit guided them through years of tough competition and limited capital to become Hawaii's market leader in soy sauce.

An essential component in many Asian

cuisines, soy sauce has become a staple in western kitchens as well. The special blend of soy beans, wheat and salt creates a flavorful condiment that is now used in recipes from meat marinades to salad dressings. From soy sauces, our line has grown to include other sauces, vinegars and marinades/glazes, giving us more than 65 percent market share in Hawaii.

The name Aloha Shoyu reflects the

company's deeply rooted island heritage and Japanese origin, and portrays our core values. The word "Shoyu" originates from Japan, and is a term widely accepted in Hawaii as referring to soy sauce. "Aloha," while known as a greeting, also signifies important values in Hawaiian culture: kindness, unity, humility and perseverance.

These same values reflect what we expect of ourselves and what you can expect from us with every Aloha Shoyu product. We remain committed to the taste profile our customers have come to love, to unmatched customer service and to creating products to

fulfill every family's taste preference.

These commitments to quality and service are practiced as well at our newest office, Aloha Shoyu Company West, in Hayward, California. Our goal is to make our sauce a staple in kitchens everywhere—so serve up your next dish with a little Aloha!

On behalf of the Aloha Shoyu family, we say mahalo to all our loyal customers, and look forward to meeting new ones at the Show.

For more information, please call 808-456-4519 or 808-216-6844, visit www.alohashoyu.com, or drop by booth #483 at the Winter Fancy Food Show.

Emily's Chocolates: a difference you can taste and see

Emily's Chocolates believe that ingredients matter. When it comes to its signature line of chocolates, fruits and nuts, it wants its customers to know that all chocolate and nuts are not created equal. That is why the company has painstakingly created a confection that focuses on a difference you can taste and see.

Each of its signature fruit and nut confections uses only real fruit and nut centers. Bite into one of the chocolate covered strawberries, cherries, or blueberries and you will see real, whole pieces of fruit in each chocolate gem. No dices, no jellies, no purees. Only a real piece of whole fruit that goes through a unique drying process to lock in the natural flavor of each berry. When biting into one of the chocolate covered almonds, cashews, or

macadamias, the fresh, crunchy flavor of each nut comes through. This is because Emily's has the unique capability to roast its own nuts, on site, and then immediately layer on the chocolate to lock in the flavor and freshness.

Whether it's a plump, juicy fruit, or a crisp roasted nut, Emily's has taken the step to pair each confection with a unique blend of chocolate created to match each delicate center. No artificial colors or flavors, just pure milk and dark chocolate that melts in your mouth.

"Our customers really can taste the difference and are passionate about letting us know it! They can not only taste the difference, but when they flip over the package and read the ingredients, they can see our

Continued on Page 9

Introducing Rubschlager Rye-Ola Flax Bread

Rubschlager Baking has added Flax Bread as a new flavor to its Rye-Ola® bread line. Rye-Ola breads have the true taste of Northern European breads, baked in Chicago for a fresher flavor than imports. The product is made of 100 percent whole rye and is also 100 percent whole grain. Flax seed is the richest source of Omega 3s in the plant kingdom.

Flax is high in Omega 3s and delivers powerful antioxidants found to reduce or prevent symptoms of cancer, arthritis, colitis, heart disease, eczema and acne. Flax is high in fiber which helps lower cholesterol, control blood sugars, normalize bowels, and aids in weight loss. It also is high in lignans which helps the body's ability to fight bacte-



ria and viruses.

The product is 100 percent whole rye and is wheat-free, making it acceptable to many with wheat gluten intolerance. Because Rye-Ola Flax bread is rich in whole grains and low in total fat and cholesterol, it may

reduce the risk of heart disease. Serving suggestions for Rye-Ola flax bread include open-faced as a sandwich, or cut in half and served with salmon and cream cheese as an appetizer, or toasted and served with butter or jam.

Rubschlager Baking Corporation was founded in 1913. Rubschlager is a family-owned business located in Chicago, with distribution throughout the United States, Canada, and Mexico for its bread products.

Continued on Page 11

available only from white coffee

we know beans

Contact Jeannette Levy

jlevy@whitecoffee.com
718.204.7900
www.whitecoffee.com

**Fancy Food Show
Booth #3604**

© 2012 Orograin Bakeries Products, Inc., ENTENMANN's and the ENTENMANN's logo are registered trademarks of Orograin Bakeries Products, Inc. Used under license.
© The Kahlúa Company, Purchase, NY. KAHLÚA® is a registered trademark and a license for its use has been granted by the owner to White Coffee Corp.

Cookies & Corks introduces a new way to pair wine

Sweet and savory bite-size gourmet snacks complement any wine variety Cookies & Corks puts a sweet and savory twist on wine pairing by introducing decadent, all natural cookies crafted specifically for pairing with your favorite wine. Each gourmet cookie is baked with unique ingredients like apricot, espresso, sage, dark chocolate, lemon and sea salt, and is carefully selected by a mastermind of the palate to pair perfectly with

red, white or sparkling wines.

Changing the face of the entertaining game, Cookies & Corks allows you to mix and match wines with sweet and savory cookies that will impress your guests and delight your taste buds. You can experiment with different flavor combinations of your own, or follow the pairing recommendations printed right on each box.

The idea blossomed when Laura Englan-

der suggested pairing Leah Kuo's delicious cooking with wines. "We combined our appreciation of fine wine with our love for delicious, sweet and savory cookies," said co-founder Leah Kuo. "We were tired of the traditional cheese and cracker/wine pairings, and wanted something fresh and new—something that other people could bring into their homes that would simplify and revolutionize the tasting experience," continued co-founder Laura Englander.

With flavor combinations for three types of wine (red, white and sparkling), each variety box contains 15 cookies of three decadent flavors. The red wine and cookie pairing

box includes white cheddar rosemary, short-bread and espresso chocolate peanut butter cookies; the white wine box contains ginger molasses, peanut butter, chocolate and apricot sage cookies; and the sparkling wine box comes with zesty lemon, Parmesan thyme and sea salt chocolate oatmeal cookies. For those who have their favorite cookies, single flavor boxes are available as well.

A variety box retails for \$7.95 and a single flavor box retails for \$3.00 at select retailers across the U.S. To offer Cookies & Corks in your store, visit www.cookiesandcorks.com. For more information, please contact Nancy Trent or Pamela Wadler at 212-966-0024.

Formaggio Cheese gets cozy with "Fine Wine and Cheese"

Formaggio knows how to do cozy. A couple of years ago, its award-winning Betta-Brie™ warmed winter nights. Now, in time for February, Formaggio follows that success with another "romance approved" tray line. "Fine Wine and Cheese" beautifully marries sliced white cheddar and jellied cabernet sauvignon. Délicieux!

gnon. Délicieux!

"We thought of our Fine Wine & Cheese line as a food product line, but the wine retailers see it as an extension of what they do too," said a surprised Anthony Mongiello, owner of the Formaggio Brand but better known as The Big Cheese, Pitchman for the

Food Industry™.

While it draws on one of the world's most enduring pairings, the product brings them together with a new convenience. Once again, The Big Cheese™ and Formaggio Brand have created a product that already has retailers asking, "how many can I have and by when?"

"Fine Wine and Cheese" is packaged similarly to Formaggio's well-received, innovative Contemporary Classics™ Mozzarella Caprese: a rigid, well-fitted card sleeve over a quality plastic tray with two pockets. While the

Mozzarella Caprese featured sliced fresh mozzarella in one pocket and sun-dried tomato and basil topping in the other, the Fine Wine & Cheese package has one pocket for the cheese slices and a smaller one for the wine jelly.

While Formaggio is currently planning to distribute the 24-oz. sizes of both Fine Wine & Cheese and Mozzarella Caprese, strong demand from retailers, club stores and wine chains alike has led them to develop 12-oz. versions as well. Manger et boire! For more information, visit www.formaggiocheese.com.

Mantova Spray Extra Virgin Olive Oil, now in flavors

At the Winter Fancy Food Show, Fine Italian Food presents a new concept in the olive oil industry: Mantova Spray Extra Virgin Olive Oil with garlic, truffle and chili.

There are other sprays in the market, which makes them all look alike. But in reality, this item is totally different from other sprays, both in its ingredients and its uses. Let's explain

how it works: this product uses a new Bag In Valve spray system. Inside the can is a bag that keeps its quality olive oil separate from compressed air, so there is no aerosol, water or any other ingredient mixed with the olive oil.

Another difference between Mantova Spray Extra Virgin Olive Oil and other sprays is that Mantova has only one key ingredient: Italian Extra Virgin Olive Oil.

Other sprays on the market have a mix of ingredients, including propellant, water and other artificial substances.

Mantova Spray Extra Virgin Olive Oil is not a "no-stick spray." It is a finishing, used wherever extra virgin olive oil is used: grilling, pasta, pizza, toasted bread, salad, meat, poultry and more.

Continued on Page 11



Mix It Up!

Please visit us at the Winter Fancy Food Show

Booth 1150

sales@stickyfingersbakeries.com

www.stickyfingersbakeries.com

1.800.458.5826

STICKY FINGERS
BAKERIES

Gourmet du Village: Great tastes combined with good design for 30 years

Gourmet du Village is a textbook case of how packaging powers the sales of specialty foods. An attractive box of dip mixes with botanical print style illustrates the all-natural ingredients, while a tear-off flap with additional recipes and serving suggestions emphasizes the versatility of each blend.

Packaging goes beyond the box too. According to founder and president Mike Tott,

the 30-year-old food company saw its biggest surge in sales when it launched its dip chillers (for keeping dips cold) and the second when it introduced its dip bakers, signifying the growing trend for hot melted options. The vibrant ceramics turn each dip mix into an irresistible hostess gift.

“Home entertaining has to be fun. Home-made is the greatest compliment you can

pay your guests, we make it easy to do,” Tott says. “We sell you the taste that makes the basics in your fridge or pantry taste wonderful.”

The company started with all-natural dip mixes, but baked brie has become a Gourmet du Village signature as well. The company’s Brie Toppings create the perfect appetizer, made by scoring a wheel of brie or Camembert then sprinkling the package’s contents on top before baking.

“The whole idea is to help consumers make something out of the ordinary for their family or guests,” Tott says. “Our job is to

make it easy for consumers to look good.”

Tott believes that hot dips, baked dips and baked brie are the growing trend.

“People are looking for a bit more satisfaction than dipping a celery stick in a cold dip,” he says. “They are asking for choices that are more like a meal, not just a dip with a cocktail.”

To see how Gourmet du Village can become a new favorite for your customers, visit booth #521 at the Fancy Food Show, call 800-668-2314, e-mail lindaz@gourmetduvillage.com, or visit www.gourmetduvillage.com.

The Invisible Chef: mixes with a chef’s promise in every box

The Invisible Chef (800-456-7115 or www.theinvisiblechef.com) has a chef’s promise in every box! The company prides itself on using only the finest all-natural ingredients in every mix it makes, so that customers know they are serving the very best to family and friends. Its flavor combinations include classic standbys everyone loves, as well as unique offerings for the sophisticated inner chef in all of us.

The Coffee & Tea Cake Collection includes Almond Crème, Apple Spice, Cherry Chocolate Chip, Chocolate Truffle, Chocolate Peanut Butter, Chocolate Chipotle Brownie, Hazelnut Chocolate, Lemon Poppy Seed, Maple Oat Walnut, Mocha Latte, Peaches & Crème and Vanilla Fig. The mixes are easy to make requiring just a few

staple ingredients—from the box, to the oven, to the table in minutes.

The Invisible Chef also offers an array of other delectable categories. The Bake-It-Quick Breads include their Brewer’s Choice Beer Bread, which is a top seller for the company. Close behind is their newest category, Savory Muffin Cakes. The Rosemary Raisin Pecan and the Bacon Cheddar Onion are quickly gaining popularity. The aroma alone of the Chef’s Savory Muffins is enough to dazzle family and friends.

The Bed & Breakfast Favorites collection of Pancake and Waffle mixes is inspired by some of the finest inns across the county. Flavors include Blueberry, Buttermilk, Chocolate Chip, and Maple Oat. While the

Continued on Page 12

Jelly Belly® Snapple™ Mix and Jelly Belly Chocolate Dips™ Collections expand with new packaging styles at booth 4105

Snapple and Jelly Belly have come together to create a delicious new line of jelly beans inspired by the “Snapple-icious” flavor of Snapple juice drinks. Jelly Belly is now packaging these fun, 100 percent naturally flavored jelly beans in 1.65-ounce Jelly Belly® Snapple™ Bottle. Filled with the Jelly Belly® Snapple Mix™ the bottles are a miniature replica of the classic Snapple Juice Drinks bottles we’ve grown come to love.

Bursting with the familiar and refreshing Snapple™ flavor, Jelly Belly® Snapple Mix™ was developed with natural ingredients, including real fruit juice, Snapple juice drink concentrates and purees. The pigment of these flavorful beans comes purely from

natural fruits and vegetables, including grapes, black currant, carrot and apple. Consumers are sure to snap up these clever Jelly Belly® Snapple™ Bottles as treats for the kids and as gifts to add to Easter baskets. The Jelly Belly® Snapple™ Mix is also available in the convenient 3.1-ounce bag and 4.5-ounce Flip Top Box.

Not to be “shown-up” by the new Jelly Belly Snapple™ Bottle packaging, the Jelly Belly Jelly Bean Chocolate Dips™ is now offering the Strawberry Chocolate Dips in the convenient 2.8-ounce size bag. Adding to the growing lineup for these bags, the Chocolate Dips collection has gained popularity since its

Continued on Page 11

FRATELLI MANTOVA
SINCE 1905

The Art and Tradition of Fine Italian Food

100% Italy

Distributed by:
FINE ITALIAN FOOD
Tel. (630) 904-0002 - Fax (630) 904-0044
www.fineitalianfood.com
info@fineitalianfood.com

Winter Fancy Food
SOUTH HALL BOOTH # 5409
San Francisco January 15 - 17 - 2012

The Chef's Promise. We pride ourselves on using all natural ingredients in our premium baking mixes, so you know you are serving the very best to your family & friends. Delicious & fresh-baked, we stir a little home-baked goodness in every mix we blend, offering flavor combinations that include classic standbys, as well as unique offerings for the sophisticated inner chef in all of us! Our mixes are easy to make, each takes a few staple ingredients...from the box, to the oven, to the table in just minutes.

THE INVISIBLE CHEF

800-456-7115
FAX: 330-880-4749

contactus@theinvisiblechef.com
www.theinvisiblechef.com

Visit our website for the complete line from The Chef.



VANNS SPICES Since 1948 GREAT SPICES. GREAT FLAVORS. GREAT MEALS.

Great meals start with great flavors. And great flavors is what Vanns Spices is all about.

All-natural and OU Certified, baking standards include Vanilla, Peppermint, Almond, and Lemon Extracts as well as the unique Black Walnut Flavor and Cinnamon Extract. With so many choices, there's something for every need.

THERE'S MORE. Vanns has earned a reputation for variety and excellence across all of its flavors and spices. From custom blends to private label collections, Vanns has everything you'll need to satisfy your most demanding customer.

A FLAVOR FOR EVERY OCCASION.

VISIT US AT NATURAL PRODUCTS EXPO WEST **BOOTH 5263**

 www.vannsspices.com
Phone: 800 583 1693
Fax: 410 944 3998

The J&M tradition continues

Family owned and operated J&M Foods is at the Winter Fancy Food Show with its great tasting line of gourmet treats, including delicious cheese straws, traditional cookies and tea cookies. In keeping with the 100-year-old family recipe that inspired the company's great tasting Original Cheese Straws, J&M Foods continues to introduce new products and intriguing flavors.

Colorful though refined, J&M's cartons and gift tins are perfect gifts for any occasion. Bright and eye-catching colors differentiate its flavors and add a sophisticated note to any basket. Multiple sizes are available to inspire gift baskets and shelf sets alike.

Long shelf life and gourmet flavors (Original, Asiago, Bleu Cheese, Jalapeno and

ultra-spicy Dave's Insanity) makes the Cheese Straws ideal for wine-based gift baskets, with the perfect upscale look to cross merchandise wine and beer. Baked to perfection from only the finest natural ingredients, the traditional cookie line comes in five flavors: Chocolate Chip, Chocolate Chip Pecan, White Chocolate Key Lime, White Chocolate Macadamia Nut and Triple Chocolate.

The team at J&M is committed to your satisfaction, maintain the highest standards of product quality and use only the finest all natural ingredients to create their award winning products. For more information contact J&M Foods at 800-264-2278, or visit www.jm-foods.com. At the Winter Fancy Food Show, visit us at booth #529.

Viola Imports, Inc.

Authentic Foods – Uncompromised Quality
Viola Imports is proud to present Caponi Handmade Pasta from Tuscany.

Two brothers, Andrea and Alessandro Tagliagambe, oversee the entire process of this delicately made pasta following age-old traditions. Caponi Pasta is carefully hand-crafted, using only the best durum wheat semolina, for its high protein content, and fresh eggs delivered daily. Each egg is still split by hand, and each stage of the production process is meticulously controlled by the individual worker.

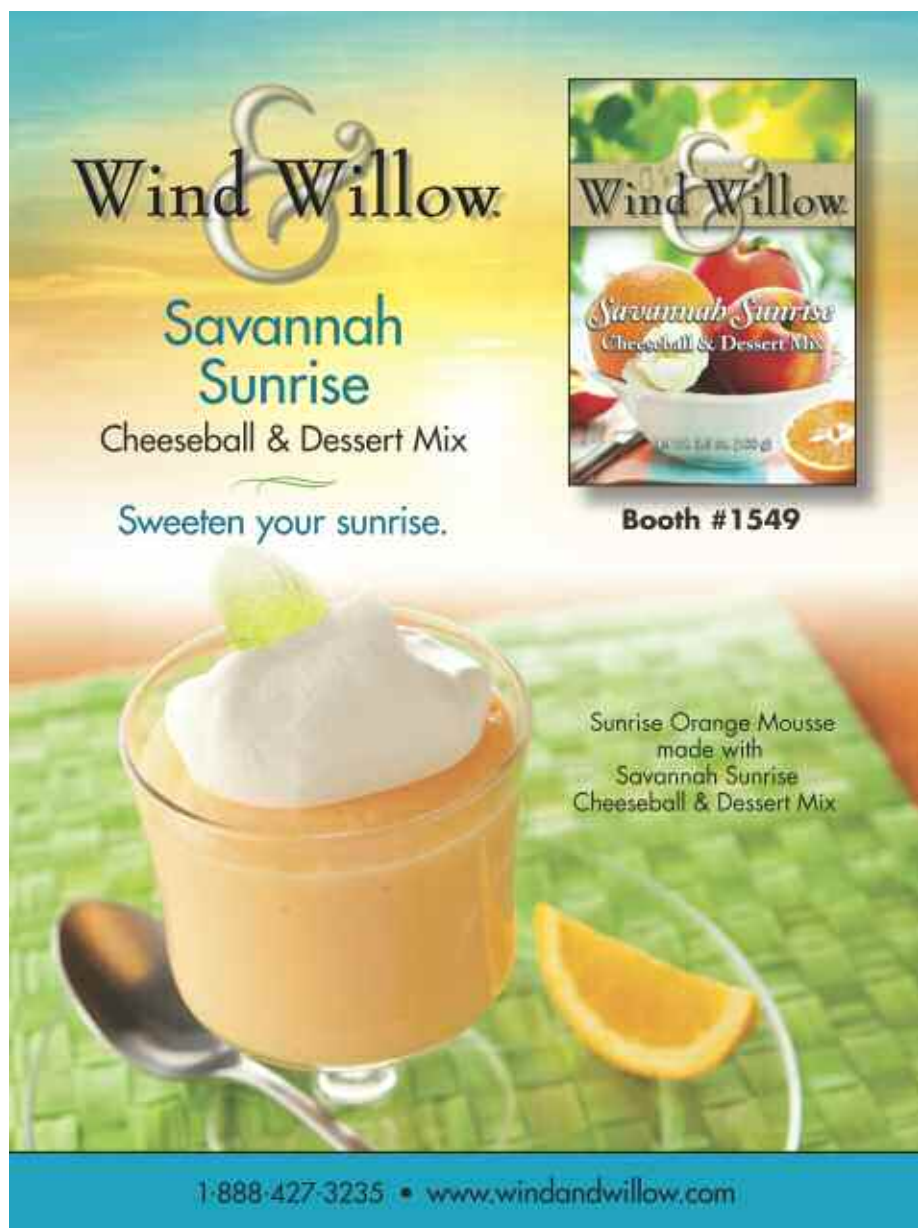
The drying method is a distinguishing characteristic of Caponi Pasta. The long drying time, 70 to 80 hours at room temperature, ensures that the organoleptic quality of the dough is not altered. The result is an egg pasta with a rich color, and a beautiful



smooth and velvety texture. With minimal cooking time required, the result is the exquisite flavor of freshly made egg pasta.

Caponi Pasta is for the gourmand who values good taste and Italian culinary traditions. Intended for a small niche market, production is limited to 200kg per day. Cuts available in 250-gram and 12-gram box: Pappardelle, Tagliatelle, Tagliolini, Taglierini and Spaghetti alla Chitarra. Now larger size of 500 gram available for foodservice.

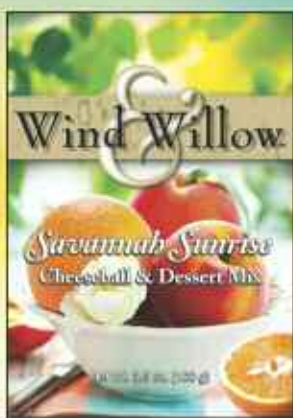
For more information about Viola Imports and our products, please visit www.violaimports.com, call 847-690-0790 and follow us on Facebook and Twitter (@violaimports).



Wind & Willow

Savannah Sunrise
Cheeseball & Dessert Mix

Sweeten your sunrise.

 **Booth #1549**

Sunrise Orange Mousse made with Savannah Sunrise Cheeseball & Dessert Mix

1-888-427-3235 • www.windandwillow.com

The Tao of Tea introduces 8 bottled varietal iced teas

The Tao of Tea®, one of nation's true pure-leaf specialty tea companies, has launched a line of bottled, ready-to-drink iced teas. The bottled teas are organic and unsweetened, freshly brewed in craft-style batches from full tea leaves at The Tao of Tea's own tea brewery in Portland, Oregon, without any added juices, powders, extracts or flavorings.

The iced tea line includes eight varieties: Darjeeling, Osmanthus Oolong, Lapsang Souchong (Pine Smoked Black), Tippy Assam, Gunpowder Mint, Oregon Berry Black, Lemon Myrtle (caffeine free) and Cape Town Rooibos (caffeine free). SRP \$3.49.

Unlike most tea companies using third party co-packers, The Tao of Tea brews all bottled products in-house at its micro-teabrewery built in 2010. The small team of passionate brewers crafts every batch from full-leaf teas through careful tending and extensive cuppings, to ensure freshness and a consistently high quality. Bottles are 11.5 fluid ounces and shelf stable. All drinks have zero sugar and zero calories. All varieties are currently available at select Whole Foods Market stores, Zupan's Market, New Sea-



sons, independent co-ops and other natural foods stores in the Pacific Northwest and California, and soon nationwide.

The Tao of Tea won the Best Packaging award at the 2011 North American Bottled Tea Championship. The Osmanthus Oolong and Darjeeling varieties were amongst the top three winners in the Ready-to-Drink category.

About The Tao of Tea: Founded by Veerinder S. Chawla in 1997, The Tao of Tea is one of the leading tea purveyors in the country promoting organic loose leaf teas, handcrafted teaware and organic, pure leaf bottled teas. All bottled varieties are USDA-certified organic and kosher certified. For more information, call 503-736-0198 or visit www.taooftea.com. At the Winter Fancy Food Show, visit us at booth #2437.

New Zealand Pacific Sea Salt: when the best healthy flavor is required

New Zealand Pacific Sea Salt has an outstanding sweet salt flavor that brings out the very best in your favorite dish. It does not have that bitter flavor found in highly-mineralized salt or in plain sodium chloride sea salt, which may contain free-flowing anti-caking agents, yellow dyes and even dextrose.

Pacific Sea Salt is harvested from the clean southern seas surrounding New Zealand. The difference is in the process. This sea salt is dried only by the sun and wind for 13 to 22 months, to retain the perfect balance of natural trace elements that help to produce the clean sweet flavor.

There are no additives in New Zealand Pacific Sea Salt, unlike other sea salts. Additives not only leave a bitter aftertaste but can also be dangerous to the body. The only ingredient in Pacific Sea Salt is clean, solar-dried sea salt.

All sea salt producers would use the same process if they had clean oceans to use. New Zealand is one of the only places left on the face of the Earth that enjoys clean seas. Because the ocean is so clean, Pacific Sea Salt also comes in a certified organic, fine/coarse 16-ounce shaker.

When good health and the best flavor are

desired, New Zealand Pacific Sea Salt outshines all others. Available in 26-ounce fine/coarse kosher shakers, 16 ounce fine/coarse organic or kosher shakers. For a fine burst of savory flavor, try our 7-ounce gourmet organic, kosher, light flaky and glistening sea salt shakers.

Pacific Resources also imports the finest all-natural New Zealand Honeys, including Bio Active and UMF Manuka Honey. Not only do these aid in digestion, they are also a good friend in the kitchen for that special barbecue sauce, marinade or glaze, or to sweeten your favorite hot beverage. Other New Zealand honeys include clover, multiflora, rewarewa, tawari and wild flora. See the newest family member, Manuka Honey Nuggets Candy with organic ingredients, at the Winter Fancy Food Show booth #1055. A gluten free, healthy, sweet treat for children of all ages.

New Zealand: a clean place for clean healthy food, when quality counts and taste is important.

For more information on great New Zealand Products please contact Pacific Resources at 805-684-0624, fax 805-684-8624, email info@pri-nz.com or on the web at www.shoppri.com.

Private Spring Water

Private Spring Water is the leading national supplier of premium quality, custom private-labeled bottled water in the U.S. Its vertically integrated services include an in-house label design team, advanced nine-color label printing press, bottling and distribution with a network of delivery trucks and freight partners with whom it has negotiated outstanding shipping rates. Private Spring Water offers the highest quality bottled water, guaranteed, and with your custom private label. This is why Private Spring Water has the best package available.

Private Spring Water has collaborated with the leading national suppliers of bottled water and beverages to create promotional products for some of North America's largest retail outlets. Having

such relationships allows Private Spring Water to offer customers comprehensive design services, a national distribution range, industry-leading quality assurance, national customer service and support, and the ability to pass along extremely competitive pricing points. Private Spring Water is the perfect choice for organizations looking for effective and affordable promotion with unmatched service.

Its national customer service offers support for all of its products. A single toll-free phone number ensures a Private Spring Water representative is ready to provide every customer prompt service solutions at every step of the way. Call toll-free from 8 a.m.-5 p.m. PST at 877-664-1500, or visit www.privatespringwater.com.

An overnight success (after 30 years)

When Sarabeth first decided to start making breakfast in her tiny retail bakery on a rough street in New York City back in 1981, in wandered Paul Doerfler, a small farmer from Quebec, Canada.

What brings you here?" Sarabeth inquired.

"Well, I was on my way back home after delivering some of my maple syrup downtown and I spotted your homey looking storefront," replied Paul. "I thought to myself, this looks like the kind of place that might use some really good maple syrup. Would you care to try some?"

Thirty years, nine restaurants and two cafés later, Sarabeth is still using the maple syrup from Doerfler's farm to accompany her outstanding pancakes, waffles and pas-



tries. For Sarabeth, that kind of loyalty is only earned if you are supplying the very best there is, 100 percent pure, grade A medium amber maple syrup. The flavor is outstanding, exceptionally delicate and not overly sweet.

A great, brand new addition to Sarabeth's award-winning product line, the 12-ounce bottle of

Sarabeth's Pure Maple Syrup is already flying off the shelves of Sarabeth's Restaurants and Cafés. It is now available wholesale, packed six per case, certified kosher. It's an overnight sensation!

To try it yourself, visit Sarabeth's Kitchen at booth #4312 of the Winter Fancy Food Show, call 718-589-2900 or 800-773-7378, or visit www.sarabeth.com.

TORTUGA
World's #1 Best Selling Caribbean Rum Cake

Free-standing Shipper Display

Choose 30 - 16oz rum cakes
or 60 - 4oz rum cakes

See Us at
Winter Fancy Food Show
Booth #4218

CONTACT US FOR FREE SAMPLES:
TORTUGA RUM CAKE COMPANY
Call Toll Free 877-486-7884 or 305-378-6668
sales@tortugaimports.com • www.tortugarumcakes.com

THE SPICE LAB
GOURMET SEA SALTS
TASTE THE WORLD OF SALT™

Retail Packaging Gift Collections

180 Gourmet Sea Salts, Peppercorns & More
See Us in **Booth # 761** Winter Fancy Food Show

From the Himalayan Mountains to the deepest point in Africa, from the far reaches of the Pacific Ocean to the Guérande region in France, The Spice Lab offers the largest array of specialty sea salts from around the world.

Available in 4 oz and 8 oz jars - 12 Jars to a Case
Ask about Custom Gift Collections - Private Labeling - Himalayan Salts

CONTACT | SALES@THESPICELAB.COM | 954.275.4478 | THESPICELAB.COM
850 NW 57TH CT | FT. LAUDERDALE | FLORIDA | 33309

Seattle Gourmet Foods: from a department store kitchen to brands and private label

Seattle Gourmet Foods was born out of a downtown Seattle department store candy kitchen in 1993. Since then the company has grown significantly through acquisitions and organic growth, entering many different categories across the Gourmet Food landscape including confections, breath mints, jams and jellies, honey, dry mixes and bakery.

Today, Seattle Gourmet Foods or "SGF," is the proud owner and manufacturer of the following brands: Dilettante, Merlino,

Myntz, Oral Fixation, Anna's Honey, Coy's Country, Buckeye Beans & Herbs, Maury Island Farm, Biringer's Farm Fresh and Quinn's Salsa. SGF is also a very large manufacturer of private label products, offering a wide range of flexibility and expertise to its customers through the development and manufacturing process.

For more information, visit booth #4505 at the Winter Fancy Food Show, call 800-800-9490 x 100, email sales@seattlegourmetfoods.com, or visit www.seattlegourmet.com.

Rabbit Creek brings new dips for spring 2012

This spring, Rabbit Creek Products invites you to welcome the changing of the season with a range of 47 different vegetable and fruit dips.

One such dip is "This Little Piggy Loves Garlic," a bacon and garlic explosion awaiting the occasion

to break free. This is not for the faint of heart. Yet if one loves bacon and garlic and has wondered what would happen if they were brought together in a gastronomic union of the truest bliss, the wait is over. Sales are still strong for all things bacon, so don't miss this chance to stock up on a



winner for spring.

If bacon and garlic aren't enough, Rabbit Creek's Guacamole/Salsa mix years for the warmer climes, turquoise waters, and sun that will be on your mind the instant it touches the tongue.

These are just two in the myriad of deliciousness offered to you from the folks at Rabbit Creek Products. There's sure to be one that will become a new favorite at your store. Visit us at booth #255 at the Winter Fancy Food Show, all 913-837-2757 or visit www.rabbitcreekgourmet.com.

Torn Ranch brings spring-themed treats to Winter Fancy Food Show

Nestled between San Francisco and the Napa Valley, Torn Ranch is a manufacturer of gourmet specialty foods. The company handcrafts the finest chocolates and baked goods, and use the famous dried fruits and nuts from California's lush, fertile valleys. For over 30 years, Torn Ranch has been providing only the best in premium quality foods and fine gifts.

Among the items Torn Ranch is showcasing at this year's show is its Easter Eggs. Made with the same signature dark, milk and white chocolate used for the company's hand rolled truffles, each solid chocolate egg is hand painted in one of five different colors, ensuring that no two eggs will ever be exactly alike. Once you have experienced the taste and craftsmanship of these items, they will forever join your other spring anticipations.

Available for a limited time, these elegant eggs are perfect for gourmet gift baskets, spring related events and retail sales. SRP:



\$6.50, nine-Count striped eggs in a rectangular acetate box, net weight 3.3 ounces.

Torn Ranch offers a diverse array of spring themed items for all of your gourmet needs. Contact them for a catalog and experience the Torn Ranch difference. Call 707-796-7800, info@tornranch.com or visit booth #645 at the Winter Fancy Food Show.

Norseland, Inc. introduces new Jarlsberg Original Cheese Dip

Norseland, Inc., owned by Tine S.A., is the exclusive importer, sales and marketing agent for Jarlsberg® Cheese in the United States. After many years of requests from consumers and retailers for a Jarlsberg cheese dip, Norseland is pleased to announce a new item to the popular dip category and the Jarlsberg® Cheese family—Jarlsberg® Original Cheese Dip.

The pursuit by consumers for better tasting dips which are high quality and fresh is on the rise. As a result of this consumer interest, a Jarlsberg cheese dip was introduced to the U.S. market in September 2011. The Jarlsberg Original Cheese Dip is an enhancement to the dip category, offering an upscale dip made with the #1 specialty cheese in the U.S market: Jarlsberg® Cheese.

The dip consists of Jarlsberg cheese shreds, mayonnaise and red onion.

Consumer feedback has been extremely positive to date. Distribution continues to increase nationwide, with interest spreading into Canada for 2012 product launch.

The dip is packaged in an 8-oz. microwavable cup, with eye catching graphics showcasing the infamous Jarlsberg logo. This all-around dip can be enjoyed cold with crackers, or tastes great heated and served with crusty breads or pita chips. It makes a great topping for the classic beef burger, a grilled steak or baked potato.

Be sure to visit the Winter Fancy Food Show booth #4705 to taste the dip that U.S. consumers are becoming obsessed with! For more information, visit www.jarlsbergusa.com.

The Tao of Tea

**ORGANIC.
UNSWEETENED.
PURE LEAF.**

Varietal Iced Teas

*Microbrewed & Bottled In-House.
Portland, Oregon.*

**Darjeeling.
Gunpowder Mint.
Osmanthus Oolong.
Tippy Assam.
Lapsang Souchong.
Oregon Berry Black.
Lemon Myrtle.
Cape Town Rooibos.**

Winter Fancy Food Show 2012
Booth #2437

www.taooftea.com
info@taooftea.com
503.736.0198

COOKIE ZEN

COOKIES & CORKS™

Sweet and savory cookies for wine pairing.

These cookies aren't only a perfect "10" with milk.

10

Nibble Sip Savor!

Zesty Lemon is a "10" with Champagne, Merlot, Sauvignon Blanc or milk! Our other 8 flavors have perfect matches too. See our retail and foodservice offerings...each a perfect "10" for your customer. Rate them yourself at Fancy Food Show Booth #723.

CookieZen LLC
PO Box 2519 Falls Church, VA, 22042
888-499-9677 / sales@cookiesandcorks.com
www.cookiesandcorks.com

Authentic Foods ~ Uncompromised Quality

viola

imports inc.

P.O. Box 185 • Elk Grove Village, IL 60009 • Tel 847.690.0790 • Fax 847.690.0798
www.violainports.com

Available at Sticky Fingers Bakeries: Irish Soda bread, English scones, decadent brownies & more

With Sticky Fingers Bakeries you can indulge in delicious baked goods without any of the hassle of making them from scratch. Enjoy the same great taste of homemade treats like lemon scones or wild blueberry muffins with Sticky Fingers' premium bakery mixes—ready to eat with only a few minutes of preparation!

It can be hard to find the time to bake from scratch during a hectic schedule. Sticky Fingers Bakeries makes it easy for even the busiest customer to experience the great tastes and aromas of homemade baking without requiring a major time investment. It provides buyers with bakery mixes that are carefully crafted in small batches by cooking experts, a process that results in your enjoyment of exceptional, handmade taste in a quick and easy fashion. Sticky Fingers uses only the highest-quality ingredients in its product selections and more, creating mixes with natural fruits, vegetables, spices, herbs and canola oil. This leads to the healthiest products, free of trans-fats, high fructose corn syrups, saturated fats or any artificial colors, flavors or preservatives. Sticky Fingers wants to delight its customers with food that is not only true to the homemade taste but also is just as natural and healthy as anything homemade.



A wide range of items makes Sticky Fingers Bakeries a great choice for the tastes of any customer. The company's expert bakers work hard to bring great new recipes to its catalog, accompanying traditional favorites with fresh new flavors. Its English scone mixes are just one tasty example. Sticky Fingers Bakeries spices up the classic treat with a variety of

exciting flavors: apple cinnamon, pumpkin spice, cocoa-chocolate chip, wild blueberry, lemon scones (such as lemon ginger and lemon poppy seed) and much, much more. These twists on standard recipes are also accompanied by premium bakery mixes for decadent brownies, a wide range of muffins, Irish Soda bread and special holiday items.

You can buy great sides for your baked goods at Sticky Fingers as well! The company's range of English curds, Fruit Butters, Pepper Jellies and Northwest Jams make a delicious accompaniment for its English Scones and premium Irish Soda Bread. They are all prepared with the same dedication to quality as found in Sticky Fingers' bakery mixes.

For more information, visit www.stickyfingersbakeries.com, call 800-458-5826, or best of all, stop by booth #1150 at the Winter Fancy Food Show.

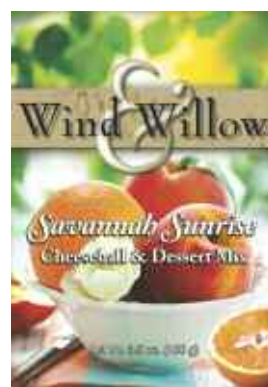
Spring comes early with fruit-inspired mixes from Wind & Willow

At the Winter Fancy Food Show, Wind & Willow's top-selling products will be joined by a new entrant for spring: Savannah Sunrise Cheeseball & Dessert Mix.

This new cheeseball combines the fresh juicy tastes of peach and orange. Savannah Sunrise mix can be made into the classic cheeseball recipe, or any number of delicious and easy alternate recipes. Use it to make smoothies, Georgia Peach Tarts, French Toast, or a delicious Sunrise Breakfast Danish.

Wind & Willow mixes are the perfect items to celebrate spring events or parties. Stock your shelves with fruit-inspired mixes like Lemon Cheesecake, Key Lime Pie, Strawberry & Cream, White Chocolate Cherry, Pear & Pomegranate and the colorful Triple Berry Twist cheeseball mixes.

Wind & Willow also offers a huge variety



of savory mixes in its Cheeseball & Appetizer, cold dip, salsa, and its fastest growing category; Hot Dip lines. Popular flavors include Smokehouse Bacon & Cheddar, Old Santa Fe, Southwest Queso, Asiago & Roasted Garlic and many other savory offerings.

The goal of Wind & Willow is to bring friends and family together through food. Wind & Willow continues to be the industry leader when it comes to developing new and exciting products and flavors. With the simplicity of its recipes and the decadent results it produces, Wind & Willow mixes are a must for any kitchen pantry.

For more information on these and other products from Wind & Willow, contact your local rep, call them at 888-427-3235, or visit the website at www.windandwillow.com.

EMILY'S CHOCOLATES (Con't. from p. 3)

products are whole fruit and nuts, no pectins, just pure fruit and nuts, the way nature intended," says Amy Paulose, the company's Marketing Director.

With the positive feedback received from customers, Emily's Chocolates is making a push into retailers across the U.S. and interna-

tionally, through the introduction of its shipper program and trial packs. The retail standup bags typically sell for \$3.99 to \$4.99. Smaller 1-ounce trial packs retail for \$1.29 to \$1.49.


For more information about AMES International Inc., please go online at www.emilyschocolates.com or email questions@emilyschocolates.com. To reach us by phone, please call 888-469-2637.

THE GOLD STANDARD FOR AGED GOUDA

Old Amsterdam is a premium Aged Gouda with an irresistible smooth, rich and robust taste. It is perfect on a cheese board paired with seasonal fruits, crackers and slices of rustic bread.

'Best of Class' in the Aged Gouda category at 2010 Wisconsin World Championship Cheese Contest.



Visit our booth at Norsland Inc. # 4705 in South hall
www.oldamsterdam.com • Join us on facebook 

Old Amsterdam
Premium Aged Gouda. Irresistible Taste.

Booth #724

Goodness
From
Inside
Out™

All Natural Aloo Vera Juice & Pulp.
Cut Straight From The Leaf.



ALOdink.com info@alodrink.com

Inside every new bottle of ALO is free music mixed for each flavor.

Sierra Soups: a hearty, healthy taste of home

Customers want to eat healthy, but they also have budgets to watch. As a retailer, how can you keep your customers coming back?

One way is with Sierra Soups: vegetarian, vegan, gluten-free mixes, complete with vegetables and spices in every package. These treasured Sorrenti family recipes are hearty and large enough to serve the whole family

as a complete meal, and even have leftovers. (Trust an Italian mama to feed a big family right!)

Sierra Soups offers eight different mixes, all delicious, inexpensive and easy to prepare. The most difficult step is to sauté an onion, and sometimes not even that. With the current bestseller, Fresno Fog Split Pea, cus-

tomers need only add boiling water and cook for one hour. French Style Five-Bean Soup is great with chicken added, while Mama Sorrenti's Minestrone is good with Italian sausage. Directions for all these alternative serving methods are on the label, making them ideal in gift baskets or to cross-merchandise near meat and deli counters.

All eight flavors are equally delicious cooked vegetarian, as the spice packet included is already complex enough to provide

excellent flavor. Fast gaining popularity is Italian Lentil Soup, made with the small Padina lentils. It cooks quickly and tastes fabulous. Sierra's Country Vegetable mix was created without dehydrated vegetables to include fresh greens from the refrigerator. It also makes a perfect turkey carcass soup mix.

From the Sorrenti family to you, "Buon Appetito!" Contact Sierra Soups at 800-397-6887, or visit www.sierrasoups.com.

ALO Drink introduces new flavor, packaging and QR-Code Promotion

ALO Drink, the makers of the number-one ready-to-drink aloe vera beverage in the U.S. natural market, is introducing a new flavor called ALO Escape™, new Coco Exposed packaging, and ALOtones™—free music inside every bottle.

"We're keeping up our brand's momentum and helping ALO drinkers feel good from the inside out. We've added free music inside all of our new ALO drinks. Every bottle lets

consumers unlock and share their flavor's track. We call these tracks ALOtones, matching the 'tones of flavor' found inside of our drinks. We're very excited about this new concept and hope our consumers will be too," says Henry Chen, President, ALO Drink.

The new ALO original flavor, ALO Escape, inspired by Hawaii, features an exotic mix of pineapple, guava, seabuckthorn berry, and a free ALOtone track. The new packag-

ing for Coco Exposed coconut water and aloe vera drinks will also have ALOtones inside.

"ALOtones deliver on our brand's promise of Goodness From Inside Out™ and add value to every bottle. They're also a tremendous boost for our brand – engaging our drinkers in a memorable way," says Brian Choi, SVP Sales, ALO Drink. ALO Drink blends are made with real aloe vera pulp and juice straight from the leaf. ALO's all-natural beverages are available in both mainstream and natural markets in the U.S. and Canada.

ALO Drink, a division of SPI West Port, was established in 2009. Already the num-

ber-one ready-to-drink aloe vera beverage in the U.S. natural market, it is among the top 10 in the functional drink category. ALO was awarded the 2010 BevStar Bronze Award in the Functional/New Age drink category by Beverage World magazine and a Silver Finalist for Best Cold Beverage at the 2010 soft™ Awards from the National Association for the Specialty Food Trade and the 2011 InterBev Beverage Innovation Award for Best Natural Functional Drink.

For more information about ALO Drink, please visit booth #724 at the Winter Fancy Food Show, email us at info@alodrink.com, or visit www.alodrink.com.

The Peanut Shop of Williamsburg reflects food and nut trends

The continuing trend in flavor profiles, towards spiced and seasoned products in specialty foods, has led The Peanut Shop of Williamsburg to develop these savory creative blends to enhance its signature Hand-cooked Virginia Peanut. Already the largest kernel size of all peanut types grown in the U.S.–



–Super Extra Large—these nuts are truly the "cream of the crop" when compared to the strict standards of this grade. Less than 3 percent of all Virginia Peanuts grown meet these standards.

After selecting the finest peanuts available and carefully handcooking in golden peanut

oil, these nuts are ready for the seasoning. From a simple dusting with natural sea salt to a fiery seasoning with Habanero Chile Peppers, there is a peanut in between to entice any flavor palette. The milder seasonings and spices include Sea Salt, Sea Salt & Cracked Pepper, Smokehouse Bacon & Cheddar, Honey Mustard, Chesapeake Bay Style, and the New Dill Pickle and New Salt & Vinegar. Spicier seasonings include Hot Southern Jalapeno, New Orleans Style, Hot Wasabi and New Habanero Chile Pepper. The spiraling growth of seasoned snacks is evident in the gourmet chips category, and The Peanut Shop is taking this one step further,

looking forward to spot the trends that complement its unique nuts.

For almost four decades, The Peanut Shop of Williamsburg has been promoting the simple goodness and healthfulness of its home-style peanuts. Every batch is visually inspected, taste tested, and held to its gold standard of perfection. Customer satisfaction is guaranteed. Innovation, quality, consistency, service... just a few of the reasons this icon brand has become the standard by which all fine peanuts are judged.

Find them at 800-831-1828, online at www.thepeanutshop.com, and at booth #977 of the Winter Fancy Food Show.

From simmer sauces to snacks, Stonewall Kitchen introduces several new categories and flavors for 2012

Stonewall Kitchen's new products for 2012 were developed with the same attention to detail and high-quality ingredients that has made this Maine-based company one of the country's most awarded specialty food makers for more than 20 years.

A new line of Aiolis includes exciting flavors such as Habanero Mango, Horseradish, Lemon Herb, Roasted Garlic and Smokey Barbecue. Stonewall Kitchen is also intro-

ducing a traditional Down East Tartar Sauce to complement seafood.

For home-cooked meals prepared in minutes, Stonewall Kitchen is introducing a collection of savory simmering sauces, including Buffalo Wing, Cacciatore, Coconut Curry, Coq Au Vin, Pulled Pork and Sloppy Joe.

Two marmalades are also being introduced, Blueberry Orange Marmalade and a reintro-

duction of the popular Pink Grapefruit Marmalade, each full of bright citrus flavor. Wild Maine Blueberry Chutney, Hot Pepper Peach Jam and Maine Blueberry Dressing are also new to the line. Spiced Orange Marmalade and Sweet & Sour add to the collection of glazes.

Stonewall Kitchen is also expanding the snack category with six pub mixes—from Nuts & Fruit Trail Mix to the Ultimate Pub Mix; three new cheese sticks, including Aged Parmesan, Cheddar & Asiago and Garlic Herb Romano; and a lively Guacamole Spice Mix. A real exciting addition to the snack category is the all-natural, handmade Blue Tortilla, Yellow Tortilla,



Chili & Lime Tortilla Chips.

A fun pizza story is now available with the introduction of a Traditional Pizza Crust, Gluten Free Herbed Pizza Crust Mix and a Classic Pizza Sauce, great for making authentic tasting pizzas at home.

Lastly, delicious additions to the baking mix line include Toasted Coconut Scones, Triple Chocolate Scones, Cinnamon Caramel Monkey Bread, Vanilla Bean Cheesecake Bars, Vanilla Cream Puffs, Gluten Free Cinnamon Sugar Doughnuts and an Ebelskiver Mix. Those Mainers have been busy! For more information, simply visit www.stonewallkitchen.com.

Unique flavor profiles set Terrapin Ridge apart

Terrapin Ridge Farms launches nine new items at Winter Fancy Food Show

There are many established brands and top selling items in the specialty food category. Creating unique new items which enhance the retailers' assortment is how Terrapin Ridge Farms has set itself apart.

"This gives the retailer the ability to keep their assortment fresh with new choices. In doing this, many of our items have become top sellers as well," says Mary O'Donnell, CEO of Terrapin Ridge Farms. "Our Bleu

Cheese Sauce is a perfect example of this strategy working," O'Donnell continues. "It is a unique product that has become a best-selling item for many of our customers."

Here are some of the new items Terrapin Ridge Farms will be launching at the Winter Fancy Food Show:

Strawberry & Fig Jam – Fig and strawberry complement each other in this delicious jam. A touch of orange zest has been added giving this jam a complex flavor Great as a cheese topper on brie. Terrific used as a finishing sauce for pork. Item 9045 9-ounce

jar, six-pack case \$3.90 wholesale.

Cilantro Lime Dip – cilantro lime salsa is blended with creamy ranch, bringing about a lively dip perfect with tortilla chips. Dollop on nachos or quesadillas to add vibrant flavor. Item 9050 9-ounce jar, six-pack case, \$3.50 wholesale.

Moroccan Date Sauce – a perfect union of Moroccan spices and sweet dates create a rich sauce ideal as a finishing sauce for pork or chicken. Item 9051 six-pack case, \$3.95 wholesale.

Cilantro Ranch Dressing – cilantro and lime gives ranch dressing robust flavor. This dressing will brighten up your southwest salad. Season chicken breasts by brushing on this dressing before baking. Terrific as a top-

per for quesadillas or nachos. Item 9046, six-pack case, \$3.50 wholesale.

Strawberry Cheesecake Dessert Topping – this delicious dessert topping tastes just like strawberry cheesecake in a jar. Incredible as a dip with graham cracker sticks or vanilla wafers. Item 9049, 12 pack case, \$3.75 wholesale.

These new items can be seen at Winter Fancy Food in San Francisco, at booth #753, and at the Atlanta Gift Show, AmericasMart Building 2W-882. For more information about the company or to request photographs, please contact Mary O'Donnell at 727-442-3663, mary@terrapinridge.com, or visit www.terrapinridge.com.

Tortuga Caribbean Rum Cakes, chocolate confections and more

The Tortuga Rum Cake Company brings you an authentic taste of the Caribbean.

Imported Tortuga rum cakes are baked in the Cayman Islands, Barbados, Jamaica and the Bahamas from a generations-old island family secret recipe. Made with the finest ingredients and special oak-barrel-aged Tortuga gold rum, each cake is hand glazed and vacuum sealed, locking in the delicious freshness. The cakes have a shelf life of up to nine months, or indefinitely if refrigerated or frozen.

The company's latest chocolate rum treat adds a gourmet tropical twist to a classic

confection—Tortuga Chocolate Rum Turtles with Sea Salt. Rich, premium milk chocolate coats rum caramel pecan patties, topped with a sprinkling of sea salt. This sophisticated combination of tastes and textures creates a perfect blend of sweet, creamy and complex flavors. The elegant, foil trimmed and embossed box includes 12 hand-crafted chocolates (7.5 ounces). SRP \$14.99.

Tortuga's other chocolate rum products include rum fudge and truffles. Other products include a full line of hot and savory Caribbean sauces, rum-flavored coffees, conch chowder and more.

Tortuga shipper displays maximize space and boost sales. The new 4-ounce Rum Cake Shipper Display is a free standing, sturdy cardboard floor display that holds 60 4-ounce original golden rum cakes or assorted flavors. A shipper display for 16-ounce cakes also is available.

Understanding the adage "when they try it, they will buy it" from the thousands of tourists that visit Tortuga shops in the Cayman Islands, the company offers sheet cakes to help retailers facilitate their own sampling programs. Colorful yellow and red eco-friendly cloth totes are also available for retail promotions.

For more information, call 305-378-6668 or 877-486-7884 or email sales@tortugaimports.com. At the Winter Fancy Food Show, we are at booth # 4218, South Hall.

Handmade cookies from Hannah's Delights



Our delicious, melt-in-your-mouth handmade Dream Cookies are available in delectable holiday flavors, including Peppermint and Snowball. Stop by at the Fancy Food Show and taste some for yourself at booth 2402! For more information, call 206-903-0500 or email sales@madronafoods.com.

Vanns introduces new lineup of all-natural flavors and extracts

An encyclopedic range of spices, spice blends and flavors gets even larger

Culinary trends indicate that consumers are looking for new and distinctive flavor experiences. Satisfying this culinary objective is exactly what happens at Vanns Spices—most recently with the launch of its all-natural and OU certified line of flavors and extracts.

"Flavors and extracts are nothing new to the culinary world," says Mick Whitlock, President of Vanns Spices.

"That being said, we recognized a need for better performing and a wider selection of products." Whitlock continues. "We also

wanted to better support and cater to our loyal customers who have come to rely on Vanns for the most flavorful and best performing spices and spice blends."

Vanns now offers a lineup of all-natural flavors and extracts that deliver significant flavor sensations. This new line includes baking standards such as Vanilla, Almond, Peppermint and Lemon Extracts as well as a number of more unique items including Chocolate Flavor, Cherry Flavor, Black Walnut Flavor and Cinnamon Extract. With so many choices, there's something for every culinary need.

All of its flavors and extracts are distinc-

tively labeled with illustrations of the fruit or flavor source, allowing customers to quickly identify the product and, at the same time, taste with their eyes.

Founded in 1981, Vanns enjoys a reputation as the go-to resource for the absolute best in spices, spice blends, all-natural flavors and extracts and product innovation.

"Our reputation for quality, variety and reliability is something we've worked hard to achieve," says Whitlock. "We are constantly researching, innovating and working closely with our clients and suppliers to ensure the best possible outcomes."

For more information regarding Vanns' all-natural flavors and extracts, or any of its spices and spice blends, visit the Winter Fancy Food Show, booth #578. Alternatively, you can visit www.vannsspices.com or call 800-583-1693.

RUBSCHLAGER (Con't. from p. 3)

Best-known for their famous cocktail breads, available in four varieties, Rubschlager also produces a quality line of European-style breads in shapes known as Squares and Rye-Olas. The Squares, dense and fairly smooth in texture, are available in seven varieties. The Rye-Olas are a group of four breads (including the new Flax Bread) made with 100 percent chopped, whole rye, in a style usually produced only in Northern Europe. Additionally, the company produces dinner and sandwich rolls, Toasted Mini Chips, giant (ten-pound) loaves, sandwich breads, and a group of half-loaf cocktail breads in controlled atmosphere packaging for use in the gift basket trade. Rubschlager breads are usually sold in the deli section of supermarkets and specialty stores. Distribution is generally by deli and specialty distributors.

For further product information contact Sales@RubschlagerBaking.com, visit www.RubschlagerBaking.com or contact them by phone at 773-826-1245. Rubschlager can be found at booth #972 at the Winter Fancy Food Show in San Francisco.

MANTOVA (Con't. from p. 4)

Here are some advantages of this product:

- All-natural key ingredient: 100 percent extra virgin olive oil
- Spreads better in dishes
- More taste when you use Mantova brand
- Use less oil than when you use a bottle of oil
- As oil is not in contact with light, the oil stays fresh

For more information, call 630-904-0002, email info@fineitalianfood.com or visit www.fineitalianfood.com. At the Winter Fancy Food Show, visit us at booth #5409.

JELLY BELLY (Con't. from p. 5)

debut last year. A great alternative to chocolate-dipped strawberries, the Strawberry Chocolate Dips are easily stored and shelved with other Chocolate Dips flavors such as Mint, Orange, Coconut and Very Cherry already available in this size. The Strawberry Chocolate Dips is the perfectly-sized snack and will be a hit among consumers.

Taste these delicious Jelly Belly bean lines at our booth #4105 at the Winter Fancy Food Show. Or call our customer service line for orders of these new products at 800-323-9380.

Slap Ya Mama is back...with gifts!

by Joseph W. Walker

With the holiday season finally winding down, we have to reflect on the results of our newest addition: Slap Ya Mama Gift Packs. As we cruised through Thanksgiving and Christmas, orders for our gift packs started flying like hot cakes. Making it very easy for someone to place an order and ship it to whomever they wish while including their own personal note inside was the recipe for a quick and easy way to send a unique gift to loved ones. In three different sizes, "The Traveller's Slap Pack" (small), "The Essential Slap Pack" (medium) and "The Everything Slap Pack" (large), Slap Ya Mama Gift

Packs are filled with a variety of absolutely authentic Cajun products. They are shipped in a decorative box with a color label of what each set consists of, making a perfect presentation at your lucky recipient's doorstep.

This day and age, we know that most people have family members, friends and business partners scattered across the nation and even the globe. At Slap Ya Mama, we try to make things a tad bit simpler. Your customers can place their order online or by phone and have gift sets sent to numerous addresses, each with their own unique note. We gladly fulfill all orders and ship them out to a friend, family member, business partner, lover or even crazy in-laws. If you're not real

crazy about shipping gifts, you can always have it delivered to yourself and hand-deliver it in whichever interesting and memorable manner you choose.

All in all, it's a uniquely packed set that's sure to deliver great taste and a "Slap" in the mouth, resulting in another amazingly delicious meal! Now, that is something everyone should be allowed to take advantage of, because...well, bland is just boring.

For more information about our new Slap Ya Mama Gift Packs, check us out online at www.slapyamama.com or stop by our booth at the NASFT Winter Fancy Food Show 2012. The gift packs also make a great addition to any gourmet or grocery store. We can be found at booth #240 in the North Hall. Have a great day and we hope to see you soon!

Five legendary European products join forces in U.S. promotions initiative

Five authentic PDO products from Europe—Prosciutto di Parma, Parmigiano Reggiano, Prosciutto di San Daniele, Grana Padano and Montasio—have obtained special funding from the European Union to partner and execute a three-year campaign in the U.S. to increase awareness and drive sales. Titled "Legends from Europe," the campaign celebrates the legendary quality, tradition and taste of these five world-renowned products.

While the five products embody charac-

teristics unique to each, they share much in common. All are regional specialties of exceptional quality, 100 percent natural, long-aged and produced using the same techniques local artisans have used for centuries. In addition, each product has the coveted PDO (Protected Designation of Origin) certification from the European Union. The PDO seal on product labels guarantees the authenticity of these high-quality foods, made in traditional ways and in strictly defined geographic regions.

The campaign features in-store promotions with tastings, targeted advertising in retail and foodservice trade publications, deli and chef training workshops, as well as direct outreach to consumers. The five PDO products will also be showcased under the "Legends from Europe" banner at the Moscone Center, booths #3929-3937 and #4030-4032, at the Winter Fancy Food Show in San Francisco, January 15-17.

In addition to European Union funding, the Italian government and the trade consortiums of each of the products have contributed funds to this campaign. For more information, visit www.legendsfromeurope.com.

Wolfgang's Bavarian Pretzels: pretzels and desserts, authentic from Munich

by Wolfgang Hocke

Capitalize on the German food trend with the original Munich Oktoberfest Pretzel, now available in the U.S. The Bavarian Pretzel recipe is over 1,000 years old, with a rich flavor and taste that cannot be duplicated. Our pretzels are made from the finest natural

ingredients—chemical-free Munich water—a secret assortment of gourmet spices. They come in three sizes: regular 3-oz; king size 5-oz; and giant 10-oz. We also offer a Hoagie (4 oz.) from the same dough, and the Party Mix (1.6-oz. versions of the Mini Hoagie, Mini Bun and Mini Knot).

Our Bavarian fare would not be com-



plete without desserts. Our Apple Strudel is not a single burrito-like roll; it is multilayers of pastry dough with rich apple filling. Our Apple Rings are coated in a featherlight eggwhite batter, delicious as a snack but also an eye-catching base for your original desserts. Both are made only with tart, cold-weather apples from Bavaria. Plus of course Original German Potato Pancakes, which are exclusive

to us. Enjoy them topped with jam, as a side dish with applesauce—particularly love them with shrimp! All of these add a European touch to your prepared foods case or your coffee bar.

All our specialties are fully baked in Munich and require no additional baking. Enjoy! For more information on APEX Imports, visit www.wolfgangspretzels.com or call 209-295-4664. Plus of course, visit our booth #5406 at the Winter Fancy Food Show and taste the difference that Munich-baked can make.

Welcome to the House of Caviar and Fine Foods

A symbol of distinction and perfection since 1984, House of Caviar and Fine Foods—with offices in the USA and Europe—is a specialized importer/exporter and distributor of caviars such as River Beluga/Kaluga, Royal Imperial, Imperial Ossetra, Crown Russian Ossetra, Royal Siberian, White Sturgeon, and much more. Our experts select, prepare, and pack a wide range of sophisticated, fine food products

under the control of CITES, FDA, and HACCP.

Traditionally the finest and most famous caviar were produced by Iran, Russia, and all other countries surrounding the Caspian Sea basin. Since 2010, all of these countries decided to stop production of wild caviar. As a result, aqua farm caviar is now the principal source of caviar. Experts and specialists travel around the world in search of the best

environmentally-friendly aqua farms producing the finest caviar. Actually, you can find at the House of Caviar and Fine Foods the finest and freshest caviar.

Along with more than 20 different assortments of caviar, they also offer the most delicate, fine, and specialty foods such as smoked fish, gourmet seafood, foie gras, truffles, wild mushrooms, fine spices, honey and many other gastronomic products.

Their specialists continuously travel



around the world to select and bring the best caviar and fine food to your table. They are proud and honored to supply the most famous, high-end chefs from around the world.

They are devoted and dedicated to serving you. Customer satisfaction is their principal goal. They are fully committed to their outstanding quality and look forward to being of service. For more information, visit www.houseofcaviarandfinefoods.com.

Marley Coffee stirs it up with new 8-oz. Organic Ground Collection

Marley Coffee, a sustainably grown, ethically farmed and artisan roasted coffee, continues its expansion with the introduction of Marley Coffee Organic Ground. Marley Coffee Organic Ground, packed in 8-oz. bags featuring the iconic Marley Lion and image of Rohan Marley, chairman of Marley Coffee, is available in an array of delicious expressions: Mystic Morning, Lively Up! Espresso, One Love Ethiopia Yirgacheffe, Simmer Down Swiss Water Decaf, Buffalo Soldier and the company's new, lightly roasted breakfast blend,

Get Up, Stand Up.

The Marley Coffee Organic Ground line is certified USDA organic with a suggested retail price of \$9.99. All Marley Coffee products live up to the Rastafari standards of ITAL, standing for all things Pure, True and Vital, which insists that all products are sustainably grown, ethically farmed and artisan roasted.

"We are thrilled to introduce such a unique and high quality product to the marketplace," said Rohan Marley. "We hope these products and price point make it easy for consumers and

retailers to choose organic, sustainable products that create the most perfect cup of coffee while adhering to the philosophy of ITAL."

"There's a tremendous opportunity for the ground market and we're off to a great start with Marley Coffee Organic Ground," said Brent Toevs, CEO of Marley Coffee. "We look forward to more customers joining our movement."

Marley Coffee continues to carry its premium assortment of 12-oz. whole bean coffee as well as single-serve pods for home and office, which were introduced last year.



A portion of every sale of Marley Coffee supports the Kicks for Cause Foundation. Started by Marley Coffee, Kicks for Cause aims to build

playable soccer fields and soccer camps for children of coffee-producing communities in Jamaica. Retailers are encouraged to participate in Marley Coffee's 2012 Giving Campaign, which will include promotions that will focus on supporting Kicks for Cause at an even higher level. Interested retailers can email sales@marleycoffee.com or call 323-556-0746. Learn more at www.marleycoffee.com.

Almond goodness from Nunes Farms

Nunes Farms, a family-owned and operated farm at the base of the coastal range in California's fertile Central Valley, is still going strong after more than 25 years of selling direct to retailers.



monds are always a top seller at the Winter Fancy Food Show. Oven roasting brings out a pleasant crunch, light salting enhances flavor, and you taste the superior quality

of the almonds in every bite.

Nunes Farms offers a unique variety of packaged as well as bulk almonds, pistachios, mixed nuts and almond candies. The sea-

soned varieties are lightly coated. Premium chocolate, farm-fresh cream and butter and pure cane sugar are used for Almond Caramel Chews, Chocolate Dipped Almond Chews and Chocolate Truffle Almonds, to name a few. Packages starts with single-serving snack sizes, working up to gift boxes and tins.

Almonds are harvested in late summer and early fall. Almonds contain a high percentage of delicate oils (the good alpha-tocopherol, vitamin E type) which must be treated properly or its shelf life deteriorates quickly. Since freshness is a high priority, Nunes Farms roasts its nuts only as needed, storing the raw

nuts in cold storage with low humidity, the optimal situation.

This company takes charge of its product from the ground to the customer. It farms, roasts, seasons, packages and ships, proudly offering the best with every order. The company has maintained its place among customers by offering consistently fresh, high quality products and friendly, professional yet personal service.

Nunes Farms maintains a distinctive quality all its own. Whether choosing almonds for snacking, cooking or gift giving, with Nunes you are getting the best, fresh from the source.

The Spice Lab offers more than 180 gourmet sea salts, pepper, peppercorns and more

The "World of Salt" keeps expanding at The Spice Lab. The company now offers over 180 different salts from around the globe, the largest selection of gourmet sea salts from a single source. Some of the rare new additions include Kalahari Desert Salt from South Africa, Red Sea Salt from Eritrea, Indian Black Pharaoh Salt Flakes and Sierra

Nevada Spring Salt from Spain.

Pepper, peppercorns and pepper spice blends also have been added to the product line. From Chinese Szechuan Pepper (red and green) and Australian Tasmanian Mountain Pepper to King Pepper, a seven-peppercorn mix and Green Mamba, a spicy blend from Germany—new tastes, flavors

and aromas abound. All of the salts and peppers are available in 4-ounce and 8-ounce jars, 12 per case.

The Spice Lab's 34 different Gourmet Seas Salt Collections were a huge holiday hit and an ideal year-round gift item. These salt sampler sets include five, six or 11 test tubes, each filled with a different exotic salt and attractively displayed in a handcrafted wooden base made from recycled lumber. The Pyrex test tubes with all-natural cork stopper each contain from .6 to 1.3-ounces of salt, depending on its density, with most having

over 1 ounce of sea salt. A reference card offers suggestions on which salts go with which dishes and a bamboo salt spoon also is included. The sampling selections retail from \$24.95 to \$59.95.

Other offerings include salt plates, stones and lamps, salt cellars, spoons, jars and bath salts. Spice up your 2012 sales with The Spice Lab.

For more information, call 954-275-4478 or email sales@TheSpiceLab.com. At the Winter Fancy Food Show, visit booth #761, North Hall.

THE INVISIBLE CHEF (Con't. from p. 5)

coffee is brewing and the bacon is sizzling,

just add a few ingredients and breakfast is ready to serve.

Rounding out The Invisible Chef's line up

are Sweet Muffin Cakes and Cookie Jar Classics. With so many categories and flavors to choose from, customers are sure to find a fa-

vorite. To learn more about setting up a wholesale account, email contactus@theinvisiblechef.com or call 800-456-7115.