

The

Bite Size Info for the Produce Industry

# SNACK

Winter 2014  
5th Edition

## 7 THINGS EVERY ASPIRING SVP SHOULD KNOW

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**EXCLUSIVE**

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MANGO KINGS

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LIMONEIRA:  
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MOLLY STONE'S:  
UPSCALE GROCERY  
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*plus*  
EATALY: FINDING THE  
BEST QUALITY

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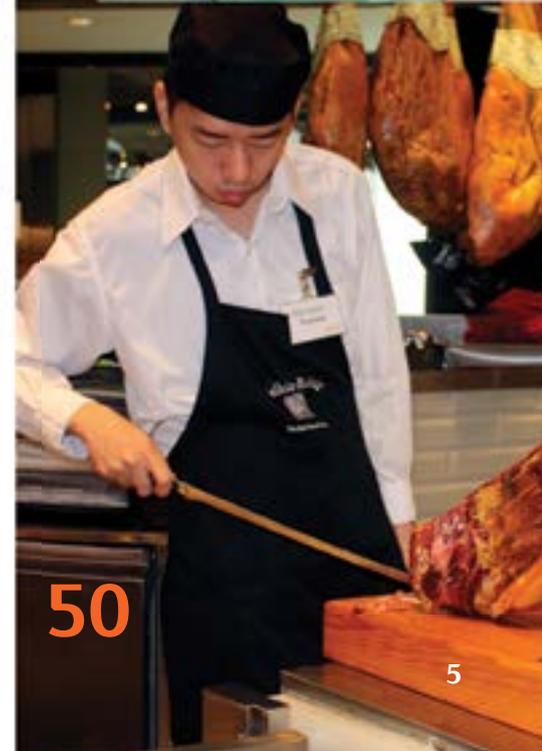
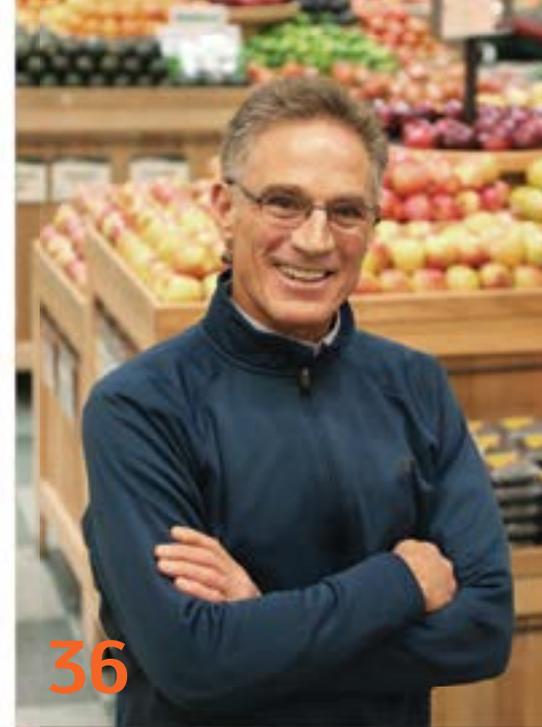
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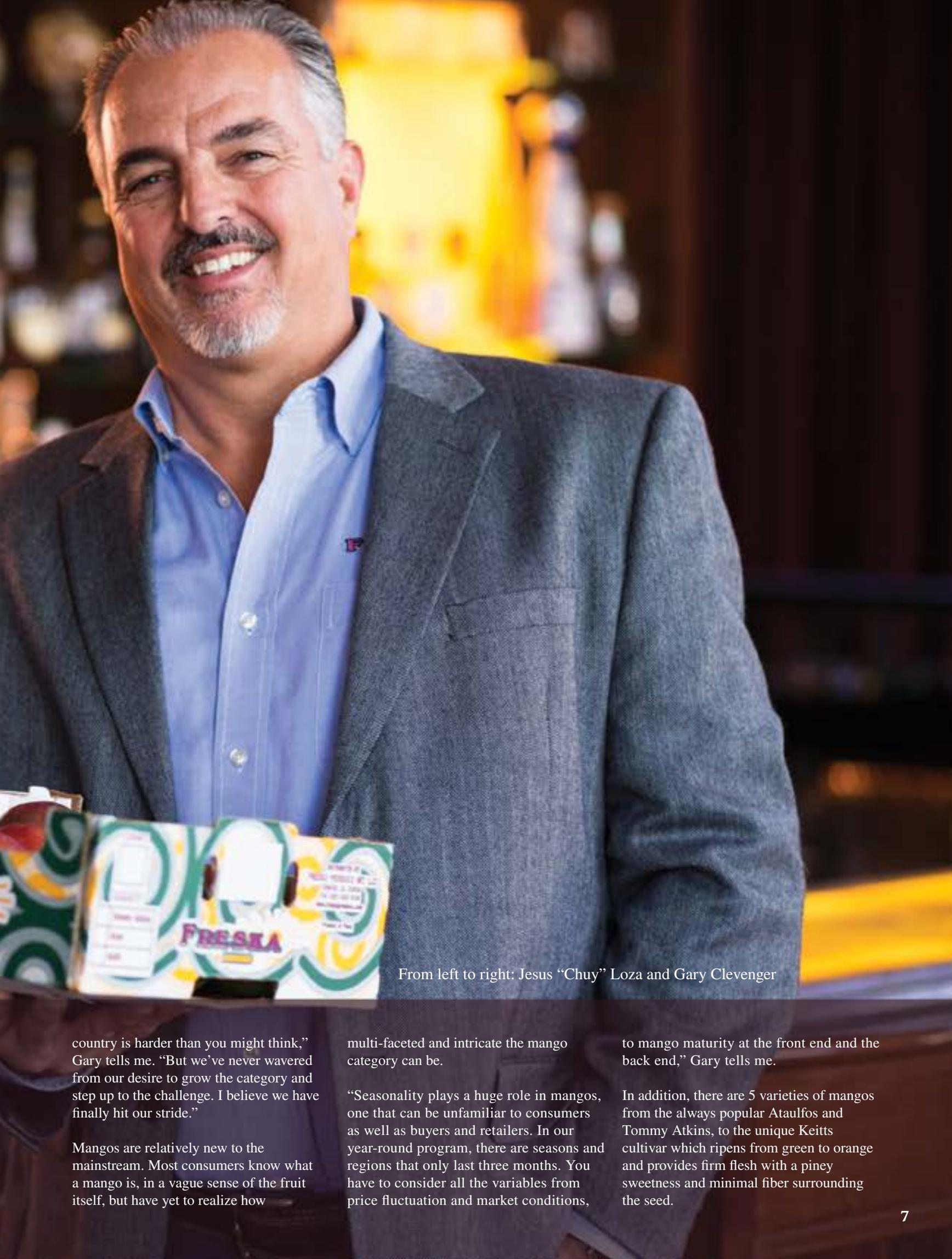


# THE MANGO KINGS

BY ROBERT LAMBERT

There is a sweet spot when it comes to successfully navigating the mango business, and these guys have found it. Meet Gary Clevenger and Jesus “Chuy” Loza - the backbone of Freska Produce International, LLC.

Gary and Chuy will be the first to tell you that mangos aren't the easiest category to market. “There was no formula to follow, and creating awareness around a fruit not native to this



From left to right: Jesus “Chuy” Loza and Gary Clevenger

country is harder than you might think,” Gary tells me. “But we’ve never wavered from our desire to grow the category and step up to the challenge. I believe we have finally hit our stride.”

Mangos are relatively new to the mainstream. Most consumers know what a mango is, in a vague sense of the fruit itself, but have yet to realize how

multi-faceted and intricate the mango category can be.

“Seasonality plays a huge role in mangos, one that can be unfamiliar to consumers as well as buyers and retailers. In our year-round program, there are seasons and regions that only last three months. You have to consider all the variables from price fluctuation and market conditions,

to mango maturity at the front end and the back end,” Gary tells me.

In addition, there are 5 varieties of mangos from the always popular Ataulfos and Tommy Atkins, to the unique Keitts cultivar which ripens from green to orange and provides firm flesh with a piney sweetness and minimal fiber surrounding the seed.



“With mangos, we have a lot on our plate when compared to other categories, as we try and generate more exposure for the variety within the mainstream. The mainstream isn’t as privy to mangos as those consumers in, say, Southeast Asia, where you will find mango trees as a backyard staple. But, the versatility of the fruit makes it an asset in the produce department. It’s a matter of educating and creating awareness,” Chuy reflects.



Gary and Chuy met in 1999 at a Southern California-based produce company and ventured out on their own to differentiate a single fresh produce category: mangos. Before the two kicked off their venture, Gary worked in the restaurant business and before that, he was in real estate development in Southern California. As a kid in high school, Gary’s roots were in agriculture as he worked in the warehouses of Santa Clara Produce in El Rio, California where his father, Ira, worked. The company grew crops in Oxnard and was one of the largest shippers out of the region, growing broccoli, celery, cauliflower and strawberries while also packing avocados. Gary moved on to work in the restaurant and real estate industries. He was

also drafted by the California Angels farm system where he played third base for three years.

Chuy’s roots in the industry take him as far back as Mission Produce where he worked in the early 90’s before spending some time in Europe working for a US and EU produce company. Chuy then went on to work for mango shipper El Tropicico and joined a Rancho Cucamonga produce company, where he would inevitably bump into his future partner. Chuy and Gary both have similar college backgrounds as well, both boasting Accounting degrees.

“We both learned business from the numbers; they never lie,” says Gary.

“The first thing I remember hearing about Chuy was that he had a good background in selling mangos. After working with him for a while I realized that he did everything in his category from procuring the fruit to tying up the trucks to settling problem files during the day and did this all while growing the category. Going into business together was really a no brainer and has been fun. Glad I followed my gut,” Gary reflects.

**“It’s a matter of educating and creating awareness.”**

Both entrepreneurial in nature, Gary and Chuy decided to branch out on their own and start a new company in 2004. With Chuy’s sourcing and grower relationships and Gary’s banking resources and financial background, the two created a business plan to import fresh mangos. The

newly established Freska Produce had the mango inventory to sell and the required relationships to buy the product.

From the get-go, the two partners agreed to grow the business organically, as demand and resources would allow. This philosophy has ensured the company's success, returning profits for Freska every year for the past 10 years.

"From the beginning we were selling directly to retailers and wholesalers, but it was hard work. We had pulled our resources from the time in the industry and knew who our customers needed to be and who we should call. Gary and I increased imports and grew our customer list accordingly," Chuy notes.

Freska hit the ground running, and soon after the initial launch the partners established an accounting department to take the financial reins, allowing Gary to move into Sales and Marketing.

**"...Keeping an even keel along the way has allowed us to sustain planned and consistent growth. Smart growth."**

The company's continued success has allowed Gary and Chuy to expand Freska's reach, purchasing property in Oxnard and Los Angeles, California as well as Nogales, Arizona.

"We invested our profits back into the business each year and it has helped the business evolve and created the control necessary to allow the category to grow," Gary tells me.

"Like I have said, starting Freska was not without trials and tribulations," Gary says. "You hit high and low points but we have always been able to maintain productivity and relationships on our terms, which are good for our growers and customers. Staying on-point and keeping an even keel along the way has allowed us to sustain planned and consistent growth. Smart growth."

This Freska team has always prided themselves on sustaining a level of honesty and respect in their relationships. "We



always give growers back a fair return and every relationship that has been with us since day one has grown with our company," Chuy notes.

"We didn't get into commercial or business deals that we weren't both comfortable with, or that wouldn't ultimately help the business. Quality control has really helped us grow faster than others. We are involved in every step of the supply chain, from QC at the farm to the coolers," Gary reflects.

It helps that the company is known for being transparent. Over the course of time, the company has proven to be reliable and up-to-date, giving back to each supplier on a timely basis. Being consistent with their growers has been a key to Freska's success.

Gary tells me, "We are an open book with our relationships and so they trust our word when seasons get complicated, the weather is challenging, and the market tough."

It's easy to see why when the times are trying, those on board with Freska tend to stay on board.

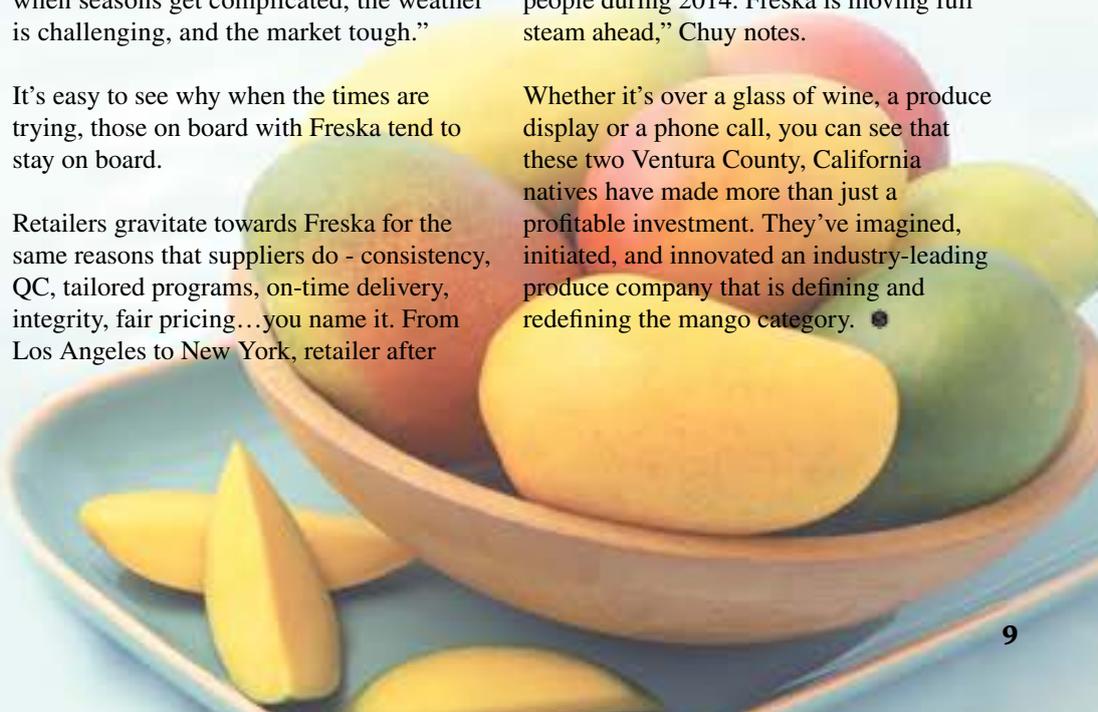
Retailers gravitate towards Freska for the same reasons that suppliers do - consistency, QC, tailored programs, on-time delivery, integrity, fair pricing...you name it. From Los Angeles to New York, retailer after

retailer attribute these characteristics to Freska Produce.

What does this dynamic duo see for the future of the mango category? Growth. FOB pricing and volumes are going up, and mangos are becoming a more popular item on produce shelves. The fruit is transitioning into fresh cut, salads, salsas, cocktails and desserts. The item also appeals to multiple demographics including Latino and Asian communities. Mangos are critical to success. If you can get the right people through the door, mangos become a doorway to tap into multiple demographics. Again, education is key. There is no limit to the ways mangos can be enjoyed, from the unique varieties and stages of ripeness to their integrations into traditional recipes, meals and holidays.

"The potential is everywhere. We plan on bringing in more volume and more sales people during 2014. Freska is moving full steam ahead," Chuy notes.

Whether it's over a glass of wine, a produce display or a phone call, you can see that these two Ventura County, California natives have made more than just a profitable investment. They've imagined, initiated, and innovated an industry-leading produce company that is defining and redefining the mango category. ●



# WTF

(WHAT THE FORK)

## DO I DO WITH Cherry Tomatoes?



### PURE FLAVOR® - SANGRIA™ PIZZA

1 pint Sangria™ Medley Tomatoes

1/4 cup sliced Bocconcini Cheese

3 4-6 inch tortillas

1/2 tbsp pizza seasoning

1/2 cup pizza sauce

1/4 cup chopped fresh Basil

Preheat your oven to 420°F.

Spoon the sauce evenly to each tortilla.

Place cheese on top of sauce and tomatoes to follow.

Sprinkle with pizza seasoning and basil.

Bake for about 10 minutes or until browning occurs.

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# WTF

(WHAT THE FORK)

## DO I DO WITH Sweet Onions?

### CARAMELIZED VIDALIA® ONION TOPPED DAUPHINOIS POTATOES

2 tbsp Butter

3 Bland Farms Vidalia® Sweet Onions Medium, thinly sliced

3 lbs Peeled Idaho Potatoes,

Sliced 1/4 thick - divided into thirds

1 tbsp Thyme, dried - divided into thirds

1 1/2 cups Parmesan Cheese, shredded - divided into thirds

2 cups Heavy Cream

Salt and Pepper to taste

In a non-stick skillet, melt the butter over medium heat. Add the sliced onions, season with salt and pepper, and continue to cook over medium heat until the onions caramelize, 10-15 minutes. Remove the onions from heat, and set aside to cool.

In a greased 10" x 10" non-stick baking pan, layer 1/3 of the sliced potatoes and sprinkle with salt, pepper, 1/3 the dried thyme and 1/3 of the parmesan cheese. Repeat twice with the remaining potatoes, salt, pepper, dried thyme and parmesan cheese. Pour heavy cream over the layered potatoes then evenly spread the caramelized onions on top. Cover with foil and bake at 350 degrees for approximately 1 hour, or until potatoes are tender in the center. Let rest for 15 minutes before cutting and serving.







# BIG HEART LOCAL SOUL

BY JORDAN OKUMURA



**F**rom San Francisco to Burlingame and Sausalito, northern California's Bay Area is full of high-end zip codes spanning a host of upscale communities. In this ultra-competitive retail market and region, Mollie Stone's Markets has taken residence; finding a treasure trove of consumer palates and specialty grocer needs.

Bay Area shoppers, consumers, and diners ask more questions pound for pound than most other places in the United States. Country of origin? Free range eggs? Local or all-natural? The Mollie Stone's managers have over 323 years of combined experience in the industry and are well-suited to provide helpful solutions.

"Our knowledge goes a long way in satisfying the needs of our customers. There is a lot of passion in our ranks," Tom Wheeler, Director of Produce Operations, tells me. "We know our communities and how important the stories behind their food are to them."

When I ask myself what's at the core of this Bay Area grocer, the inevitable answer is 'fresh.' The pulse of the San Francisco Produce Terminal is a key aspect of Mollie Stone's and its 'Just in Time' philosophy. The concept ensures the freshest quality is on the shelves and allows for stocking items that reflect those with the highest demand. Unique. Local. Same day. This retailer is helping to redefine neighborhood grocery, while remaining a one-stop-shop for conventional and innovative items as well.

What makes this 9-location grocer a 'home away from home' for many Bay Area residents is the variety of local, national and international food options in high-end locations, as well as friendly people to greet and chat with you as you make your way through the store.



“Every department and store manager keeps business cards in their shirt pockets. It’s important to us that we become more than just a resource for each of our customers, but a name and a face,” Tom reflects.

Walking through a Mollie Stone’s is akin to walking the local and regional radius of northern California. This Bay Area gem presents fresh produce items with placards for their growers, cheese displays with their home locales, and architecture

reflecting each location’s individual neighborhood and community.

The store sets the stage for many of the big players in produce. Earthbound Farm presents its ‘produce theatre’ of healthy salad creations and California Endive differentiates the specialty vegetable category with its crisp California items. Stemilt’s exclusive Piñata Apples rise out of rustic wooden bins and Litehouse salad dressings call ‘Opa! Opa!’ from

the shelves. The company also boasts rare and unique items like Pink Pearl Apples which offer a perfect balance of tangy and sweet.

Established in 1985, the first Mollie Stone’s location was opened as a natural foods store in Redwood City, California, by Mike Stone and Dave Bennett. The longtime friends and fraternity brothers infused conventional grocery items into their Mollie Stone’s concept in order to



provide the best possible shopping experience for their customers. The idea is realized in Mollie Stone's fresh produce, meats, prepared foods, deli offerings, and health and beauty products, while also presenting typical grocery such as vitamin-enriched cereals, cleaning products, housewares and packaged goods.

Mollie Stone's creates a niche for itself in the industry through the relationships cultivated with customers as well as those established and maintained with its grower, supplier and vendor partners.

The retailer not only creates both of these valued relationships based on honesty and reliability, but creativity and innovation as well. Each partner would tell you that the team at Mollie Stone's is present every step of the way, to ensure that both the integrity of the product and the vendor relationship are upheld from source to shelf. The specialty grocer has a hand in product innovations, performing as a testing ground for many of its suppliers.

The Mollie Stone's produce department has continued to be the

gateway into each store - a welcoming presence that provides excellence in quality, and an incredible assortment of offerings accompanied by top-level service. Mollie Stone's keen understanding of its customer base is reflected in the vendor partners it has chosen to work with over the years as well as the individual personalities that have built the business.

The ingenuity of Mollie Stone's and its engaging team of innovators is just one more reason that now, you can truly leave your heart in San Francisco. 🍎

# Do you know Where Your Produce Is ?

BY CHRISTOFER OBERST

Imagine this: You're a grower-shipper who has just sent out a load of the freshest, most pristine strawberries harvested all season. The cargo is traveling cross-country from California to Florida in less

than desirable conditions. Scorching heat, heavy winds, traffic, you name it. So long as the truck is refrigerated, everything will go according to plan, you think, but there's one considerable problem. The reefer has malfunctioned



while in transit and you weren't notified in time, causing hundreds of cartons of strawberries to spoil under extreme temperatures and wasting hundreds of thousands of dollars, while simultaneously disappointing consumers and retailers. Sound like a bad dream?

This situation is more real than you may believe. Without some kind of device that can report temperature changes to the shipper in real time, revenue and valuable fresh produce could be lost at any moment. I spoke with Chris Lafferty, Vice President of Sales at Locus Traxx, to better understand how nightmares like this could be easily



Introducing the SmartTraxx Portable, a battery-powered and reusable monitoring system. SmartTraxx Portable provides wireless temperature sensors, GPS location service, and real-time text and email alerts on shipment status.

avoided. Lafferty tells me that the moral of the story is that if you know what's going on at every step of transportation, you can correct any potential problems.

For the past five years, Locus Traxx has been focused on keeping all sorts of perishable cargo fresh and safe while in transit, whether it's moving across the country or over the ocean. The company has developed a unique system that is more than just a simple temperature monitor. Locus Traxx services brand-conscious grower-shippers, the third-party logistics companies or brokers, and the large national retailers.

hand. "Now your real-time temperature and location alerts are always at your fingertips," says Lafferty. "And with our five dollar reward for every unit returned, it's now easier than ever to save money on transportation costs."

As Locus Traxx looks towards the future, the company, which currently has a joint venture with Vitrociset in Belgium, is hoping to complete further joint venture efforts in South America, China, and Russia. These joint ventures will allow the company to expand its monitoring services across the globe with SmartTraxx, SmartTraxx Portable, and now, SmartTraxx Go. 🌐



SmartTraxx is a system that can provide real-time shipment temperature, door security, and location information straight to the grower via smart phone or computer. "If you know in real time when the temperature goes above or below the safety threshold, you can then take corrective action with your transportation provider so they can make adjustments on the fly and minimize product impact," Lafferty tells me. SmartTraxx assures that your product will be traveling under conditions that would give it the maximum shelf life. The retailers win, the grower-shippers win, and the consumers win.

Here's how the system works. A wireless temperature sensor is placed inside the cargo and a communication module is placed on the rear door of the trailer. The module sends data via satellite network into the Cloud. Locus Traxx then processes the information and notifies the provider in real-time about any exceptions to safe parameters. Once alerted, the provider can immediately take measures to correct the problem and ensure product safety.

This quarter, Locus Traxx is introducing a product for the next generation. Its new SmartTraxx Go is a real game-changer, a portable device that can fit in the palm of your

Standing only 3" tall, the new SmartTraxx Go provides all the benefits of the SmartTraxx system with convenience and portability in mind. Now you have access to real-time temperature and location data everywhere you go.



**FLAVOR:** A chewy texture and taste, similar to seafood.

**USES/PREPARATION:**

Do not wash. Slice and sauté in butter, oil, or flavored broth. Used in many dishes, and as a substitute for veal or lobster.

**BENEFITS:** A source of calcium & iron.

Pom Pom



**FLAVOR:** Woodsy taste and distinct aroma.

**USES/PREPARATION:**

Sauté lightly in oil or butter. Use in main dishes, sides, and soups.

**BENEFITS:** Good source of selenium, copper, riboflavin, niacin, and pantothenic acid.

Maitake



**FLAVOR:** Very delicate, subtle, nutty flavor.

**USES/PREPARATION:**

Sauté with butter and onions. Used in soups, stews and sauces.

**BENEFITS:** Good source of B vitamins riboflavin, niacin, pantothenic acid, and copper.

Oyster



White Button

**FLAVOR:** Fairly mild taste, intensifies when cooked.

**USES/PREPARATION:**

Sauté, cook any way, or enjoy raw. In salads, pasta, on pizza, quesadillas or burgers.

**BENEFITS:** Good source of the antioxidant selenium, B vitamins, copper and Vitamin D.

# MUSHROOM snapshot



## Crimini

**FLAVOR:** Similar to whites but with a deeper, earthier taste.

**USES/PREPARATION:**

Saute', broil, microwave, cook almost any way, or raw on salads. Add to beef, wild game, and vegetable dishes.

**BENEFITS:** Antioxidants, B vitamins, copper, potassium & phosphorus.



## Shiitake

**FLAVOR:** Woodsy & rich with a meaty texture.

**USES/PREPARATION:**

Best when cooked.

Curved stems should be removed. Add to pastas, soups, stir fry, sides and entrees.

**BENEFITS:** Antioxidants, copper and B vitamins riboflavin, niacin and pantothenic acid.



## Beech

**FLAVOR:** Crunchy texture & mild flavor that is sweet and nutty.

**USES/PREPARATION:**

Cook whole or slice into sauces to complement chicken or fish dishes. Good with vegetables in stir fry, soups & stews.

**BENEFITS:** Riboflavin, niacin, magnesium and Vitamin D2.

**FLAVOR:** Deep, meat-like texture/flavor.

**USES/PREPARATION:**

Grill, broil, roast or raw on salads. Great as vegetarian alternative. Grilled & served on burgers, as appetizers, entrees or side dishes.

**BENEFITS:** Antioxidants, potassium, phosphorus, B vitamins and copper.

## Portabella



## Enoki

**FLAVOR:** Mild taste and crunchy texture.

**USES/PREPARATION:**

Trim roots at cluster base, separating stems before serving. Raw in salads, sandwiches, or in soups.

**BENEFITS:** Copper, the antioxidant selenium; B vitamins riboflavin, niacin and pantothenic acid.

Use caution with wild mushrooms. There are many varieties; many are inedible and resemble non-poisonous varieties. If you want to try the edible wild varieties, it is important to eat those purchased from a trusted retailer or served in a restaurant.

## Wild Mushrooms





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# FINDING THE BEST QUALITY PRODUCTS IS JUST PART OF OUR MANIFESTO

BY ROBERT LAMBERT

Looking for the upper echelon of grocery? New York City's Eataly is a food lover's wonderland. With Oscar Farinetti as Founder and Mario Batali as creative partner, how could it not be? This company promotes a diverse selection of high quality food and drink, boasting a love for the stories about the diversity of flavor, the people who produce it, and the places it comes from.

Nearly 10 years ago, Oscar found a need to create something new and different to offer the food lover's community. What started as "Eat Italy" quickly changed to "Eataly" as the first store opened January 2007 in Turin, Italy. In 2008 the company expanded its footprint into Tokyo and now has 11 locations in Japan. In 2010, Oscar jumped at the chance to open a location in New York City in collaboration with world renowned chef Mario Batali along with Joe Bastianich and Lidia Matticchio Bastianich.



These are the distinctive forces behind an eclectic group of critically acclaimed, unanimously adored venues and restaurants. The young company recently opened its second U.S. location in Chicago, and Dubai and Istanbul are on the horizon.

This family of talented food geniuses knows that good food creates a binding and joyful experience. Whether around the café table, in the fresh produce aisle, or beside an array of distinct foodie items, Eataly has a real understanding of the artisan appetite, balancing both imported and local products.

Partner, Dino Borri, tells me,

**“Finding the best quality products is just part of our manifesto. We are trying to establish a way for everyone to access good food in the world. Eataly combines**

**our Italian soul with local culture that is specific to every store. Our goal is to create trademark eating and dining experiences that align with the way we were raised to appreciate food in Italy. Every store and its concept is also designed in-house by our collaborators and architects. We are bringing a little bit of our home to your doorstep.”**

If you want to know what produce can do when paired with artistic license, Eataly is your one-stop-shop. Produce at Eataly features your top-tier fruit and vegetable companies. The gamut includes unique, hard-to-find items as well as the staples we know and love. The company’s partner, Baldor Specialty Foods, sources everything and also brings fresh flowers to the store each morning. Eataly is the only place in New York with a Vegetable Butcher who

will cut and clean any vegetable you want for free. Cook simply and healthfully at home or enjoy fresh and seasonal vegetarian fare at Le Verdure, in view of Eataly’s produce market. Also, a Northeast Seasonal Calendar gives shoppers the lowdown on the season’s finest.

At LA SCUOLA DI EATALY, Dean Lidia Bastianich communicates the Eataly message that good eating is about engagement and education. The company wants consumers to know the grocers, chefs and producers who inspire the company. Chef Bastianich has handcrafted a variety of cooking school classes that each offer a unique culinary experience. La Scuola di Eataly is Italy for food lovers from people who are very passionate about food and wine. In addition to classes, Pranzo, Eataly’s new regional pop-up lunch restaurant in La Scuola Grande continues to host the Eataly experience.



**Dino Borri**

Eataly offers 7 sit down restaurants, each positioned next to the market area that provides the fresh ingredients for that restaurant's dishes. Le Verdure is next to an abundant produce section, La Piazza to its fresh mozzarella and Salumi & Cheese Counters, Il Pesce to Eataly's fishmonger, La Pizza & Pasta to the Bakery and Manzo to the Butcher. Pranzo is in Eataly's Cooking School and Birreria is a rooftop restaurant that brews its own cask ales. A Panini Counter offers daily items like housemade sandwiches and a Rotisserie Counter for hand-carved meats, Cobb Cobb Chickens and assorted antipasti.

The company's target audience is everyone... and when Eataly opens its doors, you are entering a space that feels more like a trip abroad than a Sunday afternoon shopping trip.

This is a store with stories. Here, you won't just discover what you love, you'll also learn about what you love. The company has built its foundation with the help of its loyal followers, patrons and fresh faces. What the consumer chooses every day determines what Eataly will stock its shelves with over time. Sourcing the best quality products means that the company supports the local farmers, fishermen, butchers, bakers, and cheesemakers who produce them. And the company doesn't rob you at the register for the experience; Eataly is dedicated to offering the best products at the lowest possible price points.



**(from left) Lidia Matticchio Bastianich, Joe Bastianich, Mario Batali, Oscar Farinetti**



In Eataly, knowledge is king. The company prides itself on knowing everything about what they sell and serve, and their passion for the knowledge is evident in the stories these professionals tell of the people and places behind all that the grocer offers. The more you know, the more you enjoy.

The company also knows that trust is earned. Eataly promises to be scrupulously honest with a staff that never encourages the consumer to buy more than what they need or more expensive than what they can afford.

With an end goal of preserving each customer relationship for a lifetime, it's easy to see why honesty is key. The Eataly landscape is a story of the region, the people that inhabit it, and the family that began an experience that is sure to please the palate at every visit. ●

# WTF

## DO I DO WITH Apples and Pears?

(WTF) (WTF) (WTF)



### APPLE-PEAR FISH TACOS

#### FISH + MARINADE:

2 lbs of white fish  
1 orange  
Sea salt + pepper to taste

#### CHIPOTLE SAUCE

1 clove garlic  
1 Chipotle pepper in Adobe sauce +  
1 tsp adobe sauce from 6 oz can  
2 - 6 oz containers plain yogurt  
12-16 corn tortillas

#### STARR APPLE-PEAR SALSA INGREDIENTS:

1/2 a bunch of Cilantro  
1 cup green cabbage  
5 Roma tomatoes  
1 Serrano pepper (2 if you like it hot)  
1 Starr Ranch Growers Granny Smith apple  
1 Diamond Starr Growers RED D'anjou pear  
1/4 to 1/2 cup of red onion

Squeeze fresh orange over fish, salt + pepper to taste. Marinate then refrigerate for approximately 1 hour while you prepare Starr Ranch Growers' Apple-Pear Salsa and Chipotle Sauce.

In medium sized bowl chop all ingredients for Apple-Pear Salsa, squeeze lime over ingredients and season with salt + pepper. Toss well, cover and chill.

In blender, mix all ingredients for Chipotle Sauce. Cover and chill.

Grill or bake fish until done. Wrap tortillas in foil, then heat until warm in 350°F oven.

Fill each tortilla with flaked fish, salsa and top with a drizzle of Chipotle Sauce.

Absolutely delicious and good for you too!

**ONEONTA**  
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*gouris*



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LIMONEIRA<sup>®</sup>  
SINCE 1893

“When you do your initial public offering (IPO), you’re not sure if institutional investors will embrace you,” Harold Edwards, President and CEO of Limoneira, tells me. “There’s a lot of risk, but the rewards can be great.”

Indeed, the rewards have been substantial for the 121-year-old Santa Paula, California-based agribusiness. Since going public four years ago, the company’s share volume increased more than tenfold, gradually building its investor base and increasing its current market capitalization to well over \$300 million. It was a triumphant moment in Limoneira’s history, one which helped the company grow like never before. As we look back on that fateful, truly historic day, Edwards takes us on a journey that reveals the tension and enthusiasm surrounding the company that morning and the benefits going public have ultimately provided...

It’s 9:30 AM on May 27, 2010. The opening bell at the NASDAQ echoes and rings out across the MarketSite as traders work the floor and stocks scroll tirelessly across the screens. For Harold Edwards, today is more than extraordinary. His company had just gone public.

“It was a really exciting day to me; a really important moment in the company’s history,” says Edwards, reflecting on the day that would change his business forever. “Soon after 117 years of being privately-owned, the company embraced being public.”

Many entrepreneurs perceive taking their company public as a huge risk, but for Limoneira, there were a number of advantages to consider. For example, the company could access a new form of capital, allowing more room for expansion. The company could now embrace its plans for growth, while also giving shareholders an instant increase in liquidity. It all sounds like a great idea, but one must also examine the various disadvantages of going public, which Edwards describes as potentially including more costs, more restrictions, and/or increased pressure on short-term growth in a cyclical agricultural environment. The biggest issue Limoneira had to overcome was the increased cost from a regulatory perspective. The cost of managing audits, accounting, all of the things part of being compliant from a regulatory perspective.

“Investors say there won’t be a significant return on capital. It will be an overly regulatory environment. There will be added cost. You might get de-listed, which creates serious peril,” Edwards outlines. “Attracting institutional investors was difficult because there wasn’t enough turnover volume in trading.”

It became increasingly difficult to attract investors and give guidance. There’s an entire laundry list of risks and potential liabilities, but Edwards still saw an opportunity to increase market capitalization and transparency. “One of the real opportunities we saw was to be able to reconnect Wall Street with Main Street. We could develop real estate

# HAROLD EDWARDS

BY SARAH HOXIE

# LIMONEIRA®

SINCE 1893



in capital markets,” he continues. Spurring growth in these capital markets would help channel funds into all of Limoneira’s businesses, which involve agriculture, community, and real estate development.

At the time, the company had more than 500 shareholders and the Securities and Exchange Commission requires that any company of that size must be public. The best way to increase your value is to increase your public sharehold, and Edwards wanted to capitalize on this circumstance rather than take any risks with the SEC.

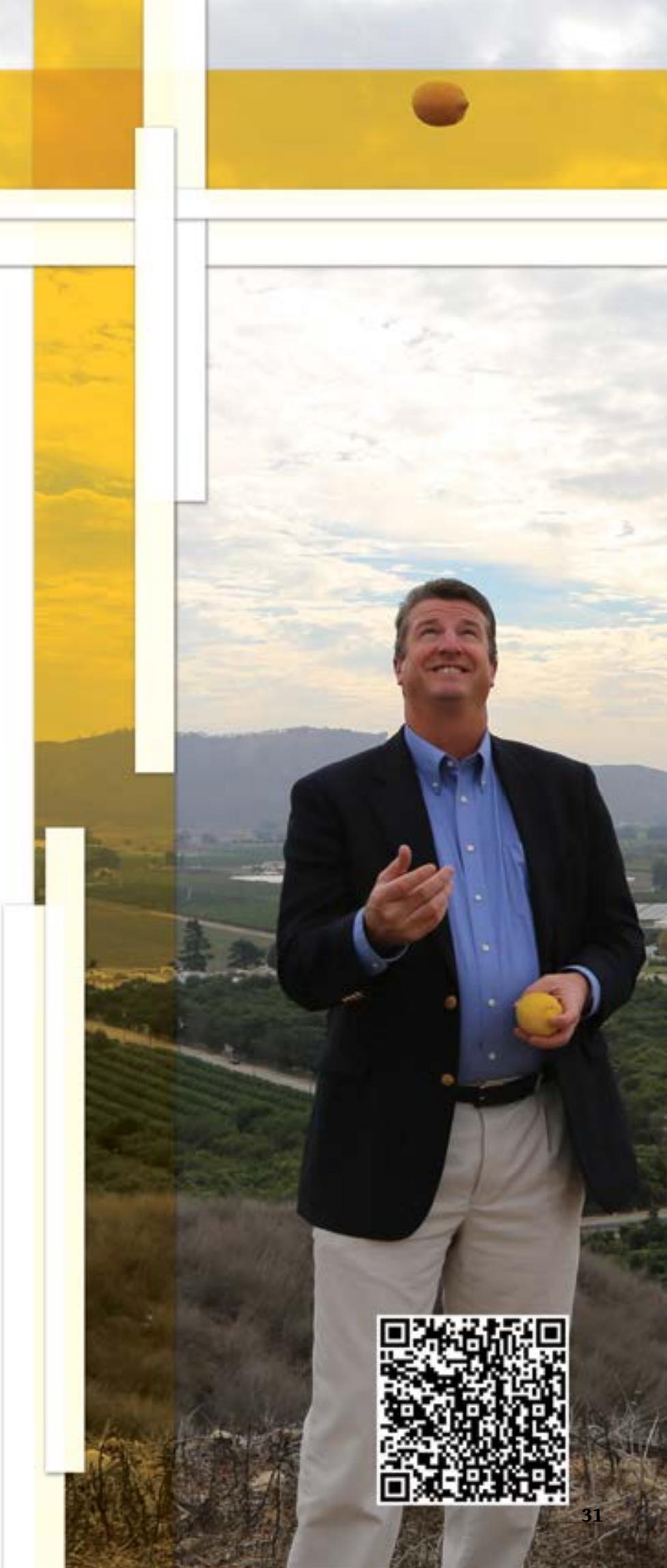
In the months following its listing on the NASDAQ stock market, the company eventually went from 200 shares a day to over 35,000 shares a day on average, ultimately taking its current market capitalization to over \$300 million. The amount of shares being traded were increasing every day and the company’s investors base was gradually, but successfully growing, with the founding families thankfully still in control. Edwards and his team of executives had solidified their place in Limoneira’s history, and under his leadership, the company’s stock had significantly risen.

Edwards is no stranger to being a strong leader, either. He was once Vice President and Chief Financial Officer at Mission Produce from 1992-1996, where he successfully managed the net income growth of the corporation by 300% in five years, while maintaining adequate corporate capitalization and cash flow. He eventually took on other corporate positions in the years following in

various agribusinesses, including Purina Italia, Agribbrands International, Sunkist, and Calavo Growers. Being the CEO of a giant, influential, and multi-generational agricultural company like Limoneira is, without a doubt, a difficult position to fill, especially since his father once held the same role as interim CEO. Even though his father served on the board since 1985 and was chairman for some time after that, Edwards still needed to apply to become CEO. He was eventually hired, and his father subsequently stepped down as chairman.

We now return to the months following Limoneira's public offering. It is August 4, 2010 at 9:29 AM...mere seconds before the ringing of the NASDAQ stock market opening bell. Harold Edwards stands behind the bell alongside his wife and other Limoneira officials and their families, eagerly anticipating the countdown until 9:30. This is an undeniably historic moment for the company, a testament to Edwards's prowess to take strategic financial risks and overcome potential risks. At 9:30, Edwards rings the bell and lemon-colored confetti rains down from the ceiling, showering the NASDAQ MarketSite in yellow as the walls prominently display the Limoneira logo. Amidst the clapping and cheers, this was the time to reflect on where he took the company and its countless financial successes over the months preceding.

Since his start as President and CEO in November 2004, Edwards was able to take Limoneira to new heights thanks to his business-savvy acumen and financial intuition. His vision allowed the company to grow in more ways than one, building its market capitalization and developing its global agriculture, community, and real estate businesses. Under his leadership, he had developed a business model that doubled the size of the company in the past generation and is still growing today. ●





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# The Healthy Voyager

★ By Jordan Okumura

## Marketing is storytelling.



**Carolyn Scott-Hamilton**

The story creates an identity and a narrative for a brand or product that can be channeled through a host of different mediums. With the advent of online communities and blogging, companies have the tools for generating a story that can touch the consumer on a personal level. Changing from advertising with traditional media to working with online personalities is proving to not only be effective, but more profitable. With a blogger, you can get uniquely created content that will live well beyond the debut post; from social media to the never-ending phenomena that is 'passing it around the web.'

Tapping into the resources of a professional food blogger not only brings creativity to a marketing campaign but creates an organic and personal relationship between the product and the consumer. Bloggers allow a connection to be built that reciprocates the passion behind a product and the passion for a product, and a qualified blogger on your team will ensure that the direct pipeline to the user/subscriber's kitchen remains open. In terms of marketing, this is a unique, sincere and natural way to build a brand... create a relationship...without stretching your budget.

Bloggers are story tellers, as The Healthy Voyager, aka Carolyn Scott-Hamilton, the creator and host of The Healthy Voyager web series, site, and overall brand tells me. The award-winning healthy, special diet and green-living and travel expert, holistic nutritionist, plant-based vegan chef, best-selling cookbook author, media spokesperson, sought-after speaker, consultant and television personality, knows what it means to have passion for what you



do and what you represent. Lucky for us in the fresh produce industry, with The Healthy Voyager, she aims to help people live well, one veggie at a time.

Carolyn has created a universe around the art of creating content and a dialogue with her audience; from videos on travel and food resources to fitness and produce education.

## 5 NEED-TO-KNOW THOUGHTS ABOUT CHOOSING A BLOGGER

Tapping into the food blogging community can prove to be an integral part of a business's content marketing strategy and brand development. Finding the right food blogging fit for you and your business in the vortex of social media and online resources has its challenges. But we have a few tips, courtesy of Carolyn Scott-Hamilton, Founder of the popular food blog, The Healthy Voyager.



[1]

Finding the right blogger for you starts with you. It makes the process a whole lot easier if you know exactly what your campaign and product is, and what you want to communicate about that content. If you are promoting blueberries, look for a blogger whose content aligns with your product and whose audience will be interested. Food bloggers in general may be able to speak to fresh produce but maybe not with the knowledge and resources you may find in a more focused approach.



[4]

most likely to come up in the top ten or twenty. Try searching on Twitter and Facebook. Check out Pinterest. One nice thing about many blogs is that they also contain links to fellow bloggers that align or enhance their views or genres.

Considering how much of your budget to extend to a food blogger will help you determine the resource but also understand how much time and energy a great blogger will invest in you. Bloggers realize that working with a company is a collaboration and also a business transaction. In some cases, bloggers like The Healthy Voyager have media kits on hand to help guide you through the possibilities of your campaign or one-time post. Bloggers know that while their site and resources can speak for themselves, it is also great to have analytics on hand, a press page or press kits and rates for different projects. So ask...

[2]

Same goes for the portfolio. Whether you tap into the resources of a freelance, part-time or full time blogger, the right tools will only help the effort. The great thing about bloggers is that their portfolios are available for all to see. Consider how you want your content presented; bloggers have tools of the trade that can enhance your product presentation. Do you want to communicate your brand through video? Image? Recipes? Contests? Twitter parties?

[3]

The cream rises to the top. Initially, looking for a blogger can be as simple as typing a few key words into Google and hitting search. Those with the most traction and largest audience are the

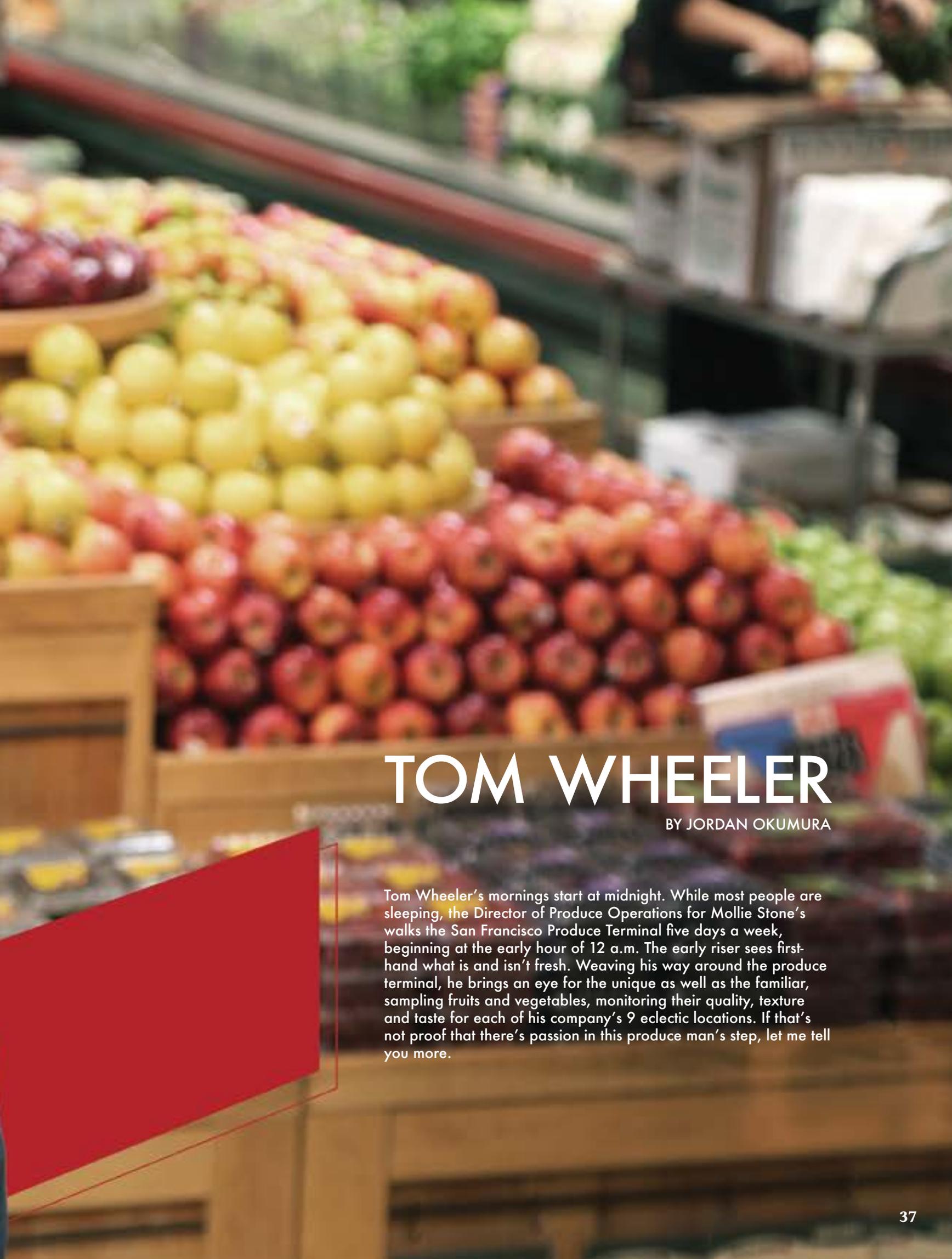
[5]

The possibilities are endless. This may be daunting in terms of finding your ultimate food blogger, but it is good to know that blogging covers a spectrum of projects. A great blogger will bring creativity and ideas to the table, whether it is a full fledged campaign with weekly postings, a single blast per month or a single post into the Internet universe that will allow that content to live forever.

A lot of this process is realizing what you get for your dollar—more bang for your buck. The right blogger will open up a dialogue around your product—a value that is beneficial to both you and them.



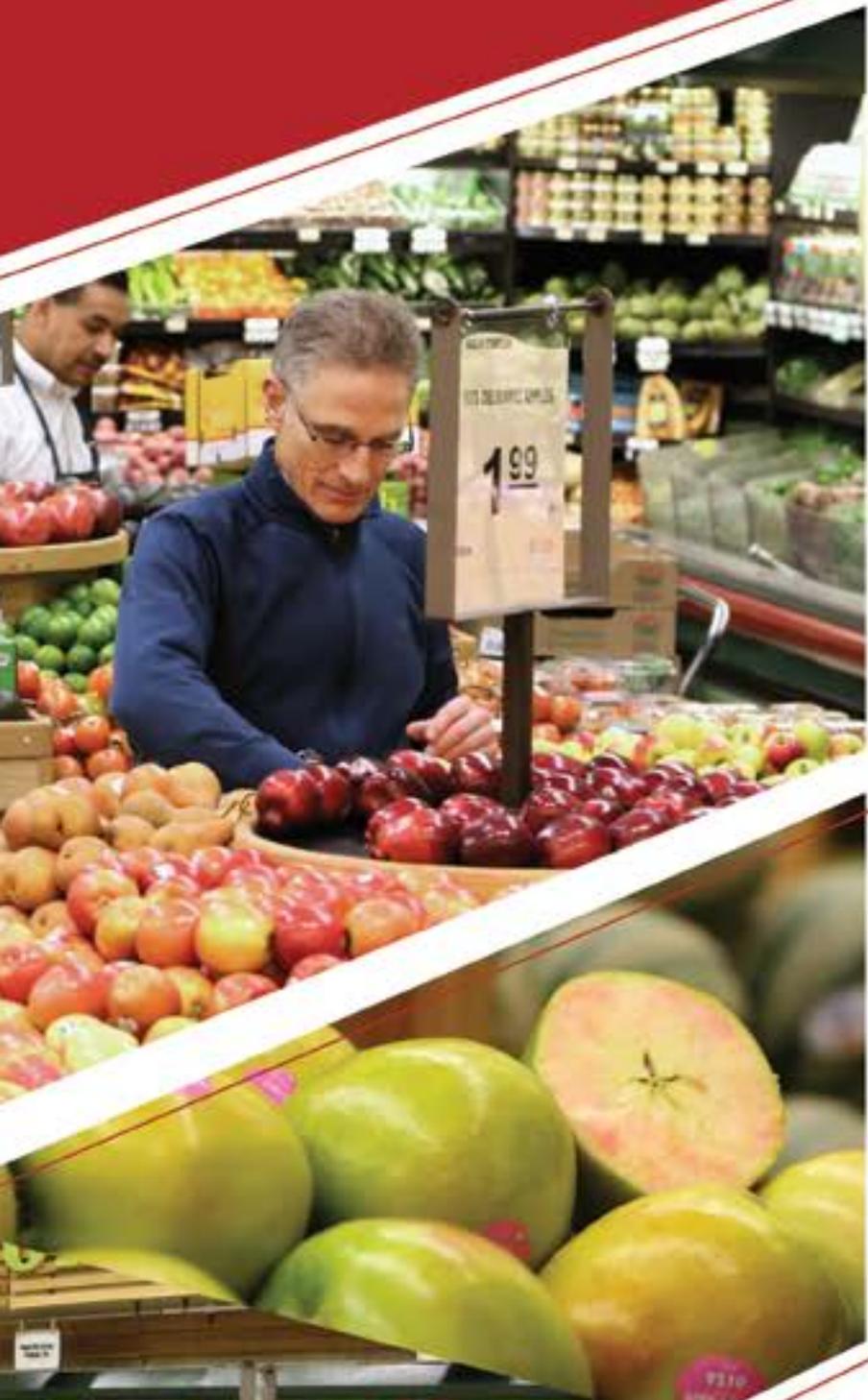




# TOM WHEELER

BY JORDAN OKUMURA

Tom Wheeler's mornings start at midnight. While most people are sleeping, the Director of Produce Operations for Mollie Stone's walks the San Francisco Produce Terminal five days a week, beginning at the early hour of 12 a.m. The early riser sees first-hand what is and isn't fresh. Weaving his way around the produce terminal, he brings an eye for the unique as well as the familiar, sampling fruits and vegetables, monitoring their quality, texture and taste for each of his company's 9 eclectic locations. If that's not proof that there's passion in this produce man's step, let me tell you more.



The first light of sunrise is just touching the edges of Mollie Stone's Sausalito, California location as this produce aficionado is already half way through his day. Tom guides me through the waking store, down aisles rising with local wine hand-picked by sommelier Ken Schroeder, past a landscape of artisan cheeses and cured meats, all the while raving about a unique batch of Pink Pearl apples with their pink and beige meat. He stops to cut me a slice to show me just how unique the colors really are and the flavor as well.

Just making its way to the day's ice display is the fresh catch of crab that comes in every morning. Tom moves around the bins and displays with the ease and knowledge of home. The shelves packed high; a map of northern California suppliers and beyond. With a background in running... hitting the pavement, the terminal floor or the produce aisle must be second nature for him. Working toward the Boston Marathon in April, Tom knows what it means to work hard for the things that you are passionate about. His drive is evident in both his enthusiasm and knowledge. When it comes to running and his passion for the job, one clearly informs the other.

The Mollie Stone's Produce Buyer has an office and distribution center at the San Francisco Produce Terminal. The fruits and vegetables that Tom selects each day find their way to the stores that very same morning. Talk about a fresh perspective! By testing sugar content with a refractometer and pressures and temperatures as well, the company ensures freshness and quality when the doors open.

Tom is always thinking two steps ahead, looking to wrap his head around a fresh concept, or for a unique item for his consumers. I reach for a small red and yellow apple just at eye level.

"This tiny apple has one of the longest histories of any fruit variety, going back to the seventeenth-century orchards of Louis XIII and possibly beyond that to ancient Rome," Tom tells me. "The Lady Apple...also known as Lady Sweet, Christmas Apple and Pomme d'Api," Tom notes.

The man knows his history, and what will catch your eye. The company presents shoppers with a monthly almanac that has daily tastings to keep customers informed and engaged, and Tom is never afraid to test new products or concepts in his departments.



**“We always want to give our customers a taste of something new and different.”**

“We always want to give our customers a taste of something new and different,” Tom notes. “One day I hope to merge different departments together to form a more collaborative space in grocery. Produce and deli? Why not.”

Tom joined Mollie Stone’s in the middle of 1991. Before teaming up with the specialty grocer, Tom worked with Cala Foods, an independent retail chain in San Francisco, as well as the grocery retailer Pac N Save. Since 1995, Tom has been the sole produce buyer for Mollie Stone’s hand picking the fresh produce jewels and companies that have helped define the retailer.

For suppliers that appreciate telling their story at the final stage – the retail shelves – Tom is your man. Take endives; specialty items such as this unique vegetable beg for education. Tom and a dozen produce managers/staff visited California Endive’s facility recently in Rio

Vista, California for a tour of the growing operations followed by an endive-centric lunch; putting a face and story behind the produce item – a dream for any grower. After their visit, the grower conducted a round of demos at various Mollie Stone’s locations where produce managers engaged and participated in each demo.

What’s on the horizon for fresh produce? Tom tells me that the industry is ever evolving, with one area of major growth occurring in the value-added category. Displays have grown from 4-foot sections to 8-foot presentations spurred by the demand for convenience and new unique flavors and creations.

Tom is hands-on in every aspect of the business, always receiving his growers with a friendly smile and a laugh, making it a pleasure to work with him whether you’re at the distribution center, on the SF Wholesale Produce Market or at the corporate headquarters in Mill Valley...or whether he is just taking a walk through his Sausalito, California store with a Sacramento produce writer from down the road. ●

# WTF

(WHAT THE FORK)

DO I DO WITH

Tomatoes  
on the Vine ?

## ROASTED TOMATO SOUP

Serves 2 generously, or 4 as a light starter

2 lbs Houweling's Large Tomatoes on the Vine  
1 medium yellow onion, peeled and cut in half  
5-6 cloves garlic, unpeeled  
2 tbsp olive oil  
1 cup vegetable broth  
Salt and pepper to taste

Preheat the oven to 375°F. Slice the tomatoes in half and place cut side up on a parchment or foil lined baking sheet.

Add the onion and the cloves of garlic to the baking sheet as well.

Drizzle the tomatoes, onion and garlic with the olive oil.

Season generously with salt and pepper.

Roast until the tomatoes are just starting to collapse and the onion is just starting to caramelize (about 1 hour).

Remove the tray from the oven. Using tongs, pluck out the garlic cloves and set aside.

Transfer the tomatoes and onion to a stock pot.

Once the garlic cloves are cool enough to handle, peel them and add to the stock pot.

Add the vegetable broth. Blend until smooth with an immersion blender.

Bring the soup to a simmer, taste and season accordingly.

Serve with classic cheddar grilled cheese sandwiches or enjoy simple and unadorned.



# 7 THINGS EVERY ASPIRING SVP SHOULD KNOW

WITH **REGGIE GRIFFIN**

BY SARAH HOXIE

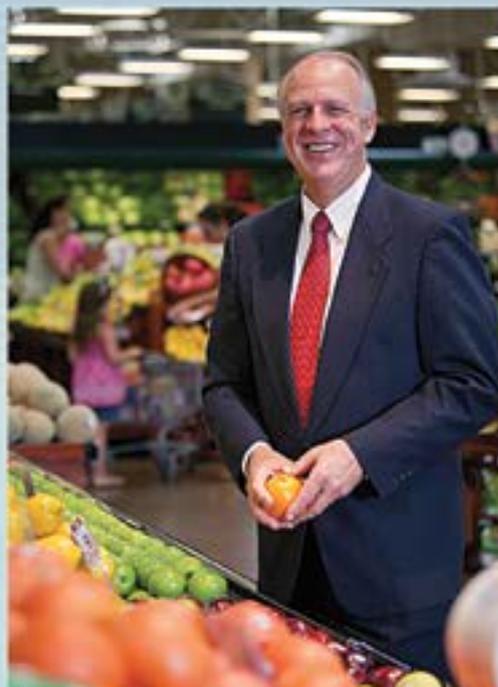
“Ethos and egos, it’s in large part about ethos and egos,” Reggie Griffin tells me. This produce industry maven brings more than 40 years of experience in the grocery industry to the table, from his days with Kroger to the new consulting venture Reggie Griffin Strategies. Reggie is a visionary, a mentor, a pioneer and today... a teacher.

“The buy-sell relationship is more complicated than it may seem,” Reggie reflects, and I am convinced. Under his watch, Kroger was responsible for more than \$7.0 billion in Produce and Floral sales for the US supermarket chain. The Cincinnati-based retailer is still the largest florist in the world.

“Mind you, I haven’t written a produce order in 30+ years,” he notes. “But I can tell you that the profession is all about resilience and foresight... learning how

to stay on your toes in a dynamic, ever-changing industry.”

Here, ‘Professor’ Griffin steps up to the podium and imparts upon us seven things every SVP and retail produce professional should know...



## ETHOS and EGOS

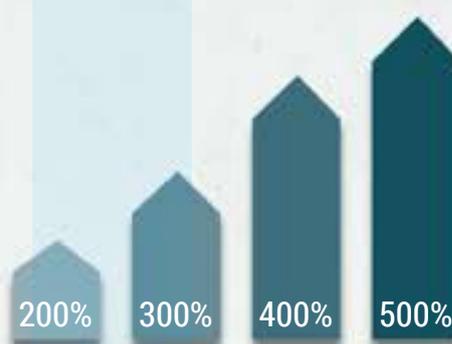
**1** When you are negotiating deals in a world with Walmart, Kroger, and Safeway, you want someone on your side with the ego to get the job done, and the ethos to get it done right. It is the detail-minded who can also see the bigger picture who will ultimately prove to be the industry leaders. The capability to execute the perfect dynamic between suppliers, buyers, transporters, and consumers is a skill necessary for success. Although there has been a tremendous evolution in the way buying is done, the basics are still key: honesty, integrity, attention to detail, and the ability to take the reins and lead.

## 3 YEAR INVESTMENT

**2** A lot of Produce Buyers today come to the industry straight out of college and it's good to know, whether you are upper-management or the individual applying for the position, that there are some things to expect from the first three years. It takes about three years for a Produce Buyer to pay for themselves. The first year they are getting their bearings, learning what makes the business tick. The second year they begin to remember. A Produce Buyer starts tapping into the seasons, remembers the best varieties and from what region in the world they are sourced. They begin to remember at what point in the year to begin planning for the holidays and how weather and the market changes the game. In the third year they start anticipating, decisions become informed gut reactions. They combine the science and art of produce buying for inventory, weather, trends... this is where the knowledge really kicks in and the ROI occurs.

## KEEP IN MIND...

**3** A promotional ad can increase sales by 200-500% ...So, a great buyer has to be able to anticipate supply and demand. Some individuals come into the corporate life and really thrive at the tasks at hand with great personal initiative. A project has the potential to really evolve through their integrity, vision and ability to get the job done. Great buyers are the guys and ladies that can hold up the roof when it is caving in—play ball under pressure.



## TIMING IS EVERYTHING

**4** It's a fast and furious game... Whether it is a Produce Buyer, Distribution Center Replenishment Buyer, or FOB buyer... a fresh product doesn't sit still for long as timing and speed are everything. With the demand for fresh driving the 'just-in-time' concept, fresh produce coming into a distribution center is all about timing. A Produce Buyer has to have a handle on fresh, fast turn around. Ordering from East and West coast, or tapping into the import system means trying to time the product coming in to hit the produce floor at the same time it's needed and turn that inventory over. It's about trying to anticipate what those 200, 300, 400 stores are going to need and at any given time.

## STRIVE TO BE A MERCHANT

**5** A great Produce Buyer is a merchant also! That is one of the best things you could say and the best compliment you could give to a Produce Buyer. Strive to be a merchant, a person who creates the art and science of fresh produce merchandising.

## PRODUCE BUYING

**6** Produce Buying is a great stepping-stone to higher management... This position allows the perfect opportunity for growth in the retail ranks. It's more than just about being a great buyer. The payout is tenfold, but first you need the tools and the foundation. I know some great Produce Buyers that have become Division Merchandisers after their time in the position. Some have even gone on to lead the perishable operations in some of the largest operations in the US.



## USE TECHNOLOGY

**7** Use the technology at your fingertips... Technology has grown exponentially. With the resources today, we have started using algorithms, mapped out consumer trends and buying patterns, the movement of shipments... today we have great quality control and a sense of demand throughout the categories and the year. Now, that doesn't mean leaving instinct by the wayside, but use the tools you have at your disposal.

Reggie has been in both Merchandising and Operations, spending 10 years as the Corporate Vice President of Produce & Floral Merchandising and Procurement for Kroger. The industry veteran recently retired and launched his own venture, Reggie Griffin Strategies, with the goal of working with key clients who share that same philosophy and want to grow their business with vision, strategy, effective organization and passion.

# SUPER GREENS

VITAMINS



CALCIUM



IRON



Lost in finding the ultimate in nutrition? Look no further. The following super greens are packed with vitamins and minerals that provide health benefits other vegetables can only dream of. Whether you're looking for antioxidants, specific vitamins or minerals, or specific properties like younger looking skin and detoxification, we've got it all. From the classics to the up and coming, these super greens will help energize your body like never before. Next to these powerful veggies is a list of the most prominent vitamins (A, E, C, or K) and minerals (Calcium or Iron) in each one so you can easily find the benefits you desire.

DANDELION GREENS



Dandelions have been used as food and medicine for as long as humans walked the earth. The greens of dandelions are no different. Not only can dandelion greens purify the blood and cleanse the body, they can also help lower the risk of cataracts and age-related macular degeneration. This is one superfood that might already be growing in your backyard!



Beet greens are considered to be underdogs and yet their health benefits rank alongside the best superfoods available. Specializing in Vitamins A, C, and K, beet greens help boost your immune system, while keeping your skin, bones, and eyes as healthy and as youthful as ever. Don't throw this naturally sweet super green out; it's even more nutritious than the beet itself.

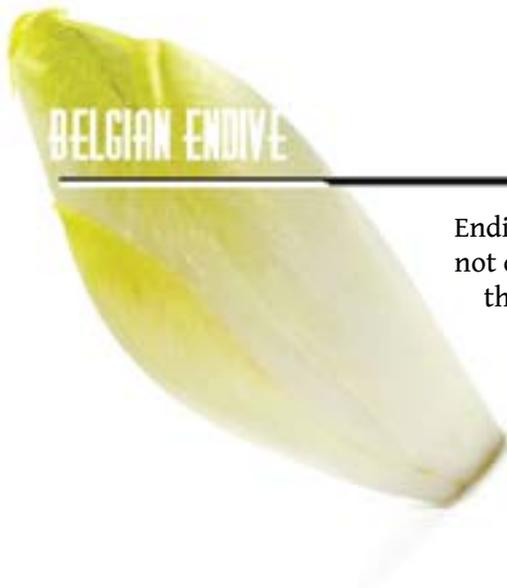
BEET GREENS



TURNIP GREENS



Turnip greens are not to be underestimated. Not only do they provide high levels of antioxidants, but their ability to boost the body's detoxification activity makes them an effective cancer preventer. Despite their earthy flavor, they're a worthy addition to any salad.



BELGIAN ENDIVE



Endives will improve your body inside and out. Usually served as a side dish, this superfood not only helps aid weight loss and metabolism, but it also enhances your skin and eyes thanks to its rich source of vitamins A and E. Try blending endive juice with other fresh vegetables like spinach for a huge boost in nutritional benefits.



KOMATSUNA

Komatsuna is an Asian leafy green packs a punch in both flavor and health benefits. Eaten either raw or cooked, komatsuna is tender and rich in vitamins and minerals, especially calcium. It even contains more iron than regular spinach, making this vegetable a true superfood.



MUSTARD GREENS



Mustard greens are a bold, peppery leafy green that provide 500% of the daily value of vitamin K, which benefits your blood and bone strength along with its anti-inflammatory properties. Mustard greens also help lower cholesterol levels, making this flavorful superfood a no-brainer to add into any healthy dish.



COLLARD GREENS

Watch out, kale. Collard greens may be the next big thing. They're well-rounded, excelling in all categories including antioxidants and vitamins - K, A, and C in particular. However, what really makes them stand out is their ability to lower cholesterol levels thanks to the fiber-related nutrients packed inside. Try steaming this super green to greatly improve its cholesterol-lowering ability.

## KALE



Kale's rich history dates back to the Middle Ages. Valued for its cancer-preventing antioxidants and outstanding nutritional value, it's no wonder kale has withstood the test of time. In fact, one cup of chopped raw kale provides more than 100% of the daily value of vitamins A, C, and K.



Swiss chard has a very similar taste and texture to savoy spinach. One cup provides more than 300% of the daily value for Vitamin K, which promotes bone health and limits neuronal damage in the brain. It's also perfect for controlling cholesterol and weight. Try the rainbow variety of swiss chard to add a dash of color and extra flavor to your next salad.

## SWISS CHARD



## BROCCOLI RABE

Broccoli rabe is prized for its impressive ability to help prevent stomach, lung, and colon cancers. It's also packed with phytonutrients, which help keep your body working properly. Despite its name, this leafy vegetable is more closely related to turnips, while its bitter flavor is more reminiscent of kale.



# SUPER GREENS





Arugula is commonly used in Italian dishes, arugula's unique shape and rich blend of vitamins and antioxidants make it an attractive option for your next salad. Nutty, and at times, spicy, arugula is known for being a flavorful way to ensure your bones and your brain stay as healthy as ever. Its aphrodisiac qualities even help energize your body.



Here's an up and coming superfood you may not have heard about. Celtuce, or Chinese lettuce, is named after its celery-like stalks and lettuce-like leaves. Generally, it is the stalk, rather than the leaves, that are eaten thanks to its slightly sweet center. Whichever you decide to include in your next recipe, its high fiber and low calorie content cannot be ignored.



Need an easy way to look younger? Watercress is your best bet. Along with providing essential antioxidants, vitamins, and nutrients like iron and calcium, this supergreen's high vitamin A, vitamin C, and lutein content will help keep your skin and eyes young and healthy. It even helps keep your mind sharp too.



Mesclun is the ultimate combination of mixed supergreens. Combine any of your favorite greens you see here while they're still young and you can make yourself a hearty bowl of mesclun. The combination may end up being too bitter or too spicy for some tastes, but this instant salad can really give your body the boost it needs.



# WTF

(WHAT THE FORK)

## DO I DO WITH Piñata Apples?

### KALE & PIÑATA APPLE SALAD WITH ORANGE COCONUT YOGURT DRESSING

Serves 2

4 to 5 large leaves curly green kale, center ribs removed and discarded, sliced into ribbons (approximately 4 cups cut)  
1 Stemilt Piñata apple, core removed, diced into approximately 3/8" to 1/2" cubes (approximately 2 cups diced)  
1/4 cup fresh pomegranate seeds  
1/4 cup chopped roasted hazelnuts

#### FOR DRESSING:

2 tablespoons plain Greek-style yogurt  
1 teaspoon light coconut milk  
1 tablespoon apple cider vinegar  
1 tablespoon honey  
1/3 teaspoon fresh orange zest  
1 tablespoon extra-virgin olive oil

In a small bowl, combine yogurt, coconut milk, apple cider vinegar, honey and orange zest. Slowly whisk olive oil into mixture, until thoroughly combined. Set aside.

Place ribbons of kale in a large bowl and add dressing.

Using clean fingers, carefully "massage" dressing into greens for 30 seconds to one minute.

This will "tame" the greens (soften them) a bit and work flavor of dressing throughout.

Add diced apple, pomegranate seeds and nuts to bowl and lightly toss.

Serve with additional slices of Piñata apple alongside, and/or top with additional chopped hazelnuts, if preferred.





# April 18, 1775: Paul Revere rides; calling out real-time reports of the British advance. Imagine the consequences, of waiting to report a problem.

It wasn't a secret back then, and it isn't a secret now: surprises cause problems. Whether it's a loss of a load, damage to your brand, or losing a war for freedom, the cost is high, and it's a price you don't want to pay.

If you're not using the real-time reporting of the SmartTraxx *go*, how much are you really paying?

You can't afford after the fact data from a temp recorder. You no longer have to be satisfied with learning about problems after your shipment arrives.

Stop waiting. *go* to [locustraxx.com](http://locustraxx.com) or call 1-866-995-6287.

No horse required.

SMART TRAXX *go*







# city'super

## *A Foodie's Sanctuary Amidst the Hustle and Bustle of Hong Kong*

By Robert Lambert

Passion for fresh, quality international food characterizes the intricate, yet lively aisles of Hong Kong's city'super—a true cosmopolitan gourmet food market. Advertised as a “Mega Lifestyle Specialty Store,” this is a supermarket that provides an undeniable one-stop shopping experience for affluent, expatriate shoppers.

Fresh fruit and vegetables, seafood, meat, poultry, spices, fine wines, health foods, and snacks line the contemporary, neatly packed shelves. And with familiar brands such as Driscoll's, Earthbound Farm, Organic Girl, Tanimura & Antle, and Ready Pac, it's impossible to feel displaced in this all-encompassing store. Intimate lighting complements the polished hardwood floors, while the hustle and bustle of shoppers and helpful, welcoming staff give city'super aisles their uniquely energetic, yet warm personality. This is no run-of-the-mill retailer.

Established in Hong Kong in 1996 with four stores now spanning the city and

more throughout Taiwan and Shanghai, the city'super Group's vision is to become a global food market that is focused on satisfying the lifestyle demands of their metropolitan customers by providing them with high quality, internationally-sourced merchandise. After walking into city'super's spacious entryway at the ifc mall in Hong Kong, it becomes immediately clear that they are accomplishing this vision in spades. There's always something new and exciting going on inside the store, making it all the more tantalizing to see what's happening. From the various ongoing holiday promotions to the colorful store decorations, it's extremely tempting to take a peek inside.

It goes beyond just a simple peek, however. The brightly lit displays and individual departments inside the store are made to catch your attention and draw you deeper inside, until soon you find yourself at the checkout lines with a basket full of fresh, international



# city'super



products. city'super's ability to stay relevant with market trends and remain contemporary throughout its years in business exemplifies the store's dedication to quality and its passion for providing fresh food from all corners of the globe.

And to prove city'super's commitment to provide fresh

goes to great lengths to provide the best seasonal products available for the home cooking shoppers. In fact, city'super even distributes free recipes throughout its stores. From the moment you walk in, it's clear that the city'super Group is dedicated to sharing its passions for food and living well with its shoppers. Some stores even feature a "superlife culture club" which offers guests professional cooking classes, monthly recipes, and lifestyle events, all to make your life healthier and better.

î This is a supermarket that provides an undeniable one-stop shopping experience. î

international food, the store has designated its gourmet merchandise with flags to highlight the item's country of origin. This is all part of an effort to appeal to home cooks and food lovers interested in finding particular imported foods from around the globe. The company

The store's produce selection features a wide variety of organic fruits and vegetables from all over the world, like Australian rock melon or pomelo flesh from Thailand, with items such as bananas, onions, or melons carefully wrapped, bundled, or sealed to ensure optimum freshness. Some produce items, like tomatoes, are even given their own section in the store, and feature tomatoes from Britain, Canada, and France to name a few. The store also has a lovely Sashimi Corner





where you can find sashimi from east to west—salmon, yellowfin tuna, California sea urchin, and even assorted sashimi sets packed and ready to go. city'super's merchandise displays are maintained by an elaborate stocking system that allows for more efficient restocking.

Some of the more fascinating displays featured in city'super are the staffed tasting demonstration areas where gourmet soups or other organic food items can be sampled, a dedicated wine bar featuring the sake of the month and other international wines, champagnes, and spirits all wrapped and stored in a dedicated Wine Room, a Bellota-Bellota® charcuterie with promoters slicing glistening ham on-site, and a stunning patisserie filled with delicious pastries and an assortment of desserts, all displayed

beautifully front-and-center under bright lights as if you were at a five-star gourmet restaurant. Without a doubt, this store is clearly a high-end market for high-end expatriate westerners.

Everywhere you look, city'super is made with quality in mind. Whether it's the fresh, international organic food, the attractive displays and luxurious produce and meat departments, or the enthusiastic store activity, city'super is one gourmet food market no upscale grocery shopper should miss out on. ●



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