

Bite Size Info for the Produce Industry

The SNIACK

3rd Edition Fall 2013

- Loblaws®
Maple Leaf Gardens®
- Sendik's Markets
Milwaukee
- Why Words Matter
- Dan'l Mackey Almy

PROCESSOR



GREEN GIANT HERBS

SPICE UP YOUR LIFE!

Green Fresh
Giant.

831-751-3800
www.greengiantfresh.com

Green Giant, the Green Giant character, and associated words and designs are trademarks of General Mills—used under license. ©2013 General Mills





Great Organic Produce Direct from the Grower

- Offering: Apricots, Pluots, Red & Black Plums, White and Yellow Peaches, and Yellow Nectarines
- All stonefruit is harvested in Kingsburg, within a 5 mile radius of our packing and cold storage facility
- Shipping out of our NEW Kingsburg facility – just off CA-99



HOME GROWN
ORGANIC FARMS™

Growers Representing Growers

P.O. Box 712
Porterville, CA 93258

559.568.0782
www.hgofarms.com

 facebook.com/hgofarms
 twitter.com/hgofarms



26



40



8 Patrick Balistreri

As Co-Owner of Sendik's Food Markets, the industry trendsetter has a few tricks up his sleeve and that's what makes his company unique.

17 Women to Watch

Check out the second part of a three part series that recognizes leaders of the pack, industry veterans, and up-and-comers.

21 Store Profile: Sendik's

Learn what gives this family-owned Milwaukee grocer a competitive edge over its rivals as well as the company's unique approach to promoting produce.

24 Lisa McNeece

United Fresh Woman of the Year award winner Lisa McNeece of Grimmway Enterprises, shares her insights on what makes for success in the produce industry.

26 John Corsaro

What makes the Giumarra Companies Executive Vice President tick? We followed him into the field to find out.

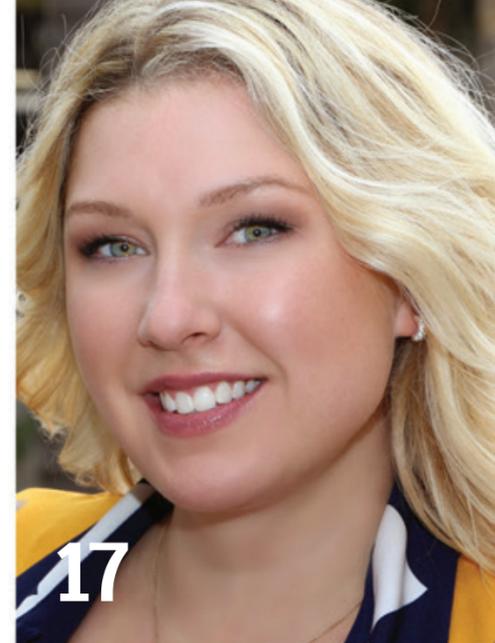
31 Why Words Matter

Join Dan'l Mackey Almy to discuss how word choice is playing an ever-increasing role in shaping consumer perspectives and the produce landscape itself.

40 Loblaw's® store at Maple Leaf Gardens*

Take an inside look at the company's flagship concept; an 81,450 square foot, food lover's playground.

*Reg'd. TM Lic'd Use.



17



8



21



NATURE'S PARTNER

Your Partner For Quality Produce Year-Round

Our premium produce comes from our close-knit family of growers, many of whom are third and fourth generation farmers. Thanks to our remarkable Nature's Partner family, we are able to provide a year round supply of the best produce available from the best places on Earth.



Giumarra

Feeding the world in a healthy way.

For more information, please visit: www.giumarra.com or 213.627.2900
Visit www.naturespartner.com to learn more about our products!

Meet The Artist

Brian La Force

Editor and Camera Operator at AndNowUKnow
by Jordan Okamura

Brian has had this industry in his blood since childhood. The AndNowUKnow Editor began his path to fresh produce in Santa Maria, California, picking strawberries on warm Summer days. He knew then and there, what he wanted to do...be anywhere air conditioned.

Brian still makes his way back to his old stomping grounds and can now boast a few more locations in his national trek to film and photograph industry leaders and their growing operations. He has made his way through key growing areas in the country and he has the shots to prove it.

Brian sits back, adjusts his black framed glasses and tells me what it means to him to be a part of the industry, "It's great to be able to create and produce something that is always helping to perpetuate a healthy lifestyle. The people in this industry are real, who you meet is who they are, the salt of the earth. They really care about what they do and it's refreshing. These people remind me of where I came from."

There is no better feeling than helping another industry member realize their vision, he notes. Walking around a showroom floor at any number

of fresh produce conventions and events, you can find Brian's handiwork in grower videos and his design and editing decisions in imagery and production. "To know that something that I have helped to create is appreciated by others, validates what I do and what I hope to contribute." Brian asks me to pull up a chair beside him and takes me through his latest batch of images that landed him ankle deep in a muddy field in Salinas. Of course, he wouldn't want it any other way.

When he isn't creating his art here at AndNowUKnow, Brian is perfecting his jump-shot, getting reacquainted with his drum set and channeling John Bonham or tuning into a Preston & Steve Pod-cast on his long drives between shoots.

Brian tells me, "I am the guy they send into the fields to get the shots." But we know he is so much more than that. He has an eye for the art and a keen perception of how to best tell a story through video and photographs. Brian has become an amazing part of the dialogue in the voice of our industry. Where I may see an early Tuesday morning in a field of lettuce as just what it is, he sees shadow and depth, the perfect light for portraying the value in each leaf... you have to admit, the man has vision.





SENDIK'S

By Robert Lambert

“Where we are now, is not where we are going.” Patrick Balistreri repeats it again as we drive between stores, “Where we are now, is not where we are going.” But he isn’t talking about some elusive location or mystery. Patrick is talking about his professional perspective, a mindset that drives his passion for the business. He lives by this mantra which keeps him on his toes and ever-agile, working for the high-end, distinctive, Balistreri-run Sendik’s Food Markets.

Patrick attended the University of Wisconsin where he ran track, excelling in the mile. After an injury, Patrick moved to Marquette University where he met his wife and continued to hit the track. Running gave him a competitive edge that transcended into his work ethic. Even before his days running at the college level, Patrick discovered what it meant to strive. Growing up, he worked long hard days with his father, but his father made it fun. This is the energy and passion that Patrick brings to his profession.

The Balistreri philosophy is family-driven. The three brothers, Patrick, Nick and Ted, always make decisions together. Three great minds may not always think alike, and the brothers know that. But Patrick knows that the reason why the company is so unique, why it has maintained and grown its customer base, is because everyone who is a part of Sendik’s has a voice. As a business that has been built around family, the company

PATRICK BALISTRERI

Patrick Balistreri & his son Dominic who works in store.

extends these same family values and respect to their customers. Together they carry on the tradition set by Grandpa Balistreri of combining quality products with exceptional customer service to offer unparalleled value in the marketplace.

His thoughtfulness and grasp of relationships extends to his business partnerships as well. If you join the Sendik's family of grower relationships, anyone will tell you that there is honesty and loyalty in every transaction and interaction and he does an excellent job of promoting those partnerships. Patrick slices through a red velvet apricot from Kingsburg Orchards and offers me a piece. I've never tried this before and he tells me that most people haven't. "My commitment is not only to the consumer, but the growers that help us fill the department," he tells me. "This is a wonderful industry we work in with so much potential with the quality of fruits and vegetables we can offer. I get to create a relationship that extends from the grower all the way to the consumer. I sleep well at the end of the day knowing I can create that."

The company brings four generations of family to the business, a legacy that rooted itself in the community at the turn of the century. The Balistreri Family of Santa Elia, Sicily immigrated to the United States and settled in Milwaukee, Wisconsin where they found their niche in quality fruits and vegetables, selling them by horse drawn wagon on the northeast side of the city. Opening fresh produce markets on Oakland and Downer Avenues, the Balistreris began to lay claim to what would become a family legacy.

Since the first Sendik's was opened in 1949 by Patrick's grandfather, Thomas Balistreri, the company has been known for honesty and integrity by treating customers and suppliers with courtesy and respect. Tom was joined in the business by his two sons, Ted and Tom Jr. and, in the early 1970's, the brothers took over the operation. Patrick is a part of the new generation of Balistreris that took the reins in 2001. The three brothers, along with their sister, Margaret, have continued the expansion of the business and now own and operate nearly 11 stores.

Patrick knows Milwaukee and Milwaukee knows Patrick. That is just the way he wants it. What drives Sendik's competitiveness is its approach; both in the aesthetic values of each store, and the way the Balistreris develop relationships. There is more to this company than courteous employees bringing customers back; there is a fostering of relationships.

Patrick turns to a woman making her tour through the stone fruit section. "How was that recipe I gave you for sweet potatoes," he calls her by name and stops to chat about their produce collaboration. Patrick

"WHERE WE ARE NOW, IS NOT WHERE WE ARE GOING." PATRICK BALISTRERI REPEATS IT AGAIN AS WE ARE DRIVING BETWEEN STORES, "WHERE WE ARE NOW, IS NOT WHERE WE ARE GOING."

PATRICK BALISTRERI

Sendik's,
Family
Co-Owner



HOW DO YOU HIT THE MARK ON MILWAUKEE'S UNIQUE CULTURE AND SOUL?"

knows everyone's name, knows their favorite corner of the store, their favorite produce pickings, and knows that a handshake goes a long way.

Its my first time time in Milwaukee and being here at Sendik's is probably one of the best ways to be introduced to the 30th most populous city in the U.S. You see every level of the city's social structure as well as some of the great things that unite them- a strong sense of relationships and a sincere effort to connect.

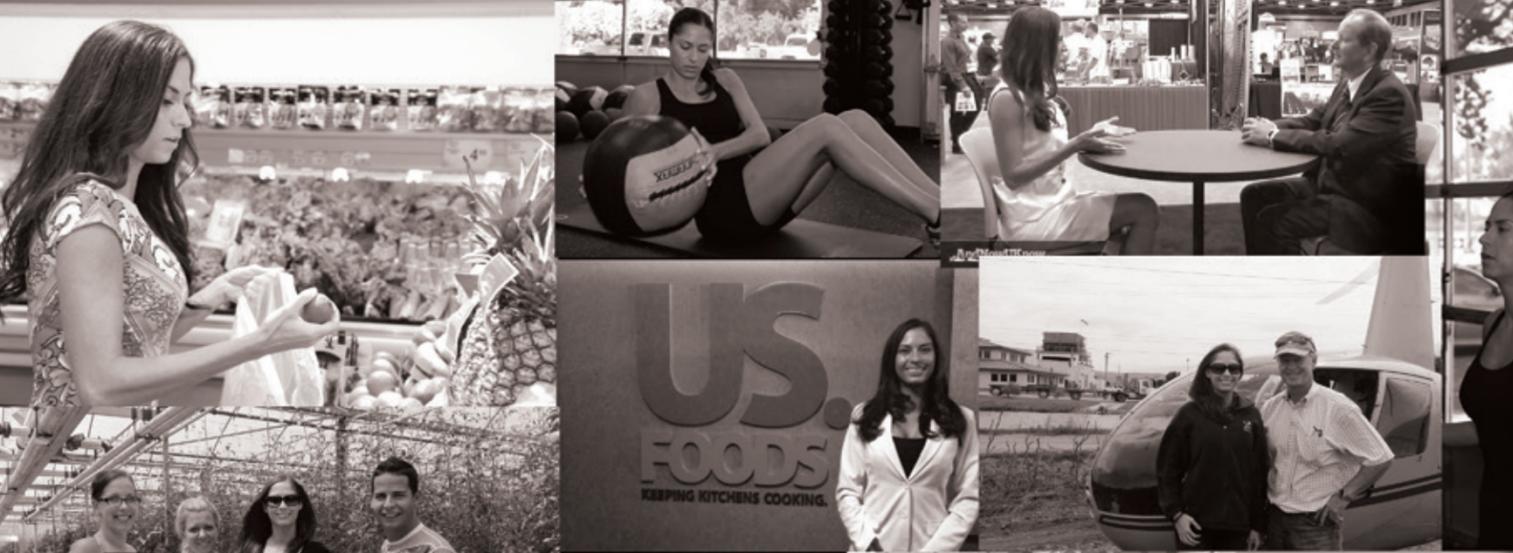
Patrick's efforts to show us a good time, are really "effortless."

"How do you make 55,000 square feet feel warm?" Patrick poses the question, asks it more to the four generations that have built up the business from its beginnings in a horse-drawn carriage then to me. "How do you hit the mark on Milwaukee's unique culture and soul?" Creating a warm, welcoming, personal shopping experience is at the top of Patrick's list for Sendik's Food Markets. Four generations of family embedded in Milwaukee's growth as well as their passion for people have taught him that.

Patrick's son Dominic, a junior in high school, is following in his father's footsteps at Sendik's. He began as a bagger and quickly graduated to produce. Being a bagger is a great place to begin the journey in this industry because you get to know everyone's name and they get to know yours. Patrick channels his father, channels running and channels the fun he learned hard work can create. Its all in the details and we see this in his commitment and involvement. We see this as Patrick's father saw it, the family way.



See an interview with Sarah Hoxie



WE LOVE PRODUCE



#WELIVEPRODUCE



Share Your Story #WeLiveProduce

Follow me on twitter <https://twitter.com/sarahjhoxie>

WTF DO I DO WITH *Baby Eggplant* ?

(WHAT THE FORK)



GRILLED BABY EGGPLANT ROLLS WITH RED PEPPER AND ARUGULA

- 2 Pure Flavor® Baby Eggplants, cut lengthwise into 1/4" thick slices
- 4 Pure Flavor® Red Sweet Bell Peppers
- 2 Bunches arugula
- 1/4 c. Balsamic vinegar
- 1/4 c. Olive oil

Whisk together vinegar and oil. Brush both sides of eggplant slices with 1/4 cup oil mix. Grill eggplant on medium heat until cooked through, brush with remaining oil mix & turn occasionally (approx. 4 minutes) Remove from grill. Cool.

Grill bell peppers until blackened on all sides. Remove from grill and let stand 10 minutes. Peel and seed peppers. Cut into 1/4" strips.

Place 2 pepper strips on 1 end of each eggplant slice; top with 2 to 4 arugula sprigs, allowing peppers and arugula to extend beyond both sides of eggplant. Roll eggplant up. Place seam sidedown on platter. Season with salt and pepper.

Fresh Herbs



Basil

The India-native Basil is featured prominently in Italian cuisine and boasts a strong, pungent, and more often than not, sweet smell. Basil is high in vitamin a, vitamin k, iron, and calcium. It has also been found to contain volatile oils that mitigate bacterial growth. Cooking quickly dulls the flavor, so use this herb as a late addition in cooked recipes.

Rosemary



Bitter in taste and highly aromatic, Rosemary represents an assertive complement to a wide range of dishes from chicken and turkey to stuffing, roast lamb, and pork. It contains chemicals thought to be effective in stimulating the immune system, increasing circulation, and improving digestion. It is also reported to increase bloodflow to the brain, which improves concentration. Keep this herb handy for a memorable flavor and unique health benefits.

Dill



This herb is edible from seed to leaf. Dill leaves are mild and sweet in taste while its seeds are aromatic, sweet, citrusy and sometimes bitter. It is chemoprotective, meaning that it can help neutralize some carcinogens such as those present in charcoal grill smoke. It makes a suitable addition to salad dressings, fish dishes, and more.

Cilantro



Often visually confused with parsley, Cilantro offers a distinct pungent flavor that will quickly identify itself. Widely used in the Caribbean, Latin America, and the Far East this herb has fans across the world. Its seed, Coriander, has been studied for its cholesterol-lowering effects in the U.S. and has traditionally been used as an anti-inflammatory in India. Cilantro goes well with avocado, chicken, lentils, and a plethora of other foods.

Sage



This earthy herb is a common addition to fatty foods as it helps the digestion of grease. Sage is also a vitamin k powerhouse. 2 teaspoons contain 30% of the recommended daily value. Also, its anti-inflammatory properties make it an attractive option for those with arthritis, as well as bronchial asthma, and atherosclerosis. It's described as camphor-like with a hint of lemon and goes well with poultry, game, as well as onions, cabbage and carrots.

Thyme



It's time for some Thyme. This common addition to Mediterranean dishes is one of the more versatile herbs. Sweet and mildly pungent with a permeating aroma, Thyme is widely used in soups, stews, stocks and sauces. The herb has been seen to significantly increase the percentage of healthy fats found in cell membranes and other cell structures.

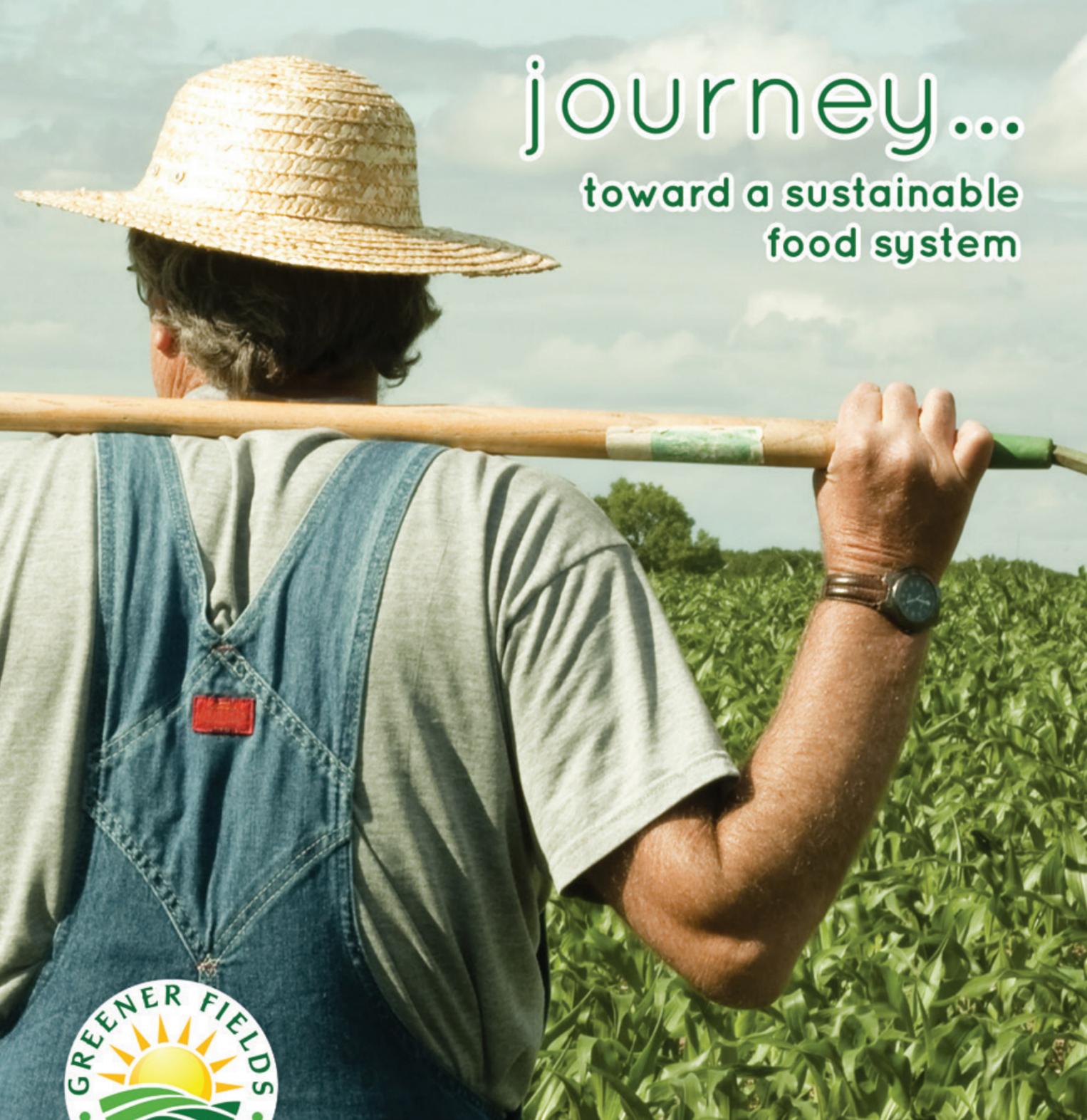
Mint



Mint is characterized by a fresh, aromatic, sweet flavor wrapped up with a cool aftertaste. It is found largely in Middle Eastern and Indian Cuisine, often accompanying lamb. Western uses for the herb include jellies, sauces, and beverages. Mint has been long sought after for its ability to improve digestion, headaches, respiratory conditions and more. Use Mint to add a refreshing kick to recipes with other strong flavors.

journey...

toward a sustainable
food system



MAKING A BETTER TOMORROW, TODAY.

That's what Greener Fields Together is committed to accomplishing. Why? Because a seed-to-fork approach that educates and engages partners at every link in the fresh produce supply chain is the right thing to do. Local and national farmers, distributors, retail locations and foodservice operators commit to working toward safer more sustainable produce from seed to fork. Greener Fields Together quantifies sustainability efforts with every partner, facilitates continuous improvement at every link and, ultimately, creates a future for conscious production and consumption.



www.greenerfieldstogether.org

Women To Watch



HILLARY FEMAL

Fred Hepinstall, President and General Manager of IFCO:
"Hillary has strong leadership skills, intellect, a drive to get things done, and a passion for the produce industry. A winning combination that makes a difference."

Education: University of Virginia, B.S. in Commerce; University of Florida, M.B.A.

First Job: Enterprise Rent-a-Car

Advice to other women: "Get involved in as many industry associations and groups as you can. Not only will you help to influence the direction of our industry, you'll expand your network and have the opportunity to learn from people you may not otherwise have worked with."

Something about you that would surprise people:
"I speak Spanish fluently."

Bio: Since joining IFCO in 2004, Hillary Femal has served in positions of increasing responsibility. She now is serving as Director of Strategic Market Development. Hillary directs RPC North American strategic development initiatives, marketing and advertising, and market and customer satisfaction research. She is responsible for creating the innovative IFCO RPC Fresh Market Advantage™, including patented consumer messaging POS materials. Hillary is a Board Director for the Reusable Packaging Association, and currently serves as Secretary / Treasurer for the organization. She also serves on the Sustainable Packaging Coalition's Transport Packaging working group, National Environmental Education Foundation's Business Roundtable and The Sustainability Consortium. In May, Hillary was accepted to Class 19 of the United Fresh Produce Industry Leadership Program.



LESLIE SIMMONS

Mike Bowe, Vice President of Dave's Specialty Imports:
"It is such a pleasure to have Leslie as part of the family business. I would consider her a "Woman to Watch" because she has that same bubbly energy her grandfather, Dave Bowe, had when he started the business. She's always ready for the next challenge, constantly looking for ways to grow the business, and forever mindful that the customer comes first."

Education: University of Tampa, B.A. in Communications

First job: Bank teller at Bank of America

Advice to other women: "Dream. Dreaming is where your imagination, aspiration, and intelligence come together. It is where you find the hope and courage to do the things you never thought you could. I believe it is the place where all great risks are born. Sometimes we have to push away from the everyday and think a little bigger."

Something about you that would surprise people: "I make my own all-natural household cleaners and beauty products. My love of healthy cooking and good eating grew into a passion for creating healthy and beautiful products to use around the house, or on your skin."

Bio: Leslie Simmons began her professional career in marketing and advertising in various New York agencies. After gaining an understanding of finance, brand development, tactical and media execution, strategic planning; and client services, Leslie officially joined her grandfather's company, Dave's Specialty Imports, in 2011 as Marketing Manager. She saw the opportunity as a way to combine her professional talents and her passion for growing the family business, which she wants to take to the next level. She's also striving to immerse herself in this diverse and exciting industry. Leslie has met some incredible people so far, and looks forward to being more involved with the industry as a whole.

Welcome to the second of a three part series on Women to Watch in the produce industry. These acclaimed heavy hitters are leaders of the pack, ranging from accomplished veterans to the “up and comers.” Take a quick, snack-sized moment to meet these trailblazers and trendsetters that are helping to raise the bar across all facets of the produce industry.

KATY BLOWERS

Steve Church, President/CEO of Church Bros: “Tall, good looking, sociable, smart, organized, fun loving, oh and by the way she is great at Marketing, Logistics and Sales. We call her our Triple Threat gal.”

Education: Cal Poly San Luis Obispo, B.S. in Agricultural Business with a Marketing Concentration

First Job: Purchasing Assistant at US Foodservice

Advice to other women: “Be flexible! Adaptability is a key component of success! The produce industry changes on a daily basis, and you need to have the flexibility to change with and adapt to any situation. It is important to remember that each person you interact with and every tough situation is an opportunity to learn and broaden your horizons, so take advantage of it!”

Something about you that would surprise people: “I am a former Rodeo Queen and I teach kickboxing in my spare time.”

Bio: Salinas-native Katy Blowers grew up riding horses, and has the awards to prove her skill. Blowers was named Miss Cal Poly Rodeo, Miss Grand National, and Miss California Rodeo. Apart from her demonstrated abilities on horseback, Katy has extensive experience in distribution, freight, logistics, marketing and sales. In her current role as Project Manager at Church Brothers, she does customer specific marketing and helps build and strengthen relationships with clients. Interacting with customers is her favorite part of her job.

SUZANNE WOLTER

Dave Corsi, Director of Produce Procurement at Wegmans:

“When I interact with Suzanne, I find her insightful, on target with our customers, and extremely optimistic. She continues to look for innovative, new approaches to increase consumption of fruit. She is one bright person, certainly someone to watch today and in the future!”

Education: Cal Poly SLO, B.S. in Agricultural Business

First job: Drew Farms Country Store in Westford, MA packing apples

Advice for other women in the industry: “For anyone, male or female -- Be honest and always follow through. In my experience, honesty earns more respect in the long run than giving an answer that your customer or employer wants to hear. “

Something about you that would surprise people: “I’m an adrenaline junkie. Many people know that I run and cycle. Last year just to mix things up I started mountain biking. I’m not exactly overly aggressive on the trails so in addition to being both mentally and physically challenging, the ‘fear factor’ gets my heart pumping which is a different kind of rush.”

Bio: Suzanne Wolter is Director of Marketing for Rainier Fruit Company, located in Selah, Washington. “Rainier Fruit Company is a premier Northwest grower of apples, pears, cherries and blueberries.” Prior to joining Rainier Fruit in 2002 she held various positions with Dole in both Chicago and Wenatchee. In her spare time she likes to travel, snow ski, bike, run and hike.



MARCI ALLEN

Nelia Alamo Director of Sales and Marketing, Gills Onions:

“Marci is great to work with. She ‘gets’ this industry and adds value to it every day by creatively helping us tell our story. She brings great energy and imagination to her projects. She is a tremendous asset to the produce industry.”

Education: Tarleton State University - B.S. in Psychology/M.B.A.

First job: Sales Trainee at Ben E. Keith Foods

Advice for other women: “My advice for women is really not unique to my gender. From personal to professional, our lives are full of responsibilities, deadlines and to-do lists. At the end of the day, your career will be best served by choosing to show up every day and put your best foot forward on whatever task is at hand.”

Something about you that would surprise people: “From Kindergarten

through high school graduation I changed schools 11 times including 4 different schools in 4th grade and 4 different schools in 6th grade.”

Bio: Marci Allen graduated from Tarleton State University in 1997 with a BS in Psychology and again in 1998 with an MBA. Less than a month after graduation she started her career with Ben E. Keith Foods as a sales trainee in the Fort Worth, TX division, which provided the opportunity to work in all aspects of the business from warehouse operations and transportation to sales and customer service. “This knowledge was invaluable when managing my own sales territories as well as in my later positions as Business Manager of Coosemans Dallas and in my roles at Standard Fruit & Vegetable and Del Monte Fresh Produce,” said Allen. She has been with DMA Solutions since 2005 as an Account Manager, working with clients from all segments of the produce supply chain on an array of strategic and tactical marketing assignments. In her non-existent free time, Allen coaches youth soccer and serves her church in a number of capacities. She has been married to her husband, Randy for 13 years and has two daughters, Abigail (9) and Emily (7).



JOAN WICKHAM

Julie DeWolf, Director of Retail Marketing, Sunkist Growers:

“Working with Joan over the past 5 months has been fantastic and eye-opening for me. She is knowledgeable and experienced beyond her years, provides valuable insights on multiple subjects, and possesses a highly collaborative spirit. Her passion for her work is evident in every project, and I feel fortunate for the opportunity to work closely beside her and learn from her.”

Education: Occidental College, B.A., Political Science and English and Comparative Literary Studies, USC Annenberg School for Communication & Journalism, M.A., Strategic Public Relations

First job: Swimming instructor and lifeguard at the community pool in my hometown of Olympia, Washington.

Advice for other women: “As women in a male-dominated workforce, we

often try to adapt to ‘fit in.’ However, as women we are able to bring unique experiences, perspectives and passion to our work – I would encourage women to embrace who they are and leverage it in their business. Being true to yourself is empowering, and your work will reflect that.”

Something about you that would surprise people: “My family owns and operates the Wickham Fruit Farm on the North Fork of Long Island, New York, a bicentennial farm currently being run by the 13th generation of the Wickham family.”

Bio: As Sunkist’s Advertising & Public Relations Manager, Joan Wickham manages global consumer, trade and corporate communications initiatives including advertising, public relations, grower and media relations and social media programs. Prior to joining Sunkist, Joan worked at leading public relations firms Edelman and GolinHarris for a wide variety of clients in the food, healthcare and energy sectors. She has also spent time in the produce industry, as a former member of the communications team at Paramount Farms/Paramount Citrus and working on the agency side for the California Avocado Commission. In her free time, Joan enjoys cooking, reading and enjoying the California sunshine.



"It's All About The Flavor"

Flames, Sugraones, Summer Royals,
Princess, Scarlet Royals, Crimson,
Autumn King, Red Globes, Calmeria,
Autumn Royal, Sweet Celebration,
Castle Rock Reds

contact@castlerockvineyards.com
www.castlerockvineyards.com

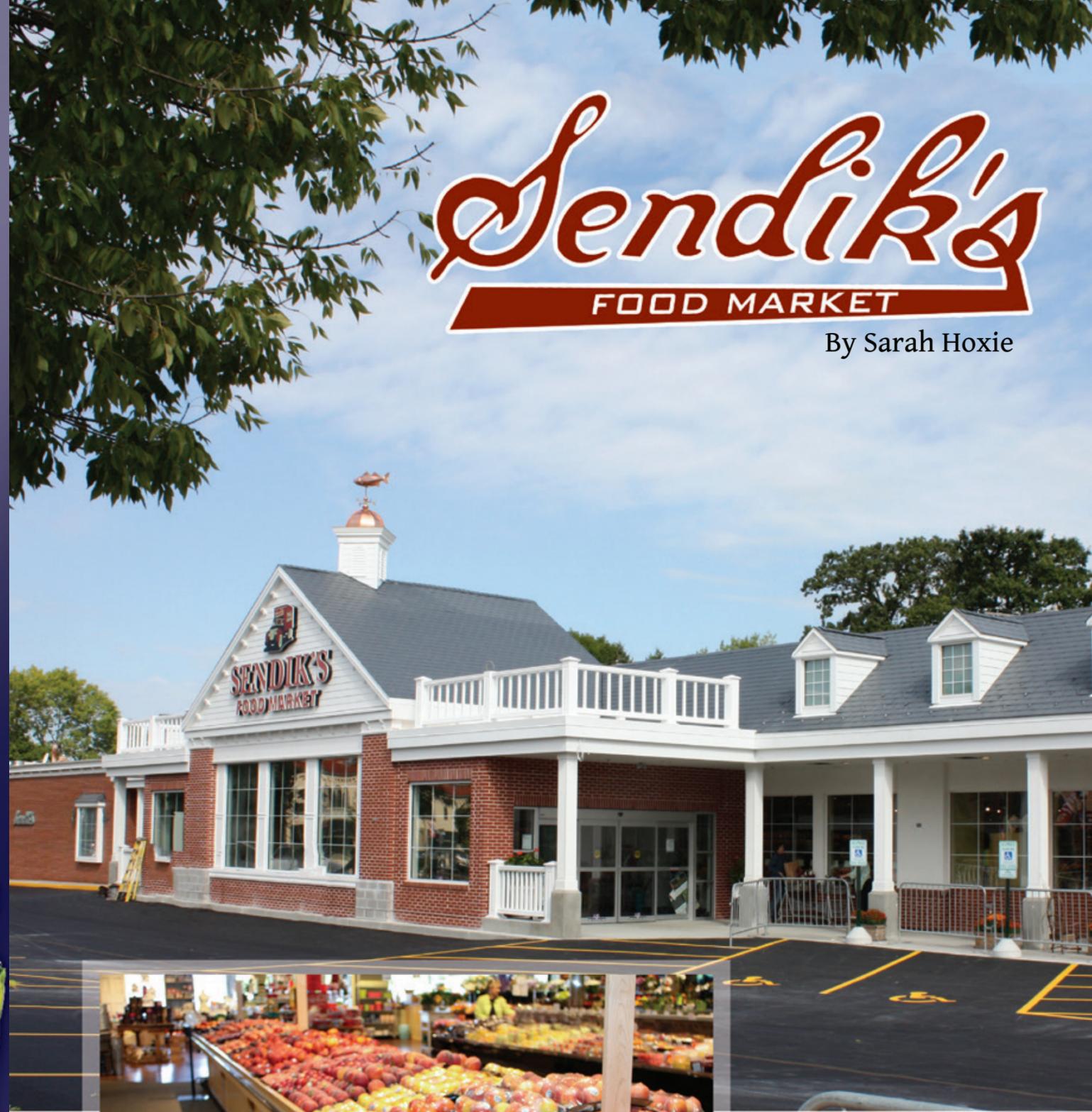
For More Information Call (661)-721-8717



Sendik's

FOOD MARKET

By Sarah Hoxie



Fresh is at the forefront of every Sendik's store and we don't just mean the floral-lined foyer or the fresh produce department. We also mean the attitudes and the people. Walking towards the store's warm inviting facade feels like returning home. Fresh hits you before you even walk through the doors. Bins of watermelons greet shoppers outside the rich brick exterior, while flowers wrap the entry in clean and invigorating scents. Upon entry it isn't just a greeter you'll meet, but a friend.

Store Profile



The Milwaukee-based retailer is set apart by its warm, homey vibe and friendly staff. Young and vibrant employees man the store, and from their interactions with customers and each other, it's apparent that they have fun at work.

Sendik's produce department doesn't play second fiddle. Everything is washed and ready to eat. Ice is used throughout the department to keep things cool - the old school way. Two display islands are completely dedicated to stone fruit, a category that many retailers still tiptoe around. From the flying saucer to the aprium, the section has it all. Don't have a great recipe for cooking up cauliflower? There will always be someone at Sendik's with a few ideas for inspiration. To tide over the hungry, the inquisitive, and the uninitiated, a sampling station offers a selection of pre-cut fruit - done in house. Sendik's goes the extra mile to push its produce and familiarize shoppers with specific brands. Grapes aren't just sold as grapes, they're Castle Rock Reds. And a sweet potato isn't just a sweet potato, it's a Bako Sweet from Bakersfield, California with a history and a family behind it. At Sendik's, they're not just groceries, but histories.

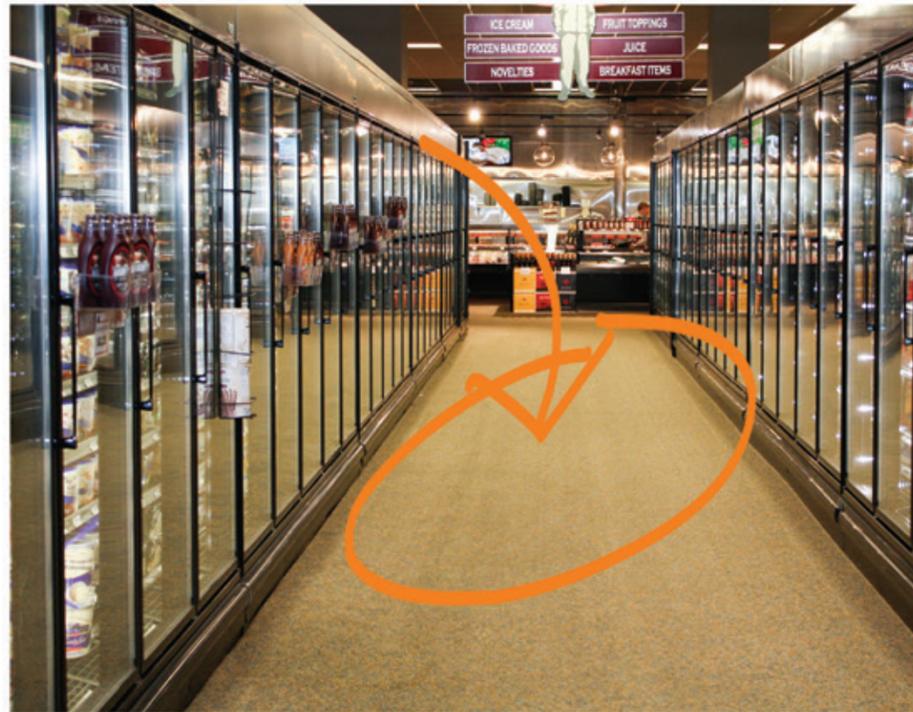
When I walked into the store, raspberries were featured in the entryway display. When I walked out, they had been replaced with sweet onions, a testament to the grocer's ability to move on its feet and keep offerings circulating.

The family owned and operated company is not weighed down by a sluggish corporate bureaucracy, which allows them to turn on a dime. With 10 locations and an 11th on its way, Sendik's moves quickly to perceive and adapt to the needs of its customers and partnerships.

All this takes place on the stores' carpeted floors. Yes, carpeted. And it works. The flooring offers a far more welcoming option than the sterile linoleum typical of most grocers, and jives well with the down-to-earth ambience of the store. Adding to the atmosphere are center store items donning rustic tags that appear handwritten, reminiscent of a time when you knew your local grocer personally.

At Sendik's deli, potato chips are made right in front of you, fried in peanut oil and dusted with a variety of seasonings. The result is unmistakably delicious and is served up in a unassuming brown paper bag that belies its tasty contents.

The store also boasts an unrivaled meat section,



Sendik's goes the extra mile to push its produce



At Sendik's deli, potato chips are made right in front of you.



fostered by a strong relationship with producers. Sendik's search for quality has recently taken the company to a Midwest slaughterhouse where representatives inspected facilities and auditing processes to ensure humane treatment of the animals, safe working conditions for employees, and the highest quality product for customers. Widely acclaimed is the store's LBF burger, a cook-at-home patty that's been getting rave reviews. The Leroy Butler Foundation burger is just another example of the Balistreri way. A portion of the proceeds goes to the foundation which helps women going through breast cancer treatment, obtain financial assistance so they may focus on healing.

Far from neglected, the Sendik's cheese section is marked by another sampling station and an unending selection of artisan offerings, keeping true to Wisconsin's heritage.

Sendik's isn't trying to keep its quality a secret. The company displays digital ads throughout downtown Milwaukee, helping to initiate and invite new customers. Once through the door, Sendik's is able to expose shoppers to the store's value proposition, its service, and its quality.

In-store, the company makes highly strategic use of its ads, promoting sales on actionable items - dubbed "Hot Deals" through means of LCD TV screens plastered throughout its locations. I've seen digital ads displayed at tens of retail chains, but never this effectively. Hot Deals from one department are prominently displayed in another, creating an alluring visual cue that draw customers to other areas of the store. Driving shopper traffic throughout the store is key to increasing their exposure to impulse buys and simply results in moving more product. The ads are designed by the company's in-house creative department, which allows them to cater specifically to their Wisconsin audience - a unique element of the company's hands-on approach to every aspect of the business.

From the first step on the carpeted floor to grabbing a bag full of groceries from a smiling cashier, the entire shopping experience, right down to the modest brown bag full of store-made chips, is a testament to Sendik's commitment to making customers feel like family.

Lisa McNeece,

VP of Foodservice and Industrial Sales at Grimmway Farms

Lisa's Mantra: Never Give Up

It may not happen today but it will happen. It is all about persistence. Not to be confused with annoyance.



See an interview with Sarah Hoxie

Initially Studied Journalism.

Lisa thought she was going to be the next Barbara Walters.

"But the quirkiest thing about me is that I love this produce industry.

I can not imagine having another career."



Lisa McNeece

By Sarah Hoxie

Lisa McNeece, Vice President of Foodservice and Industrial Sales at Grimmway Enterprises sets a high standard for women – as well as men – in the produce business. The produce savant has been influential in popularizing an item now found in millions of homes across the country: the baby carrot. Lisa takes a few minutes of her time to sit down with me and discuss her recent United Fresh award, her biggest influences and what she hopes to bring to the industry.

Q: What does winning the Woman of the Year Award mean to you?

A: It's been an unbelievable award to be honored with, to be able to stand before so many past honorees for whom I have the utmost respect. From laughter to tears, I think I covered a full spectrum of emotion during my acceptance speech. We've all been side by side in this industry, and so to be able to be right next to them right now and be honored with this award is just unbelievable.

Q: What did Bob and Rod Grimm mean to you?

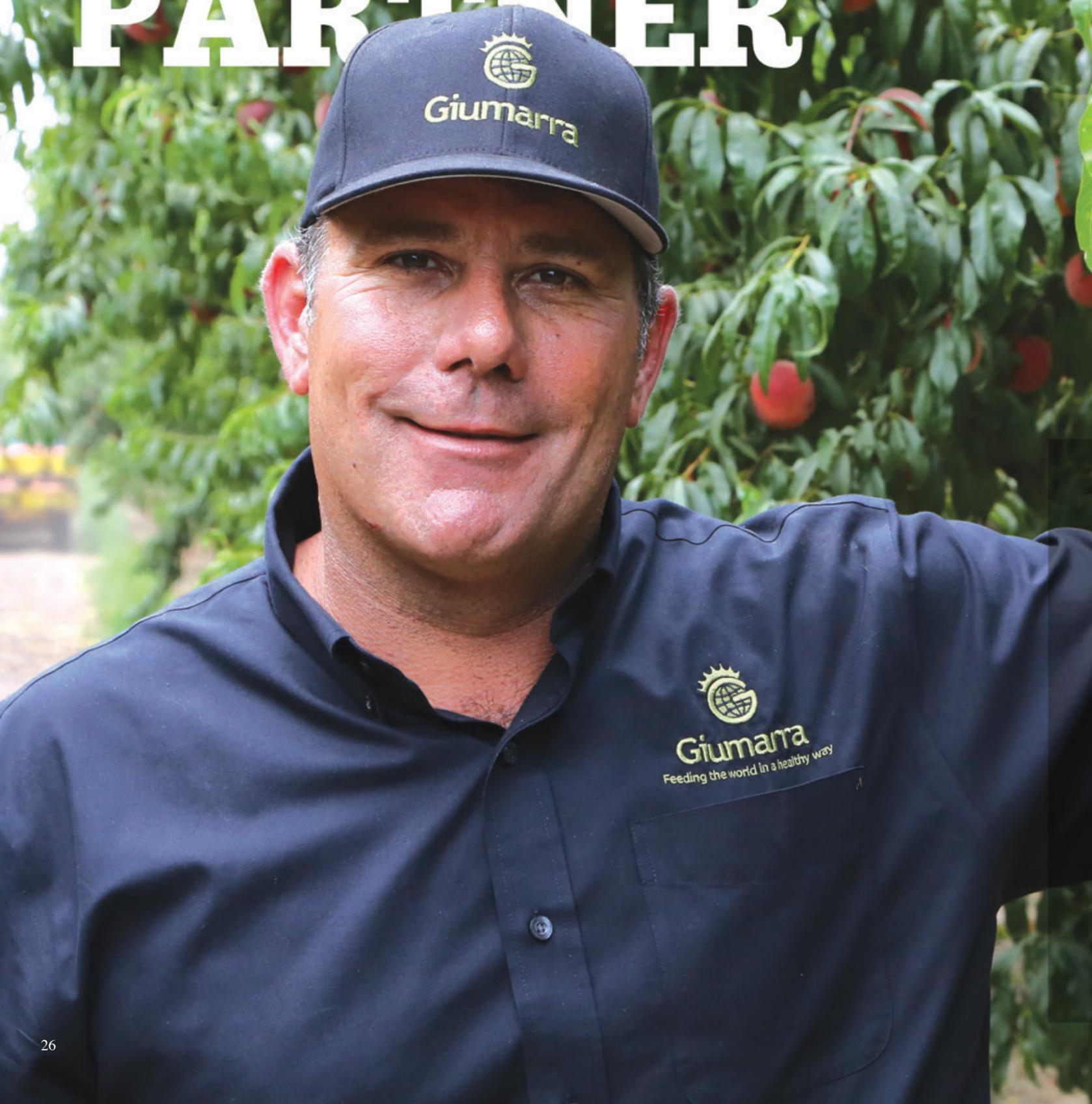
A: Bob and Rod were extremely influential in my life in so many ways. They led by example and would never ask you to do something they wouldn't do themselves. When we were building the processing plant for our baby peeled carrots, Rod would say, "If you're sitting here in this meeting, you better be contributing. I asked you here for a reason. If you don't feel you have anything to contribute, the door is right there." He taught me to always take ownership of everything.



Q: How do you hope to impact other women in the industry?

A: Like Bob and Rod, I want to lead by example. I want to be able to help others. I'm always there. I hope that anyone in the industry know that they can call me and talk to me if they need assistance if I can be of any help. Building relationships has been one of the biggest factors for success in the industry – that's what this industry is all about. Seeing young people – especially women – get their start in the industry really excites me, I think there's such a huge opportunity for all of us.

NATURE'S PARTNER



By Jordan Okumura

Produce comes down to the people. At least that's what John Corsaro, Chief Executive Officer of the Giumarra Companies, tells us as he sits back in his Los Angeles office and muses about being close to the land; deep in a nectarine orchard in Arvin, Calif. or a grape vineyard in Mexico.

John's philosophy focuses on service and community and is reflected in the rich history of the company. Giumarra is family owned and he recently transitioned to his role as CEO at the end of 2012. The company had been led by his father, Don Corsaro, for well over 40 years. John works alongside Tim Riley, who now serves as company President. Tim will also assume new responsibilities as chairman of the PMA Board at Fresh Summit in New Orleans this fall.

During John's time in the industry, he's watched technology flatten the terrain in produce. We're now in an environment where a consumer can instantly trace a package of blueberries back to the farm where they were grown. This direction is paving the way for new innovation, while still allowing companies with long-standing values, such as Giumarra, to shine. Giumarra adapts to change while staying true to its roots, striking its balancing act in the midst of a family of growers who span the globe.

John is most comfortable in the fields: a place where he might even be mistaken for a grower. He understands growers and what is important to them. His approach to business is mindful of this, and as it turns out, what's best for the customer is oftentimes what's best for the grower. Increased productivity via a new water resource management system, for instance, might reduce the burdens on a grower while ultimately delivering a better product to the consumer.

"Farmers have an inherent perseverance in them to do what is right," John says. "By nature, they promote life and longevity throughout their day-to-day operations, and do so with passion and creativity."

Giumarra's team and growers also know that they are responsible for sharing the earth's resources with great care,

JOHN CORSARO



something which benefits everyone, from the grower to the consumer. One opportunity global businesses can embrace, and which has been making more strides in produce of late, is Fair Trade. Giumarra helped three of its growers become certified in 2012, enabling the company to now offer Fair Trade Certified asparagus, grapes, melons, cucumbers, and peppers grown in Mexico. The proceeds from Fair Trade directly benefit workers and their families, and a recent successful run of the program resulted in workers from Mexico electing to have laundry services available on site in their community.

High quality products, improved lives, and stewardship of the environment are all part of Giumarra's philosophy.

"It is important that the profits from our work get passed back down to the people, and in return, the land." John tells us.

Giumarra's newest grape varieties developed out of its Giumarra Vineyards Bakersfield operation deliver better flavor and higher yields, ensuring less use of land, water, and soil inputs to grow Nature's Partner fruit. Throughout the years, the company has increased productivity through a comprehensive, scientific approach to soil health and plant nutrition. These programs are all facets of Giumarra's investment in keeping tabs on its ecological footprint, ensuring vital resources remain for generations and families to come. After all, people are the heart and soul of Giumarra and the Nature's Partner brand.

WTF DO I DO WITH Chard?

(WHAT THE FORK)



RAINBOW CHARD WITH KOREAN RED PEPPER

- 1 (12 oz.) bag Cut 'N Clean Greens Rainbow Chard
- 1/4 c. Sake
- 1/4 c. Water, chicken or vegetable stock
- 1 tbsp. Oil
- 1 Onion, julienned
- 1 tbsp. Korean Red Pepper flakes
- 4 Cloves garlic, sliced
- Garlic salt and pepper to taste
- 4 Dried chili de arbol
- 1 tsp. Sugar

In a large pan over high heat, add oil. When pan and oil are hot, add onion and sauté. Add garlic, chili de arbol and sugar.

Add Cut 'N Clean Greens Rainbow Chard and deglaze with sake. Reduce by half and add water or stock and Korean red pepper flakes.

Season with garlic salt and pepper and enjoy!



Eric Biddiscombe of Loblaw, John Corsaro and Bev Appleby, CPMA Produce for Passion 2012 Calgary Convention Award of Appreciation



A PRODUCT OF SAN MIGUEL PRODUCE

Roots Matter!

Because Freshness Matters

We leave the roots intact on our Live Gourmet® products because consumers, as well as independent researchers, have told us that's what makes our lettuce the **FRESHEST** you can buy... Roots Matter!

So please compare our lettuce for **freshness**, flavor, color, size, weight, and product uniformity. You'll find we offer a very reliable consumer experience with each and every purchase. Best of all, it's a **freshness** that lasts for days and days after harvest, so your customers will keep coming back for more!

Offer Your Customers the Best! Offer Live Gourmet®

GFSI Food Safety Audits by



Hollandia Produce, LLC PO Box 1327
Carpinteria, California 93014
(805) 684-4146
www.livegourmet.com



Learn More!



WHY WORDS MATTER

by Danl Mackey Almy



For all these years we've simply been talking to each other. Until the last five years or so, growers have been focused on speaking to buyers at retail, foodservice and wholesale. Now the changing digital landscape has us speaking directly and regularly with consumers as much as we do with our industry peers, but have we adapted our content and messages for our newest audience?

Words are a powerful force that shape consumer buying behaviors. As the concept of healthy living changes amongst consumers, the words we use to tell our stories should evolve as well – on-pack, on-line and anytime we present information about our products and services whether to a buyer or a consumer.

For example, we could talk about “processing,” in the fresh produce industry all day long. **But this word means one thing to us and something completely different to the consumer.** Cutting vegetables is not the same type of processing as the kind we're referring to when talking about Twinkies, but in the mind of the increasingly health-conscious consumer, words carry connotations and “processed” has a bad one. Instead, phrases like “freshly cut” and “ready to cook” may better resonate with the consumer.

Never Frozen Prepared Onsite
Homemade
fresh
Seasonal
Premium
Made To Order
Scratch
Free
entic
Not

As an industry, we should lead with descriptors that ultimately present our products' best attributes and the beauty of the products we sell. The good news is that our products' best attributes are perfectly captured by the type of "sexy" words that are connecting with consumers! And as hard as some products try, there are few choices that can deliver on that promise in the way that food that is grown can.

According to an IRI study from just a few years ago, terms that include "fresh," "hand-picked" and "fresh-from-the-field" were generating higher sales and products with these claims were among the most recent additions to the best-selling products list of 2009-2010. According to Technomic's 2012 Healthy Eating Consumer Trend Report, 87 percent of consumers noted that food described as fresh is slightly or much more healthful than other choices.

87% of shoppers associate the word "Fresh" with the definition of "Healthy"



CONSUMERS' "HEALTHY" INDICATION OF "FRESH"

And there's more: Technomic's extensive research into consumer perceptions of more than 50 health claims found that "health-halo" terms, as the company calls them, like "fresh," "natural" and "seasonal" convey health while also enhancing taste perceptions. To consumers, "fresh" comes without the sacrifice of flavor.

While we as an industry may be fatigued by the excessive use of "fresh," research proves that it still inspires consumers. These seemingly simple descriptors play a major role in a product's marketability, and we need to develop our language to speak to the minds of consumers and in turn, shift their thinking to be less focused on Twinkies and more focused on "fresh."

Let's take a tip from a few companies who have this figured out: Subway's 'Eat Fresh' tagline has



THE POWER OF "FRESH"

drawn in health conscious consumers. Retailers like The Fresh Market and Whole Foods have gained significant momentum in the past few years. Restaurants like Baja Fresh are taking cues from health trends and using these words as descriptors in their names, menus and offerings.

Don't get me wrong, I still believe there is a time and place for including words in your marketing materials that speak to the direct needs of your buyers. The point I am trying to make is that we should be more conscious about how we speak, write and present information about our products and our companies.



Does your company have a digital presence? If so, look at how you present yourself, take a step back and consider your audience. Are you using words to draw in and engage a consumer? My advice: leave the buying details for the sales sheets and become bilingual in your ability to talk about your fresh products in a way that both whets consumers' palates and keeps buyers buying.

We're not changing the story here; we're simply changing the way we tell it.

67% of consumers relate freshness to an item from a farmers market



See an exclusive interview

WTF DO I DO WITH Beets ?

(WHAT THE FORK)



ONE PAN ROAST LUNCH OF CHICKEN, BEETS, POTATOES AND CARROTS

- | | |
|--|--------------------------------------|
| 1 lb. Potatoes, cut into wedges | 6 oz. (2/3 cup) White wine |
| 8.8 oz. Pack vacuum sealed Love Beets, cut into halves | 4 tbsp. Extra virgin olive oil |
| 9 oz. Baby carrots | 4 Chicken legs |
| 1 Onion, diced | Salt and freshly ground black pepper |
| 3 Cloves of garlic, cut in fine slices | |

Preheat oven to 425 °F

In a large roasting pan, mix potatoes, beets, carrots, onions and garlic. Drizzle the olive oil over the vegetables and then pour over the wine. Tuck the thyme in between the vegetables. Season with salt and pepper.

Season chicken legs with salt and pepper and lay them on top of vegetables. Cover loosely with foil and bake for 15 minutes.

Remove the foil from the pan and return to the oven. Bake for another 20-25 minutes or until chicken is golden and crisp and the vegetables are cooked through.



WTF DO I DO WITH Sweet Onions ?

(WHAT THE FORK)



BALSAMIC CHICKEN WITH SWEET ONIONS & THYME

- | | |
|---|-------------------------------------|
| 3 tbsp. All-purpose flour | 1 Medium sweet onion, thinly sliced |
| ¼ tsp. Salt, divided | 1 c. Chicken broth |
| ¼ tsp. Black pepper, divided | 2 tbsp. Balsamic vinegar |
| 1 lb. Boneless, skinless chicken breast, 4 pieces | 1 tbsp. Fresh Thyme, chopped |
| 2 tsp. Olive oil | 2 tsp. Butter |

On a plate, combine flour, ¼ tsp. salt and ¼ tsp. pepper. Dredge chicken in flour mixture to coat; shake off excess. Heat oil in a large, nonstick skillet over medium-high heat; add chicken and cook, flipping once, until golden brown, about 7 minutes. Remove chicken and cover to keep warm. Add onion to skillet and sauté over medium-high heat until lightly browned, about 4 minutes. Add broth, vinegar, thyme and remaining salt and pepper. Bring to a boil and cook, stirring often, until onions are tender, about 5 minutes. Remove skillet from heat and stir in butter until melted; spoon sauce over chicken.



CRUNCH PAK®

We think snacks should be as fun as the game!

A wisely selected snack can help boost energy and improve performance. That's why smart snackers choose Crunch Pak!



WWW.CRUNCHPAK.COM

CRUNCH PAK, LLC | PHONE: 509.78.APPLE
300 SUNSET AVE. | CASHMERE, WA 98815

APPLE SNAPSHOT



Grapple®

Flavor: Grape flavored
Texture: Firm sweet flesh
Size: A smaller snacking apple
Color: Red
Seasonality: September-July
Best for: Snacking and salads



Kanzi®

Flavor: Sweetly tart, exotic tasting
Texture: Crunchy fresh
Size: Size varies from small to large for both snacking and cooking
Color: Predominantly red with hues of yellow gleaming through
Seasonality: Released in February
Best for: Snacking and cooking



Jazz™

Flavor: Sweet-tart
Texture: Dense and very crunchy with effervescent texture
Size: Wide range of sizes
Color: Bright red and round with subtle yellow under-striping
Seasonality: WA = Oct - June, Southern Hemisphere = June - Sept
Best For: Snacking, Salads, Baking and Cooking



Fuji

Flavor: Sugary-sweet flavor that resembles freshly pressed apple juice
Texture: Firm and fine grain, very crisp
Size: Medium to large
Color: Reddish stripes and slight red blush over yellow background
Seasonality: September to August
Best for: Snacking, salads, and baking



Ambrosia™

Flavor: Sweet, honey-like flavor
Texture: Sweet and crunchy
Size: Sizes range, from small snacking apples to larger apples that can be used for cooking
Color: Red, sun-kissed
Seasonality: "Mid-season", late September or early October
Best for: Snacking and cooking



KIKU®

Flavor: Super sweet
Texture: Crunchy fresh
Size: Size varies from small to large for both snacking and cooking
Color: Red striped
Seasonality: Released in January
Best for: Snacking



Gala

Flavor: Mild sweet and vanilla-like flavors with a floral aroma
Texture: Firm and crisp
Size: Small to medium
Color: Pale golden yellow with red stripes or full blush
Seasonality: Mid August to July
Best for: Snacking, salads, and sauce



Sweet Tango®

Flavor: Robust spicy-sweet flavor with a hint of nutmeg and cinnamon
Texture: Firm and fine, very crisp

Size: Medium to large

Color: Reddish tones on a yellow to light-green background

Seasonality: September to July

Best for: Pies, salads, sauces, and snacking



Piñata®

Flavor: Crisp and juicy with a classic apple flavor and tropical twist

Texture: Very crisp and juicy

Size: Medium to large

Color: Stripy bright red over a yellow-orange background

Seasonality: Mid October to May

Best for: Snacking, salads, and all types of baking/cooking



Pink Lady®

Flavor: Zippy with a tart flavor and effervescent finish

Texture: Crisp and firm

Size: Medium to large

Color: Reddish-pink blush with a yellow background color

Seasonality: Mid October to August

Best for: Snacking, salads, and baking



Jonagold

Flavor: Robust spicy-sweet flavor with a hint of nutmeg and cinnamon

Texture: Firm and fine, very crisp

Size: Medium to large

Color: Reddish tones on a yellow to light-green background

Seasonality: September to July

Best for: Pies, salads, sauces, and snacking



Braeburn

Flavor: Robust spicy-sweet flavor with a hint of nutmeg and cinnamon

Texture: Firm and fine, very crisp

Size: Medium to large

Color: Reddish tones on a yellow to light-green background

Seasonality: September to July

Best for: Pies, salads, sauces, and snacking



Honeycrisp

Flavor: Juicy with a refreshing sweetness similar to fresh apple cider

Texture: Crisp and snappy

Size: Large

Color: Blushed scarlet over a yellow background

Seasonality: September to February

Best for: Snacking or salads



Granny Smith

Flavor: Strong tartness that resembles a lemon

Texture: Firm, medium grain, very crisp

Size: Medium to large

Color: Green with a slight pink blush in some areas

Seasonality: Year-round

Best for: Snacking, salads, sauces, and all types of baking



Golden Delicious

Flavor: Consistently sweet and mellow

Texture: Silky with a crisp, thin skin

Size: Medium to large

Color: Yellow, sometimes with a bright pink blush

Seasonality: Year-round

Best for: Pies, sauce, baking, and snacking



Green Fresh Giant®

New Products!



Expand your offerings today!

Brought to your shelf exclusively from Taylor Farms. 866.675.6120

Box Tops for Education, Green Giant, the Green Giant character, and associated words and designs are trademarks of General Mills—used under license. ©2013 General Mills

By Sarah Hoxie



As I descend the escalator from the mezzanine level to the store floor, my field of vision is flooded by movement. The store is alive, humming with foot traffic and activity. This is Food Theatre; this is the Loblaws[®] store at Maple Leaf Gardens* set in Toronto's diverse city center. In 2011, the company opened 81,450 square feet of what I can only call a food lover's playground. Once home to the Toronto Maple Leafs and venue to a slew of entertainment and rock concerts, this landmark structure is now the Food's Greatest Stage™.

The actors on this Food Stage are numerous, each department presents a character full of life and fresh ideas...and the produce department is to die for. This area is a perfect pairing of artistic vision and marketing expertise, a concept that is evident throughout the entire format that is Loblaws[®] store at Maple Leaf Gardens*. Also evident, right off the bat, is the importance of preserving as well as creating.

I spoke with Andre Fortier, Senior Vice President, Conventional Store Rollout, Quebec, about the development of Loblaws[®] urban store design that was launched with the opening of the Loblaws[®] store at Maple Leaf Gardens*. At the time of the opening of the location,

Andre was the lead on the project. "It was essential to us that we kept the history of this structure as intact as much as possible, while creating a fresh forward concept and experience," he tells me. "There are multiple generations of art and stories that are embedded in these walls. We knew it was our duty to preserve and resurrect the history of this place. It was a collaboration."

This collaboration is not only imaginative and innovative but the store's design also puts on quite a show; a show that attracts a diverse and captivated audience. Shoppers are willingly pulled into the produce department's more than 200 sku orbit with rows upon rows of organic and conventional produce aligned perfectly for the benefit of the consumer. The Loblaws[®] store at Maple Leaf Gardens* prides itself on its organic offerings. The produce department epitomizes "consumer friendly." Where most produce floors separate organic and conventional items into two separate sections, the store showcases both offerings together on a two tiered stage. The tier system houses organic broccoli, for instance, on the top shelf with conventional on the row below, allowing shoppers to compare prices and also save a little footwork.



The selection of fresh produce in the Loblaw's® store at Maple Leaf Gardens* is anything but slim. The store portfolio offers more Canadian tomatoes than any other single retailer in the country and the highest level of quality and volume for the dried mushroom category. The department also offers consumers an incredible selection of heirloom varieties in multiple categories as well as unique offerings of peppers, asian greens and stonefruit.

The wide selection of unique and interesting fruit and vegetables float above the vibrant red floor set aflame between presentations. Big bold displays rub elbows with numerous different produce varieties. Each presented as side-by-side comparisons of each variety in that category.

The Loblaw's® store at Maple Leaf Gardens* is as eclectic as the city from which it sprouted, marrying the old and the new with the help of Turner Fleischer Architects Inc. The façade was restored to its original 1920's design with a revitalized interior that captures the essence of its lifetime in the city, as well as Toronto's modern landscape. Murals wrap the location in an artistic vibe while an immense maple leaf, shaped from the original bright blue stadium seats, perches on a wall watching over the crowds. The foot traffic through the store doors keeps the atmosphere alive and buzzing. Built in the hub of the city, one can't help but be pulled into its immense interior and fresh unique design. And fresh is the concept Loblaw was driven to create. High industrial ceilings hover above the fresh forward departments, pairing an urban vibe with the quality and innovation that the store is known for. Besides the produce delivered same day and the floral department budding with an impressive volume of orchids, the store pulls ingredients from its own departments to create readymade meals, freshmade sandwiches and an immense salad bar.

At the Loblaw's® store at Maple Leaf Gardens* produce is not the only show in town. Here, the east also meets the west. A sushi bar with traditional flair and modern chef inspired creations by T&T Supermarket invites sushi lovers to watch as their delicious creations are artistically built with a host of fresh

ingredients all pulled from the different resources within the store. Made to order pizzas are served daily in a handful of minutes and customers can select from a plethora of fresh meals prepared in the store by 20 in-house chefs in an open elevated kitchen.

This is also the first Loblaw's® store to feature a complete ACE Bakery® where consumers are introduced to artisan breads made from scratch every day. The bakery offers varieties exclusive to the Loblaw's® store at Maple Leaf Gardens alongside your everyday pickings.

An eighteen foot wall of cheese doesn't as much loom over the crowd, as it invites the cheese connoisseur to an incredible portfolio that offers more than 400 varieties of cheese. Cheese specialists stand at attention with samples and a breadth of knowledge that makes the wall even more alluring. The Patisserie features a stunning collection of treats, including handcrafted milk chocolate, and an impressive array of cakes, cupcakes and more. A Tea Emporium® lives in store, and features experts who have scoured the globe for more than 10 years to curate a supreme selection of the finest teas.

Don't miss the deli and its wall of prosciutto, the best portfolio of this charcuterie item in Canada. The company has brought back expertise from trips across Canada and Europe to discover the best cuts, varieties and storage practices for the revered meat.

The location is also home to a 3,840 square foot Medical Clinic, Joe Fresh® which spans 8,380 square feet and LCBO which extends over 6,130 sq.ft...and the center of the original Maple Leaf Gardens' ice rink. Shoppers can stop by the preserved piece of history and snap a photo and feel what it was like to be at the center of it all.

I could not have imagined a more satisfying way to wrap up the

visit than with a dinner with our hosts. Loblaw's® store at Maple Leaf Gardens* Executive Chef, Mark Russell, leads a team of 20 Red Seal chefs to create the food wonders in Loblaw's® open air kitchen, but that night we had his culinary genius all to ourselves. Mike Venton, Senior Vice President, Fresh Foods Discount/Produce Procurement and Frank Pagliaro VP Produce Procurement along with their Senior Management Team hosted Rob Lambert and myself to a five star dinner in the store's state-of-the-art President's Choice Cooking School with the Executive Chef providing the amazing fare. The recipes were built from ingredients pulled straight from the fresh forward departments at Loblaw's®.

The meal was amazing and allowed me the opportunity to see just how perfectly Loblaw's® concept has come to fruition. This a place where fresh food offerings are carefully presented to a great city. This is a place where a curious consumer can bear witness to how the stories and echoes of Toronto's past weave together to create the fabric of its present and future.



©/TM Loblaw's Inc. *Reg'd. TM Lic'd Use.

The Nutritional ALL STAR

Sweet Potato Snapshot

Covington

Flavor

Moist and sweet with earthy and carrot-like flavor

Shape

Short and blocky

Color

Burnt orange skin, orange flesh

Eatability

Smooth and fibrous, softer variety



O'Henry

Flavor

Mild sweet, drier tasting, with nutty and earthy flavor

Shape

Longer and thinner when compared to blocky, elongated

Color

Yellow skin, white to yellow flesh

Eatability

Smooth and dry with medium firmness, low in



Beauregard

Flavor

Traditional sweet flavor, excellent for baking, roasting or in casseroles

Shape

Short and blocky

Color

Copper rose to tan skin, orange flesh

Eatability

Smooth, brown sugar, apricot and floral aroma



Evangeline

Flavor

Sweet and moist

Shape

Short and blocky

Color

Rust orange skin and orange flesh

Eatability

Smooth and fibrous



Diane

Flavor

Very sweet and extra moist

Shape

Elongated potato

Color

Red copper to plum skin, orange flesh

Eatability

Smooth



Murasaki

Flavor

Mildly sweet, drier tasting, full, nutty flavor, exotic alternative to traditional sweet potatoes

Shape

Short and Blocky

Color

Dark purple outside, white inside

Eatability

Smooth, dry, firm and dense with vanilla aroma





Boldly Grow

Nourishing the World Through Innovation™

At Sun World we believe growing better fruit requires diligence and skill. Our Variety Development Center staff is unmatched in the industry, and works continuously to develop new varieties that offer improved flavor, size, color, texture, yield and seasonality—leading to continuous production from early to late season. Together we can meet the global demands of consumers seeking the freshest, most flavorful fruit.

We cultivate unique and exceptional varieties grown on 23,000 acres in 11 countries.

Currently we offer the following proprietary grapes with more coming soon:

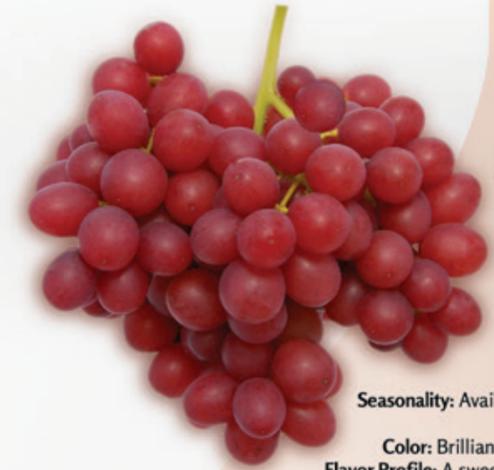
- | | |
|--------------------------|---------------------------|
| SUPERIOR SEEDLESS® brand | SABLE SEEDLESS® brand |
| MIDNIGHT BEAUTY® brand | SCARLOTTA SEEDLESS® brand |
| AUTUMNCRISP® brand | |



Sun-World.com • (661) 392-5050

Sun World®, SUPERIOR SEEDLESS®, MIDNIGHT BEAUTY®, SABLE SEEDLESS®, SCARLOTTA SEEDLESS® and AUTUMNCRISP® are registered trademarks of Sun World International, L.L.C. All Rights Reserved. ©2013 Sun World International, L.L.C.

Late Season Grape Snapshot



Sweet Scarlet

Seasonality: Available August through the first of October
Color: Brilliant pink – sparkling red
Flavor Profile: A sweet, light Muscat flavor
Size: Medium to large, oval to elliptical in shape, clusters large in size and length
Eatability: The berries are firm and crisp, skin is medium in thickness and adheres to the flesh



Crimson Seedless

Seasonality: August thru November
Color: Red
Flavor Profile: Moderately sweet
Size: Ranges from medium to large berry size (10/16" to 14/16") with large clusters
Eatability: Crisp-juicy texture, good uniformity and firmness



Scarlet Royal

Seasonality: September thru November
Color: Red
Flavor Profile: Sweet
Size: Large, oval-shaped
Eatability: Plump, versatile



Holiday® Seedless

Exclusively by Columbine Vineyards
Seasonality: October thru late December
Color: Bright Cherry Red
Size: 15/16 +
Flavor: Brix 19+, juicy, plump and sweet like candy
Eatability: Extremely sweet and juicy

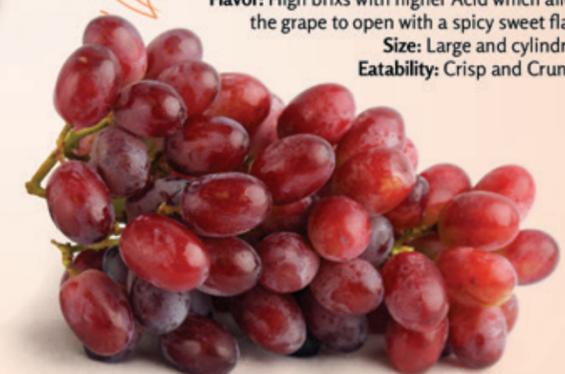
SCARLOTTA SEEDLESS®

Exclusively by Sun World
Seasonality: October thru December
Color: Deep Red
Flavor Profile: Sweet with aromatic flavors
Size: Extra-large berry and bunch sizing
Eatability: Extremely crisp texture



Castle Rock Red®

Exclusively by Castle Rock Vineyards
Seasonality: August thru January
Color: Red
Flavor: High brix with higher Acid which allows the grape to open with a spicy sweet flavor
Size: Large and cylindrical
Eatability: Crisp and Crunchy



Late Season Grape Snapshot



ADORA SEEDLESS™
 Exclusively by Sun World
Seasonality: September thru October
Color: Black
Flavor Profile: Strikingly sweet
Size: Jumbo-sized oval-shaped berry, large size clusters, shatter resistant
Eatability: Crisp, sweet, with virtually no seed trace unlike other late-season black varieties



Autumn Royal
Seasonality: September thru November, and even into December
Color: Black and purple-skinned, translucent yellow green flesh
Flavor Profile: Sweet
Size: Large elongated berries, medium clusters
Eatability: Crunchy, firm, skin, good uniformity and shatter resistance

Black Globe®
 Exclusively by Columbine Vineyards
Seasonality: Mid-August thru November
Color: Jet Black
Size: 15/16 +
Flavor: Brix 19+, crisp, crunchy texture with sweet flavor
Eatability: Seeded, excellent, crunchy texture

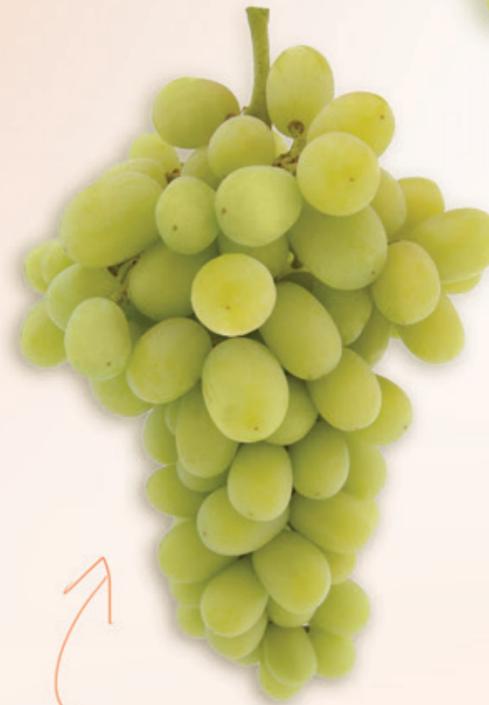


SABLE SEEDLESS®
 Exclusively by Sun World
Seasonality: August thru mid-September
Color: Deep purple
Flavor Profile: 15% higher brix than average, unique tropical and muscat undertones
Size: Medium berry, large shatter resistant clusters
Eatability: Firm, crisp-juicy texture



Thompson Seedless
Seasonality: August thru November with storage capabilities
Color: Light green grapes which are at their flavorful best when the color turns a light amber
Flavor Profile: Mildly sweet flavor
Size: Elongated, large berries
Eatability: Crisp and juicy

Autumn King
Seasonality: October thru December
Color: Light green, almost white seedless grape
Flavor Profile: Neutral to Mildly sweet flavor
Size: Very large berry size
Eatability: Refreshing, firm, crisp and juicy



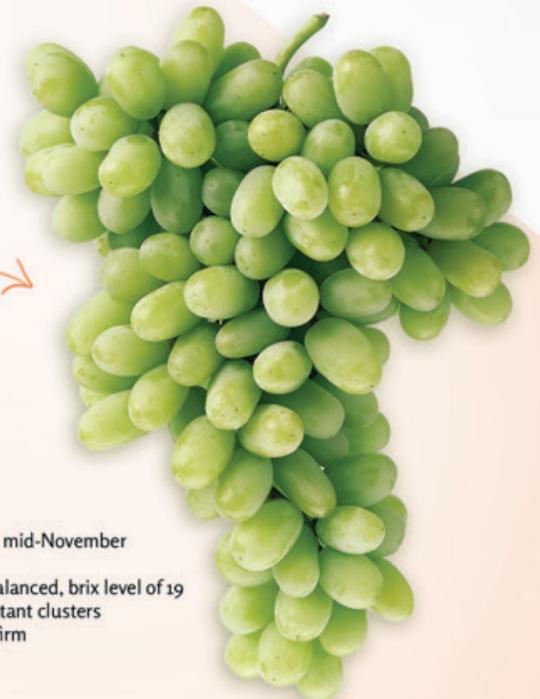
Princess Seedless
Seasonality: August thru the end of November
Color: Light-green
Flavor Profile: Distinctive European (Muscat) flavor
Size: Large, oval-shaped grapes
Eatability: Crunchy texture



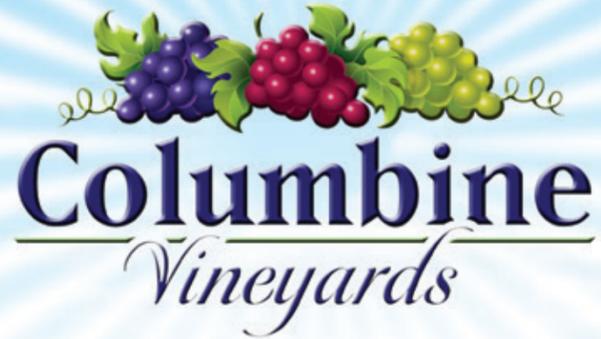
AUTUMNCRISP®
 Exclusively by Sun World
Seasonality: September thru mid-October
Color: Green
Flavor Profile: High brix with subtle Muscat flavor
Size: Extremely large berry and bunch sizing
Eatability: Extremely firm, crisp and juicy texture with subtle skin



Sweeties (ARRA15)
 Exclusively by Giumarra
Seasonality: Mid-August thru mid-November
Color: Creamy green
Flavor: Very sweet and well balanced, brix level of 19
Size: Extra large, shatter resistant clusters
Eatability: Very crunchy and firm



Exclusively From

**Columbine**
Vineyards

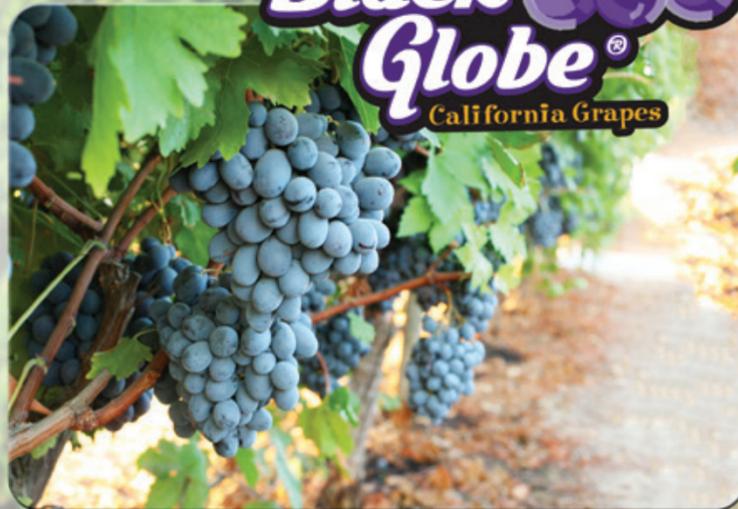
HOLIDAY SEEDLESS
FRESH CALIFORNIA GRAPES



Holiday® Seedless grapes are the sweetest treat you'll eat all season. Featuring a bright cherry color and extra large berry size, these luscious grapes will surely delight your taste buds. Our Holiday® Seedless grapes will fly off your shelves. Exclusively available from Columbine Vineyards throughout the fall grape season.

**Black Globe**
California Grapes

Our Black Globe® grapes are jet black in color and have a snappy, crunchy texture. High sugar level and low acidity makes them a delicious, healthy snack. Extra large berry size, beautiful color, and large tapered clusters define them as a natural work of art. Black Globe® grapes from Columbine Vineyards are only available during the fall season. Enjoy them while you can!



Shipping Delicious California Table Grapes Since 1926

Delano, California

sales@columbinevineyards.com

661.725.1777

Other snack categories have consumer brands.
Your fruit category should too!



Mott's® is a brand consumers know and trust. Contact your C.H. Robinson account manager to learn how you can bring this national brand to your produce department and grow category sales.

Call **1-800-323-7587** today!



© 2013 All Rights Reserved. Mott's is a registered trademark of Mott's LLP. Used under license.



INSPIRED BY FLAVOR™

MINI KUMATO™

Sweet BROWN Grape Tomato™

This tiny cousin of the fabled Kumato™ has everything he's got, and more. All that flavor is intensified in a more petite package, and because it's small, you can relish it in three stages: young for crunch; mid-ripe for zip; full-ripe for soft, juicy and sweeter than sin.



sales@sunsetgrown.com • 519 326 1491 • sunsetgrown.com

Hottest Tomato 2013
People's Choice Award