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# GOURMET NEWS®

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY

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[www.gourmetnews.com](http://www.gourmetnews.com)

## Beecher's Flagsheep tops ACS competition

Beecher's Flagsheep, a mixed-milk version of a signature cheese from Beecher's Handmade Cheese in Washington and New York, was named "Best of Show" at the American Cheese Society's 2012 Judging & Competition.

The results were announced on August 3 at the 29th Annual ACS Conference in Raleigh, NC.

It was the first time a cheese made of cow and sheep milk had taken the top spot, reflecting the growing diversity within American artisan cheese. Valley Shepherd Creamery in New Jersey was awarded 2nd Place overall for Crema De Blue, and Emmi Roth USA in WI took 3rd place

overall for its Roth Grand Cru Surchoix.

Kurt Beecher Dammeier, of Beecher's Handmade Cheese, says of Flagsheep's win, "It takes great milk, talented cheesemakers, and a little luck to make a cheese worthy of this great honor. On behalf of the sheep, the cows, and our cheesemakers headed by Brad Sinko, I thank all the judges for this recognition."

This year's ACS Judging & Competition was the largest in ACS history, with 1,711 entries from 254 companies. Entering companies represented 30 U.S. states and four Canadian



provinces, along with Mexico and Colombia. 354 ribbons were awarded: 95 first place ribbons, 121 second place ribbons, and 138 third place ribbons. Wisconsin led

*Continued on PAGE 5*

## Sold-out Gourmet Housewares Show returns to NYIGF

An expanded, sold-out Gourmet Housewares Show® returned to the New York International Gift Fair® in August, with 175 high-end houseware and table-top exhibitors and first-time participation from several key housewares brands.

"Gourmet suppliers recognize new opportunities connected with participation in the NYIGF," said Marc Delman, National Sales Manager. "It offered them access to a targeted group of kitchenware retailers shopping for fourth quarter, but more importantly, a wide range of gift, home and lifestyle retailers interested in design-driven housewares products."

There was also added emphasis on gourmet and importing this year, to tie in with the return of the Gourmet Housewares Show and the debut of the Artisan Resource™ Trade Show. The NYIGF bookstore was sponsored by a division of cookbook publisher Workman, and hosted appearances by authors including Alice Medrich.

First-time exhibitors represented a range of sectors, from high design silverware to everyday

*Continued on PAGE 6*

## One on One Carolyn Robb: a chef with many hats

BY ROCELLE ARAGON

Even for the food world, Carolyn Robb has a varied resume. Best known as the former chef to Britain's Prince Charles and his family, Robb grew up in South Africa, where as a 15-year-old she prepared a special lunch for her mother to enjoy while watching Charles and Diana's wedding. But she has also been "on the other side of the kitchen door", in product development, as a restaura-

rant reviewer and in specialty retail, in a career that was global long before the Food Network made it commonplace. Gourmet News sits down for a chat.

### What a fascinating career path. Can you tell us more about it?

After Cordon Bleu cooking school, I spent 13 years in the Royal Household, based in England but travelling with the Highnesses, not only to the usual places but to lo-

cales like Bhutan, Guyana, Swaziland, Trinidad. Then came two years in the Middle East, a different food culture altogether—the way they sit down to a meal, how the courses are served. I continued with commercial product development, through Prince Charles' Duchy Originals line and others, before living in California, which was yet another food culture.

*Continued on PAGE 6*

## Rediscovering traditional homemaking at Lehman's

BY LUCAS WITMAN

Home canning and preserving, cheese and ice cream making, butchery, sausage making, organic gardening, cider pressing and cast iron cookery—these are all age-old techniques and activities home cooks have been employing for centuries. Today, for a variety of reasons, many are rediscovering these skills, finding fresh joy in canning homemade jams and preserves, surviving a depressed economy by raising and butchering one's own poultry and livestock and simply getting back to basics

by preparing uncomplicated, classic dishes using the same essential tools used by our ancestors.

"The three things people care about [today] are the economy, the environment and what people eat," said Glenda Lehman Ervin, Vice President of Marketing for Lehman's, a unique retail store located in Kidron, Ohio. "That's exactly what people cared about 200 years ago."

In 1955, Lehman Ervin's father Jay Lehman began Lehman's as a small hardware store primarily serving the local Amish population who lived without electricity.

Lehman's commitment to preserving the ways of the past for future generations led him over the past 57 years to transform the original one room hardware store into a 45,000 sq. ft. low tech superstore. Today, the Lehman's retail space exists as a complex of buildings containing everything from hardware to kitchenware and from gardening equipment to toys, thousands of nostalgic, mostly non-electric products, all completely functional.

Lehman Ervin describes her father's creation as an "old time general store," selling "thousands



of products you thought weren't made anymore." Lehman's is designed less as a retail space and more as a shopping experience. "It's a big store. It's merchandised very uniquely, and that's by

*Continued on PAGE 6*

# STONEWALL KITCHEN

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# General News

## Chefs' Warehouse acquires Michael's Finer Meats for \$54.3 million

**Acquisition takes distributor into eighth regional market**

Specialty food distributor The Chefs' Warehouse Inc., has acquired all of the equity securities of Michael's Finer Meats LLC, a Columbus, Ohio-based specialty protein distributor with approximately \$80 million annual revenue. The \$54.3 million acquisition is the fourth in just over a year for Chefs' Warehouse, and follows strong second-quarter results.

Founded by Michael Bloch in 1962, Michael's distributes an extensive portfolio of custom cut beef, seafood and other center-of-the-plate products to many of the leading restaurants, country clubs, hotels and casinos in Ohio, Indiana, Illinois and western Pennsylvania.

These areas complement those currently serviced by The Chefs' Warehouse: the metro areas of New York, Boston, Philadelphia, Washington DC, Los Angeles, San Francisco,

Miami, Las Vegas and Portland, Ore.

"We are excited to have Michael's join the Chefs' Warehouse family," said Chris Pappas, Chairman and CEO of The Chefs' Warehouse Inc. "We look forward to building upon Michael's history of superior products and customer service as we expand to the Midwest region. Michael's will complement our existing product offerings and significantly enhance our capabilities in center-of-the-plate categories."

"Joining The Chefs' Warehouse team is an exciting opportunity for Michael's," said John Bloch, CEO of Michael's. "With our similar customer base, the addition of The Chefs' Warehouse's breadth and depth of products will allow us to continue to grow as we seek to become the premier provider of specialty foods in the Midwest."

The total purchase price for the business was approximately \$54.3 million (subject to customary post-closing working capital adjustments) and was funded with borrow-

ings under the company's existing revolving credit facility.

Chefs' Warehouse's most recent report, for the quarter ending June 29, was largely positive. The distributor reported \$114.8 million in net sales (up 15.7 percent) and gross profit of \$30.5 million (up 16.1 percent).

"We are very pleased with our continued sales momentum and growth, despite continued uncertainty in overall economic conditions," said Chris Pappas. "We continued to show industry leading top line growth that was driven by increased customer placements and new customers, as well as by the acquisitions of Provista Specialty Foods in November 2011 and Praml International in April 2012. While the business environment has been mixed, we have been very active on the business development front and are very optimistic about our growth prospects in the latter half of 2012." **GN**

## JDY Gourmet to become a division of Fortune Fish Company

Fortune Fish Company and specialty food purveyor JDY Gourmet have announced an agreement under which Fortune Fish Company will acquire JDY Gourmet, with the latter to be renamed Fortune Gourmet, a division of Fortune Fish Company.

David Yourd and Karrie Kimble, the owners of JDY Gourmet, will lead the new division along with current JDY staff members. Fortune Gourmet will continue JDY's current services but will be able to provide a wider distribution area, earlier deliveries, a stronger sales presence and an increased portfolio of specialty food products.

The acquisition will allow JDY Gourmet

to increase their efficiency by joining the infrastructure already in place at Fortune Fish. JDY will move into the Fortune Fish facility near O'Hare International Airport, taking advantage of a state-of-the-art bar-coding inventory system and a full sales and management staff. JDY's distribution area will also increase through Fortune's fleet of more than 40 refrigerated trucks with direct distribution in Illinois, Wisconsin, Iowa, Missouri, Indiana, Michigan and nationally through Fortune's Flying Fish program.

Sean J. O'Scannlain, Fortune's President and CEO, stated "We are very excited about the opportunities this acquisition

will create for our employees, customers and suppliers. JDY specializes in procuring fantastic artisan food products from smaller farms and their reputation in the industry speaks for itself. Fortune is proud to welcome JDY's owners and staff as new members of the Fortune team."

"Karrie and I love the food industry. It is our life," said David Yourd, President of JDY. "With the new developments in specialty food distribution, we recognize the opportunity to become an important part of changing the traditional food chain. While it seems like every quality driven company has been bought up in

## BRIEFS

### Nine Frontier Soups debut at Whole Foods Northeast

Nine all-natural soups, stews, chili and chowders from Frontier Soups™ have been approved by Whole Foods Northeast Region. Chex Finer Foods of Mansfield, Mass., is handling distribution.

The four Homemade-In-Minutes™ soups, which serve five and cook in about 30 minutes, are Connecticut Cottage Chicken Noodle, Idaho Outpost Potato Leek, Mississippi Delta Tomato Basil, and Oregon Lakes Wild Rice and Mushroom.

From the Hearty Meal™ line, which serves six to 12 with longer cooking times, Whole Foods Northeast has approved Illinois Prairie Corn Chowder, Colorado Campfire Chicken Stew, Minnesota Heartland 11-Bean, Indiana Harvest Squash and Lentil and California Gold Rush White Bean Chili. All nine soups are all-natural, with no added salt, preservatives or MSG.

SRPs for Homemade-In Minutes and Hearty Meal soups are \$5.95 and \$6.95 respectively. More information is available by calling 800.300.SOUP (7687) or at [www.frontiersoups.com](http://www.frontiersoups.com).

## Media favorite "Man Isle" expands to Westside Market's five locations

New York City's Westside Market has found its "Man Isle", initially an experiment in one store, successful enough to roll out to its five locations in the city.

The aisle—actually an end-cap—was installed in late July, after Westside Market CEO George Zoitias and COO Ian Juskowitz read a much-quoted ESPN statistic that 31 percent of men are doing the groceries for their families.

Acting on their hunch, Zoitias and Juskowitz drew up a list of possible items. They then cross-checked it with the twenty-something males in the rock band that they manage, and found a 90 percent overlap in their lists.

They chose Westside's flagship store to test the idea. With a shopper demographic of 40 percent families and 30 percent singles, it had the right sample and could pro-

vide the quickest response. The aisle next to the beer chiller was chosen.

Result? As has been reported, some items had to be restocked by the end of the first day.

"After the press coverage, suggestions started coming in, so we added some items that we totally forgot: Gatorade, batteries and Slim Jims," said Zoitias. Gatorade has become the aisle's top seller by volume, with beer the top seller by dollar amount.

Initial press reports and public comments wondered about the signal sent by the item selection, but Zoitias says it has been good for business.

"Guys will say, 'I looked at the AI sauce and it made me want to get steak,' 'I saw the spices and decided to have a barbecue,'" Zoitias says. The aisle reaches male shop-

pers who may be running more on impulse rather than coming in with a list, but it still generates additional sales for the perishables that make a meal.

As of now there are no plans to add higher-end items, such as healthier chips or gourmet jerky. Right now, the "broceries" may be a stereotype, but they are selling.

The Man Isle not the first shopping experiment designed to woo male audiences. Packaged goods giant Procter & Gamble and

Chicago recently, we have noticed that it has usually come from public corporations or out of town companies. It was very important for us to make sure we teamed up with a local company who understands the Chicago market. We can achieve with Fortune immediately that which would have taken us years to do on our own," Yourd said.

Reporting on the deal, Crain's Chicago Business quoted annual sales of \$100 million for Fortune Fish, and \$20 million for JDY. Terms of the deal were not released. The transaction was set to close by the end of August. **GN**





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## One on One

Continued from PAGE 1

So I thought, where do we go from here? My experience sets me up well for other cuisines, cultures and markets. With Prince Charles an early and vocal advocate of organic food, I also became very aware of food sourcing and its impact.

### Can you tell us a bit about retailing in Dubai in the early 2000s, when it was just becoming a global city?

Dubai was still growing, with a lot of openings to introduce European foods. The delicatessens did well. We imported not only British items but also French and Italian, ones that had never been seen before there. It was an incredibly interesting time, not just choosing products but going into the hotels and restaurants and working alongside the chefs to introduce and familiarize them.

Since alcohol was controlled, no independent restaurants had liquor licenses. All fine dining places were inside the hotels, which thus had 10-15 high-end outlets each—supplied by one huge central kitchen! At Burj al Arab (the ‘seven-star’ luxury hotel), for example, you had chefs from 17 different cultures, preparing food from various countries. Nothing really tasted authentic. So our products were well received, not only by the many Europeans working there, but by well-travelled locals who were comfortable at the world’s top restaurants.

Eventually I became restaurant reviewer for Time Out Dubai—and the industry was growing so fast that I was reviewing about 50 restaurants a month! In my first year in Dubai we were trying to enter the market, and by my second we could see the results. Now of course Dubai is a sought-after chef destination, with names like Gordon Ramsay and Alain Ducasse; and the delicatessen line is so accepted that it’s sold in upscale supermarkets.

### Clearly it’s even more important these days that one’s name – or brand – has global appeal. For example, one of your first projects (for your brand The Royal Touch) is in Japan.

Yes, it’s a great first project, a gourmet bakery in Osaka. It will be like walking into a British tea room, with traditional recipes adapted to local Japanese ingredients. We’ve just finished training some of the

chefs. The Japanese do everything so well, they take real care and do things so beautifully. It’s a great first project to be doing along those lines.

### You are also developing products for the home cook, right?

We are talking South Korea, Germany, representatives in Australia and the UK. Various products, but we know that the food will be authentic; as close as possible to home-cooked food, with the best-quality ingredients. If it is a shop it will be fresh product that can be made on premise, with well-sourced ingredients.

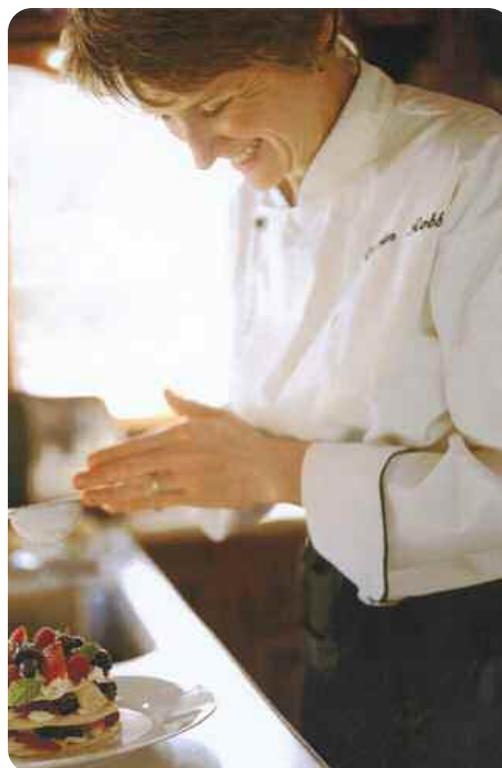
I think that is what is often missing in products: authenticity and an understanding what the ingredients are and why. Many product developers do not have the time, the funds, or even the chance to go to the source. For example pesto really only needs four ingredients. Yet quite often you find twelve, with things like sunflower oil, or the wrong cheese. It’s the simplest things, but they must be right. The challenge is to create in greater quantities, economically.

I think that as more people read labels and cook at home—whether they want to or have to—there’s a greater understanding of what belongs in a dish. You don’t have to be a chef to wonder, “Why is there sugar and oil in this soup?”

This is one reason I got involved in the Academy of Culinary Art. This involved about 100 well-known British chefs; we visited less privileged schools and made food with the children. It was great—we mixed up gelatin’s colors and flavors to show children that what you see and what you taste can be quite different; we made it fun. Farm trips, gardening, pesticides and fungicides, gardening – by the end of the year the children had taught their parents quite a lot.

### Your own childhood was spent in South Africa, right?

Yes. My mother was a wonderful cook with British food; but thirty years ago you couldn’t easily visit local restaurants. Now it’s great to see local cuisines and flavors being appreciated and exported. Visitors can now experience the true African cuisine and culture. For example, it’s interesting to see one ingredient—corn—used so differently in Africa and America. In Africa it is seldom eaten on the cob, but dried into a fine cornmeal, something like a rustic polenta; and there are different grades



of coarseness or fineness, depending on the use. Why throw out the cob? This is one reason we’re also looking at ingredients, as well as packaged foods.

### Does that include classic British food?

In the past 20 years British cuisine has come on enormously. There are a lot of more contemporary products with new influences, but British classics are being re-invented and appreciated as well. Lamb, mint, fresh garden greens, beef, Scottish salmon—wonderful products that people may have put to the side for a bit, but that they’re now appreciating on the level of fancy food. After fusion and nouvelle cuisine, people see the value of a simple meal with ingredients you can trace down to the estate.

At The Royal Touch, we’re doing many things in different fields and markets. We have the chance to work with specialists in different countries to see what’s needed and relevant, and work on developing those. It’s not just specialty food, though of course we are looking at that, but retail consultancy, ingredients, cookware... In time, I would love to do an exclusive organic range, but it is very important to me that our products be accessible to the person cooking at home.

Carolyn Robb’s *The Royal Touch Gourmet Bakery opens in Japan at the end of September. For more information visit [www.theroyaltouch.com](http://www.theroyaltouch.com). GN*

## Beecher’s

Continued from PAGE 1

the United States in amount of winners, followed by California.

An important part of this year’s conference was the sold-out, first ever exam for Certified Cheese Professional—a standard similar to sommelier, run and managed by American Cheese Society. Applications have already been received for next year’s round.

Other highlights included a keynote by author and animal expert Temple Grandin, the presentation of a posthumous Lifetime Achievement Award to retailer and educator Daphne Zepos, and panels on important industry issues such as raw milk and food safety.

Next year’s conference is set for July 31-August 3, 2013 in Madison, Wis. GN

## NYIGF

Continued from PAGE 1

storage. First-time exhibitors included Finum (coffee and tea products), Ginsey Home Solutions (storage and organizational products), Lifetime Brands (cutlery, kitchen tools, gadgets), Robert Welch Designs (silver cutlery and tabletop), Tabletops Unlimited (cookware and serveware), Takeya USA (beverage and glassware), Uniware (cookware and housewares) and Vac u Vin (vacuum storage and cooling products).

Among the charter exhibitors returning to this second edition were Aladdin, Corkcicle, DKB, Gourmac, Guzzini, Harold Import Co., JK Adams, Joseph Joseph, Room Copenhagen, Sagaform, TAG, Tea Forte, Mastrad, Zevro and Zoku.

Specialty food retailers found several familiar names as well, particularly from the gift-oriented categories such as premium tea/coffee, confectionery, jams and condiments.

Originally begun in 1975, the Gourmet Housewares Show has long provided a professional marketplace for the gourmet products and upscale housewares industries. It is the only industry event to focus exclusively on high-end cookware, cutlery, bakeware, gadgets, tabletop, kitchen textiles and specialty food. Its move to NYIGF is consistent with the trend toward retailing that appeals to a specific lifestyle rather than a specific product category. GN

## Lehman’s

Continued from PAGE 1

intention,” said Lehman Ervin. “We want to make it worth the customer’s while.”

When shopping for kitchenware at Lehman’s, customers will find products that focus on the entire lifecycle of food: from growing to harvesting and preparing to preserving. No longer serving only an Amish clientele, Lehman’s today serves a larger customer base, selling products that mimic what the Amish use: well-crafted, timeless and essential kitchen necessities. In fact, today the Amish make up a significant portion of Lehman’s vendors.

For many, Lehman’s has become somewhat of a destination shopping experience, drawing visitors from throughout Ohio and beyond. This is partly due to the store’s idyllic locale. “We’re very fortunate to draw people from all over the country. We’re surrounded by beautiful Amish country... It’s positive. It’s wholesome. It’s beautiful,” said Lehman Ervin. In fact, just a short drive from Lehman’s are the tourist towns of Berlin and Sugarcreek, drawing thousands of visitors annually to their Amish-themed shops, restaurants and flea markets. For many, a visit to Lehman’s is a key part of a larger Amish country vacation or day trip.

However, its location is not the only thing drawing visitors to Lehman’s. “Much

of what we sell depends on the customer and where they’re coming from,” said Lehman Ervin. Today, Lehman’s attracts a diverse customer base, including locals and tourists, but also foodies, environmentalists, homesteaders, missionaries, hunters, those who live in remote locales, Peace Corps volunteers and members of Doctors Without Borders. Lehman’s retail store, as well as its catalogs and website have become staples for many who are opting for a simpler lifestyle, either by choice or necessity. Hollywood set designers even reach out to Lehman’s when looking for set pieces for pre-Civil War era films.

Lehman’s also offers a number of special events to attract customers interested in ex-

ploring and learning more about historic living. The store has something for everyone, including classes and demonstrations, as well as seasonal festivals and celebrations, fun events for the whole family. Perhaps the biggest draw of Lehman’s, however, concerns the quality of the products the store offers. Lehman’s focuses on selling only the highest quality, most durable and reliable pieces on the market today. Selling American-made items whenever possible, the shelves at Lehman’s are stocked with timeless goods that are in turn destined to stand the test of time.

For more information on Lehman’s, to shop online for high quality nostalgic wares, or to subscribe to the company’s catalog, visit [www.lehmans.com](http://www.lehmans.com). GN

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# Trade Show Buzz

A MONTHLY UPDATE ON THE GOINGS-ON AT INDUSTRY-RELATED SHOWS

BY LORRIE BAUMANN

Bob Maricich, International Market Centers CEO, was bubbling with enthusiasm as he and Dorothy Belshaw announced plans to make the Las Vegas World Market Center a super-regional gift and home décor marketplace to dominate the western U.S. You'll remember Dorothy Belshaw as the former show director for the New York International Gift Fair, before she left George Little Management to join IMC following GLM's acquisition by a company led by Charles McCurdy.

During the announcement, Belshaw made a pointed jab at Javits Center, NYIGF's home, by pointing out that the Las Vegas World Market Center is newer and purpose-built as a merchandise mart. She believes that the facility will attract manufacturers who are eager to offer their wares in a venue that will attract buyers from a radius of much more

than the 200 miles that's typical for a regional merchandise mart show. She was too nice to point out that those vendors might also be eager to offer their wares in a venue not known for indoor rain showers—but then, Las Vegas isn't much known for rain showers in any case.

Maricich says IMC, which also operates facilities at the High Point Market, has spent months in intensive strategizing about how they're going to develop a venue in the western U.S. where buyers can go to see a wide variety of giftware, tabletop accessories, kitchenware and gourmet products, and where buyers for businesses that used to see themselves as furniture stores can find the merchandise to reinvent themselves as lifestyle stores.

The Las Vegas market expects to launch its market for gourmet and specialty housewares vendors in 2014 or 2015, during Phases II and III of the

project. Belshaw's planning to draw buyers from across California and the Pacific Northwest, including retailers from the hardware stores that are reinventing themselves as trendy neighborhood destinations by adding coffee shops and cafés, garden shops for the urban home-steaders who've rediscovered canning and pickling, or prepper supplies for the folks who believe in being ready for anarchy or a natural disaster, whichever comes first. Lots of folks are rediscovering their kitchens these days, and retailers are falling over themselves to compete for those dollars.

Giftware, tabletop, and home décor retailers go to The Chicago Market in January; they'll go to Atlanta's AmericasMart in January; they'll go to Frankfurt for Ambiente in February; and it stands to reason that the buyer who'll go to Chicago in January might very well go to Las Vegas in July. International buyers have already started coming to the Las Vegas World Market Center. Belshaw's been working hard to pick dates for the Las Vegas temporary markets that overlap as little as possible with other major gift shows.

Neither Maricich nor Belshaw is letting the current economy dampen their spirits. As Maricich noted, this recession may have forever changed the nature of shopping in the U.S., and neither he nor anyone else knows yet how that's all going to turn out. What he does know is that history has shown that recession creates some unfulfilled hankerings, and as soon as there's money floating around in the economy, consumers generally start buying again. And when there are people with money who want to buy, there'll always be retailers who want to sell to them and those retailers are going to need merchandise. "We have every belief that the retail channel is going to backfill very quickly," Maricich said. He was standing in Las Vegas, which has been hard-hit by the bursting bubble of the housing crisis, when he said it, and he added that he also believes we're going to see another housing boom within the next five years. He says he's got financial support for these ideas from folks who've made a lot of money being right more often than they're wrong. Lots of optimism there. **GN**

## Las Vegas Market Center Plans Giftware Market

BY LORRIE BAUMANN

International Market Centers has announced plans to make the Las Vegas World Market Center a premier destination for the giftware and home décor market. The organization recruited Dorothy Belshaw, formerly director of the New York International Gift Fair, from GLM Shows to lead the effort to turn 13 floors of Building C of the World Market Center, comprising 1.7 million square feet of space, into a Gift + Home Decor Market that will help align the Las Vegas market as the dominant market center in the western U.S.

The transformation will take place in a three-phase approach, wrapping up in early 2015. "This is meant to be an evolution, not a revolution," Belshaw said. The Gift + Home Decor Market will widen the horizons of the merchandise categories represented at the World Market Center, to include categories that are currently under-represented in the western U.S., including tabletop, home textiles and gourmet kitchenware. Belshaw even expects to attract some jewelry designers into the market, and that array of merchandise will create a great opportunity for retailers who are looking to expand their offerings. "Everyone sells jewelry today," she says.

The Market Center's leasing agents are being careful and thoughtful about where to place the various vendors, and vendors who are already leasing showrooms within the new Gift + Home Decor Market area won't be required to move out unless they want to. The idea is to give buyers a marketplace within the Center, a chance to see what's new and do a little treasure-hunting as well, said Bob Maricich, CEO of IMC. "We're in the business of highlighting what's new," he said.

Maricich pointed out that the furniture industry faces a fundamental problem in that consumers generally replace any particular item only every several years or so,

which means that the furniture retailer doesn't get many chances to sell something to any one of those consumers. By contrast, a consumer will buy gift and home decor items more often than, say, a new bed, so adding these items into the merchandise mix helps furniture retailers to attract people into their stores more often. This plan is designed to help furniture retailers find the merchandise to do that.

Belshaw expects that the World Market Center will be able to leverage Las Vegas' status as a world-class destination, with gaming and cultural activities as well as affordable hotel rooms to attract buyers, and that in turn will draw vendors into a modern facility that is purpose-built to house temporary as well as permanent showrooms.

Phase One strategic plans continue at the summer 2013 Las Vegas Market, with the introduction of two dynamic new categories. "c-ONE"—a new, cross-category showcase of directional resources, presented in a curated collection on the first floor of Building C—will include tabletop, gift, and home resources in both permanent and temporary presentations. Also debuting in summer 2013, the Lifestyle Collection on C10 will feature suppliers of on-trend resources from in-demand categories such as fashion accessories, personal care and fragrance, stationery, juvenile merchandise, and technology accessories. The addition

of these category presentations will create compelling "neighborhoods" of high-end merchandise throughout the building. "We're going to roll out something with ballast, critical mass and that offers real ap-

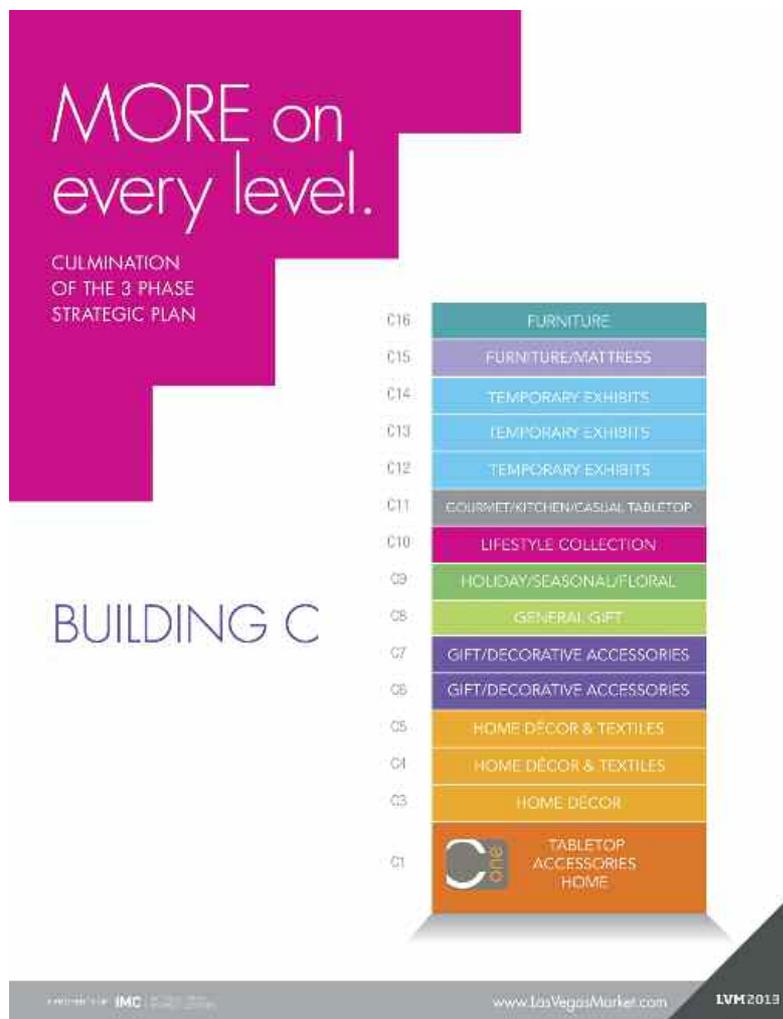
kitchenware and casual tabletop categories on C11 designed to provide a viable, regional resource for the extensive specialty gourmet retail audience in the West.

Finally in Phase Three, Las Vegas Market's tradeshow component, which has experienced steady growth over the last three years, will relocate to C12 and C13. This relocation will allow for expansion opportunities on C14 to include new merchandise categories to further enhance the overall assortment.

Gift + Home at Las Vegas Market is a leading gift and home décor marketplace in the western U.S., presenting 800+ gift and home décor resources in an unrivaled market destination. Las Vegas Market features thousands of furniture, gift and home décor lines across 5 million-plus square feet, allowing for cross-category commerce among the gift, furniture, home décor and accessory industries.

In 2013, Las Vegas Market will take place Jan. 28-Feb. 1, 2013, and the Summer Las Vegas Market will be held July 29-Aug. 2, 2013. In 2014, the winter show will be held Jan. 27-31, 2014, and the Summer Market will occur July 28-Aug. 1, 2014.

Market dates have been carefully planned to optimize opportunities for gift suppliers and buyers, avoiding significant overlap with established gift and home shows. For more information, visit [www.giftandhome.lv.com](http://www.giftandhome.lv.com). **GN**



peal," Belshaw promised.

Phase Two includes the expansion of sophisticated home décor resources on C4 and C5 to include the addition of specialty home textiles resources. Also in Phase Two, Las Vegas Market will launch gourmet,

# Giftware

## Merchandising to maximize holiday sales

BY ANA VENNE

With the holidays around the corner, retailers will begin getting their stores ready for the big rush of holiday shoppers. And with such a large variety of gift options available in more and more stores, as well as online, it takes effort to make your business stand out as a shopping destination. Once the customers are in the store, you need to sell, and one way of the best ways to do just that is to have a good display.

Chris Wiedemer, owner of Rochester, N.Y. based Cooks' World, says that his store's layout allows him to create displays suited to every section. Each section of his store is themed, with areas for cookware, cutlery and what he calls "Giftware Galley," a grouping of maple shelves that feature colorful and functional pottery from various countries. "People want more than just gifts from China," he says about his gift section.

Within each of his sections, he has a display with items from within that department and relevant items from other departments. By cross-merchandising his displays, he drives traffic to other parts of the store that people might not have thought to visit initially. He also stocks his displays with gift sets, some put together in-house using products from different vendors and some that come straight from the vendor, like sets from Wüsthof or Le Creuset. Wiedemer also has a display of goods that are specifically holiday themed, containing hostess gifts and various tabletop accessories.

On the other hand, Laura Havlek, owner of Sign of the Bear Kitchenware of Sonoma, Calif., does not focus so much on holiday-specific goods in her displays. She puts the spotlight on items that are geared toward holiday entertaining. Her holiday displays offer many options for roasters and dinner-

ware, as well as items that she believes are going to be big for the season. "Color is still really big in entertaining," says Havlek. Cookware by Le Creuset is a big seller in this category.

Havlek offers a large variety of big-ticket items like cookware, but also many small items like gourmet sea-salts, which make perfect upsells and stocking stuffers for foodies. Freshness is also something that she believes to be important for her displays, which she re-arranges regularly. "Every holiday should be different," Havlek says, "as should the shopping experience." By changing out her displays on a regular basis, she is able to offer a fresh shopping



experience to customers.

Providing a good shopping experience is just as important to your store as a good display. Havlek uses her displays as well as lighting and signs to set a pleasant mood, while giving a hands-on customer service experience. "I want this to be a store for every cook," says Havlek, who makes sure her holiday stock is abundant enough to fill that need.

Wiedemer offers many extras to enhance the shopping experience, such as free gift-wrapping, brewing fresh coffee, demonstrations, knife sharpening and offering special orders for all of the brands his store carries. "If you are looking for a specific knife that we don't have in the store, we can order it for you," he says, "it's not as easy to do that at a big box store." By offering extras that a customer may not be able to get anywhere else, Wiedemer has been able to establish his store as a holiday destination. With the use of eye-catching displays and a unique customer service experience, one can create a loyal customer base that will return again and again. **GN**

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Enjoy refreshing lemon water, raspberry iced tea and more with Prodyne's Fruit Infusion Pitcher. The crystal clear acrylic pitcher has a removable fruit infusion rod that can easily be filled with cut lemons, limes or raspberries. Open slots in the rod allow liquids and fresh fruit to mix naturally and give your beverages a fruit-infused flavor. With this ingenious feature, the pitcher can continually be refilled without having to replace the fruit. It measures a generous 92 oz./2.9 qt. (80 oz./2.5 qt. with tube).



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## FROM THE EDITOR



Specialty food usually feels like an urban industry, but this issue has a strong heartland feel to it. Our retailer profile is on Lehman's, an old-fashioned kitchen, garden and general store in the heart of Amish country. As Williams-Sonoma introduces Agrarian, a line whose imagery and products lets urbanites sample the dream of living close to the land, stores like Lehman's are finding new fans and remain a destination for their timeless American goods. The story is by contributor Lucas Witman, an Ohio native who grew up visiting the store.

Gauzy images aside, reality is a bit harsher on many of America's farms. The drought's effect on corn and soybean crops will raise prices in the rest of the food chain, starting with meat but soon rippling out elsewhere. Specialty food producers not even on the U.S. mainland are being affected, having to scramble to meet orders for the make-or-break holiday season. Organic produce may be relatively unaffected, and packaged food should stay level through the holidays. But by 2013, consumers will again be carefully reconfiguring their shopping lists, and looking to retailers to help them stretch their budget

to accommodate both necessities and treats. All this is happening as the Farm Bill—not perfect by any means, but the only one we've got—sits in a Congress that will be preoccupied with elections.

Nature may be challenged, but the natural products industry is bigger and healthier than ever. We'll scout the latest this month at Natural Products Expo East, which gets bigger and more mainstream each year. If you're unable to make it to Baltimore, our insert Naturally Healthy gives you a good view of the products on offer. Also check out our Buyers Guide for some of the alternative grains, flours and rice varieties that are adding a gourmet touch to healthy meals. Go to page 38 and see how ancient grains fit in to the modern table.

Also in this issue: big things happening in Las Vegas tradeshow space (page 8), consolidation in specialty food distribution, holiday merchandising, new trends in Spices (page 31 – check out the packaging!), a roundup of products from the Summer Fancy Food Show (page 15), and an interview with former chef-to-royalty Carolyn Robb, whose career illustrates the fascinating variety possible in today's fine food industry.

Back in store, holiday orders may be done, but there's always time to work in

that special item that will get the registers ringing. We hope you find some great options here. Enjoy! **GN**

– **Rocelle Aragon, Editor**  
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**Corrections:** We printed the wrong URL for the Pasta Shoppe last month. Check out [www.pastashoppe.com](http://www.pastashoppe.com) for fun election year pasta and their top-selling college line. Also, readers have pointed out that one of our August photos is captioned for a turkey, but shows a rooster. Clearly we have much to learn about farming.

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Lee M. Oser

# Specialty Retailers

## BRIEFS

### Williams-Sonoma appoints Julie Whalen as EVP, CFO

Williams-Sonoma Inc. has appointed Julie Whalen as its Executive Vice President and Chief Financial Officer. Whalen had served as Vice President and Acting CFO for five months, following the unexpected retirement of longtime Chief Operating Officer and CFO Sharon McCollam in March.

Whalen joined the company in 2001 as a leader in the Financial Planning organization, and was promoted to Vice President, Corporate Controller in 2003, Senior Vice President in 2006 and Treasurer in 2011. She began her career in public accounting with KPMG. She is a Certified Public Accountant and holds a law degree from Pepperdine University.

### The Pasta Shop brings sauces from the Kaldes Bros. to the Bay Area

Kaldes Brothers Trading Company is proud to announce that top specialty retailer The Pasta Shop of Oakland and Berkeley, CA, has added Kaldi Tomato Sauces to their selection.

The Shop has long served as the East Bay's source for the best specialty groceries, prepared foods, cheeses and handmade pasta. "The Bay Area loves Greek food and culture, so we're excited to be in The Pasta Shop," says Kaldes Brothers co-owner Greg Kaldes.

Less than two years after launching, Kaldi Tomato Sauces from Greece are available online, and at more than 35 high-quality retailers and restaurants nationwide. The products have been highlighted in the Washington Post, on tv and radio, as well as at the Summer Fancy Food Show. More information can be found at [www.kaldesbrothers.com](http://www.kaldesbrothers.com).

### A Southern Season opens wine tasting bar, soda fountain

Changes are clearly afoot at A Southern Season, the award-winning gourmet emporium in Chapel Hill, N.C. The retailer has opened a wine- and beer tasting bar, following an ice cream parlor in July, a coffee and tea tasting bar in May and a Kitchen Showroom in March. The ongoing renovations aim to create a more interactive shopping experience for customers.

The Wine Bar will offer flights and tastings, as part of a reorganized beer and wine department. The Ice Cream Parlor was designed with a nod to old-fashioned soda fountains of the 1950s, with a marble countertop and tall stools for seating. The menu offers classic soda fountain concoctions, ice cream made in nearby Wake Forest, N.C., by Lumpy's Ice Cream, gourmet cookie and candy toppings, and specialty milkshakes such as Balsamic Strawberry or Chocolate Peanut.

## New York specialty grocer Fairway to go public

### Retailer benefits from shorter disclosure period under new procedure

Fairway Group Holdings Corp. has filed paperwork to sell shares of its common stock to the public. The influential upscale grocer operates 10 stores around the New York area, with another three set to open by yearend, and launched its e-commerce site this year.

The company is majority owned by equity firm the Sterling Investment Group, which bought a controlling interest in 2007. Founding family the Glickbergs are still very involved, with Howard Glickberg and Dan Glickberg serving as CEO and executive vice president respectively. The firm has been advised not to comment on the offering.

Stock analysts greeted the news with optimism, citing the strong performance, even in a recession, of specialty grocers Whole Foods (up 33 percent this year) and The Fresh Market (up 50 percent this year) and natural food maker Annie's.

Commenting in Crain's New York Business, supermarket consultant Burt Flickinger noted that with Fairway's competitors closing stores and selling their leases, "America is more under-stored in food retailing than any time in its history...Fairway is doing about 60 percent of Fresh Market's sales with just 13 stores [vs. 115 stores in 20 states for The Fresh Market]. The Fairway IPO could be one of the greatest food retail IPOs since Whole Foods went public 20 years ago," said Flickinger.

Fairway's registration is for a

"confidential IPO," the term used for a public offering made under conditions of the JOBS (Jumpstart Our Business Start-ups) Act. The six-month-old regulation allows companies with less than \$1 billion annual revenue to disclose key financial information—such as debt level, assets and prospects for long-term growth—21 days before presenting to investors, and to file only two years' worth of results rather than three. The company also has five years to bring its accounting procedures into compliance with Sarbanes-Oxley.

The regulation was enacted in the wake of the financial crisis, when financial institutions expressed concern that stringent reporting requirements would discourage small companies from raising money on the stock market. **GN**

## Central Market relaunches website

Texas-based specialty food retailer Central Market has re-launched its website, [www.centralmarket.com](http://www.centralmarket.com), in a robust new form designed for its core shoppers, described in the store's slogan as "Really Into Food".

"We've created a really fun, dynamic space to make our customers' mouths water," said Cory Basso, Group Vice President of Marketing and Advertising for H-E-B, the parent company of Central Market. "This is not your typical grocery store website—we wanted to extend

the personalized experience of shopping in our stores to online. We've created easy access to weekly specials, recipes, entertaining inspiration and our cooking school. It reads like a foodie's paradise full of ideas and news."

Readers can customize the site to show only deals, menus, and events for their home store (Central Market has nine locations around Texas). Users also can also access more than 1,500 recipes, searchable by keyword, meal type, season or cuisine. The new site also in-

cludes "More, Please!", a blog with daily posts on everything from seasonal ingredients to entertaining tips to specific vendors. The site was created and developed by independent branding agency The Richards Group.

The website launch follows a new creative campaign launched earlier this year. Inspired by Central Market's own customers, the campaign includes radio spots, print ads, online and mobile ad units, in-store and environmental signage and even a new catering van. **GN**

## The Cheese Shop of Concord marks 45th anniversary

The Cheese Shop of Concord celebrates its 45th anniversary in October with a memorable promotion: More than a dozen custom-cut cheeses will be offered at their original 1967 prices on Saturday, Oct. 6.

Among the deals are Brie and Jarlsberg for \$2.49/lb. St Andre, Stilton, Danish Blue, Locatelli Romano, plain and flavored Havarti, Chaumes and Roquefort will all be at "throwback" prices. A selection of wines will also be sold at \$3 to \$3.50 per bottle.

In 1967, The Cheese Shop of Concord was considered a culinary pioneer. Today it is one of the top three cheese retailers in the greater Boston area, known for its annual parade of a giant wheel of Italian cheese through Concord's streets.

The shop is also the exclusive New England merchant for Xavier David Fromages Affines, France's premium exporter. Among the cheeses stocked are Xavier David Roquefort, a brisk seller that was named France's first AOP cheese in 1921; Tomme Fermiere, Comte AOP from the Jura and Epoisses from the Cote d'Or.

An anniversary release from Concord Cheese Shop provides an interesting look back at changes since 1967, not only for shop but for the U.S. specialty cheese market as a whole.

"In 1967, there were not 1,000-plus cheeses being exported to the United States. In fact, domestic cheese was produced in just a handful of states (NY, Wisconsin, Vermont, California). Most Americans' cheese consumption was lim-



ited to processed cheese, or to mass-produced cheddars and Colby Longhorn. ... 'Fancy' imported cheeses were Jarlsberg, Havarti, Danish Blue, Provolone and Brie, although a few others began arriving in the '70s. These cheeses were available at specialty cheese shops only, not supermarkets. Those who could find them, purchased, even at \$2 to \$5/lb., although authentic Parmigiano-Reggiano sold for as much as \$10/lb. even then." **GN**

# Grocery & Department Stores

## Supervalu appoints Wayne Sales as CEO, Philip Francis as lead director

Supervalu, the debt-laden parent company of such banners as Albertsons, Jewel-Osco and Save-a-Lot, has named Wayne C. Sales as President and CEO, replacing Craig R. Herkert. Sales will continue to serve as chairman of the Board. Director Philip L. Francis has been elected lead director.

"We will take significant cost out of the business, and move with urgency in our retail food business to lower prices and create points of sustainable differentiation for our customers. We will work closely and collaboratively with independent retailers to ensure that they continue to receive the superior service they need to increase sales and profitability," said Sales

in a statement. "We will strengthen our engagement with our Save-A-Lot licensees – leveraging their expertise, enhancing our collective performance, and ensuring our ability to grow a nationwide network of hard discount stores. As we execute our business plan, the Board will continue its review of strategic alternatives, and I am still leading that process."

Sales had earlier been named as overseeing Supervalu's possible sale of all or part of the company, and he confirmed that he would continue to lead that process.

A director of SUPERVALU since 2006 and non-executive chairman of the Board since 2010, Sales brings extensive retail experience to his new role, including an

acclaimed turnaround for Canadian Tire Corp. Ltd., Canada's most-shopped general merchandise retailer and largest independent gasoline retailer. Sales was President and CEO for Canadian Tire from 2000 to 2006, and retired as vice chairman, and also serves on the board of coffee chain Tim Horton's.

Philip Francis has been a Supervalu director since 2006 and is the retired executive chairman and former CEO of retailer PetSmart Inc. Prior to joining PetSmart, Francis was the President and CEO of Shaw's Supermarkets. He also continues to be a director of PetSmart, as well as Care-Fusion Corporation, a leading global medical device company. **GN**

### BRIEFS

#### Hit L. L. Bean ice cream flavor comes to New England groceries

Muddy Bean Boots, a limited-edition flavor created for the 100th anniversary of outdoor retailer L.L.Bean, has been so successful that producer Gifford's Ice Cream has packaged it in quarts for sale in grocery chains throughout New England, New York state, New Jersey, Maryland and eastern Pennsylvania.

"Muddy Bean Boots has been an instant success at our stands. The new flavor sold out on opening day in March, and demand remains strong and is higher than I've ever seen for a new flavor," said Gifford's Ice Cream Vice President of Sales Lindsay Gifford-Skilling. "Now fans of the flavor will be able to buy [it] at grocery stores and enjoy it at home all year long."

The flavor combines Gifford's award-winning Old-Fashioned Vanilla ice cream, sweet caramel ripple and chocolate brownie bites. It was originally sold mainly at Gifford's five ice cream stands throughout Maine.

"It's terrific to see the response to Muddy Bean Boots," said L.L.Bean Partnership Marketing Manager Kelly Warsky. "What started as a partnership to celebrate L.L.Bean's 100th anniversary will continue to be produced right here in Maine and enjoyed all year long."



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# Specialty Distributors & Brokers

## BRIEFS

### Simpli OatShakes signs up Canadian distribution

Simpli OatShakes, winner of BevNET and sofi awards for best new beverage will soon be distributed in Toronto and Vancouver through Pacific Bottleworks Company Ltd (PBWC), a full service beverage importer and distributor based in Langley, British Columbia.

"Canadian oat-lovers have been asking where they can buy GMO-free Simpli OatShakes, so we are pleased to start selling our award-winning oat-smoothie north of the border. Of the several distributors that we considered, we felt that Pacific Bottleworks is the best fit for us," commented Helena Lumme and Mika Manninen, Co-Founders of Simpli/Oat Solutions LLC.

PBWC works with top brands in each category, has warehouses in both Eastern and Western Canada, and a proven sales and distribution network throughout the country.

Introduced to the United States from Finland about 16 months ago, Simpli OatShake is currently sold in 38 states and 1200 stores, with a total of 2,000 U.S. stores expected by end-2012. The single-serve drink comes in chocolate, coffee and tropical fruit flavors, and has won three major U.S. food industry awards: BevNET's Best New Smoothie, the National Restaurant Assn. Food & Beverage Innovation Award, and NASFT sofi Gold for Best Cold Beverage.



### Melt organic spread grows distribution nationally

Melt<sup>®</sup> Organic Buttery Spread, the naturally healthier butter alternative, has announced its expansion into the natural food sections of Jewel-Osco, The Fresh Market and Wegmans Food Markets. Each retailer offered Melt Organic and/or the new Honey Melt variant by late July. The product is now available in nearly half of the top 100 metro markets.

Developed by avid home chef Cygnia Rapp, Melt is made from a blend of organic virgin coconut oil and other plant-based organic oils. The product spreads, sizzles, drizzles, sautés, bakes and melts just like butter, but with half the saturated fat and fewer calories. The product is certified organic and kosher, made with Fair Trade ingredients, and is free of trans fat, gluten and soy. Honey Melt is naturally sweetened with organic wildflower honey and coconut nectar for two grams of sugar per serving for both varieties. Melt is sold in 13-oz. packages, with an MSRP of \$4.99.

"We look forward to continuing our expansion, and anticipate national and Canadian distribution by the end of 2012," said Melt CEO Meg Carlson.

## Nicky USA expands to Seattle

Specialty game and meats distributor Nicky USA has opened a Seattle office, headed by longtime Nicky USA sales representative Ben Childs and culinary consultant Joseba Jimenez de Jimenez.

The Portland, Ore.-based Nicky USA has been delivering to Seattle since 2007. The new outpost will allow the company to further integrate into the Seattle culinary scene and expand their service in the market. The office will continue to serve Seattle's top restaurants while adding additional delivery days and on-the-ground support.

In a time when many companies are

downsizing, Nicky USA continues to grow. In addition to their Seattle expansion, the company has hired two new employees, expanded their Portland office, and began expansion of their butchering facility. The company's annual signature event, the Wild About Game cooking competition and festival, takes place on Sept. 9 with a "Portland vs. Seattle" theme.

The company's main lines of business include promoting game in specialty markets and fine restaurants, a specialty line called Nicky Farms that features Northwest-raised game and a line of specialty sausages based on regional ingredients.

They are also the exclusive Northwest distributor for Fermin's line of fresh Iberico pork from Spain. For information, visit [www.nickyusa.com](http://www.nickyusa.com). **GN**



Nicky USA founder/owner Geoff Latham

## CWI Specialty Foods announces new CEO, Peter Hausin

CWI has appointed Peter Hausin as the firm's new Chief Executive Officer. Hausin has had a distinguished career in cheese and specialty food, notably as the president of renowned specialty food importer Harry Wils & Co. During his career, Hausin has established a successful

network of distributors and manufacturers in Europe, Asia and throughout the country.

"With the appointment of Mr. Hausin, we truly believe we have a strong management team. We are confident and excited about restoring CWI to a prominent

position within the specialty foods industry and remain committed to building our business responsibly," the company said in a release.

Formerly Cheeseworks, the company changed its name and began its revamp under new ownership last year. **GN**

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# Supplier Business

## Almond Water™ sees rapid regional expansion

**Natural refresher now available in Arizona, Oregon and Washington**

Victoria's Kitchen, an innovative brand of almond water, plans rapid expansion into key and core markets. Beginning August 2012, the beverage is available in grab-and-go coolers at upscale natural chains in the west, such as AJ's Fine Foods in Arizona, Metropolitan Market and Yoke's Fresh Markets (both in Washington state).

The company is also adding more upscale retailers in its home state, California, with a launch at Bristol Farms, Lazy Acres, Berkley Bowl and New Frontiers Natural Marketplace. Owner and Founder David Meniane shared, "We are very excited about the amazing growth we are experiencing but we still try to be careful in controlling where our product is being sold."

"Over the last few years, the natural beverages category has opened up to many interesting and eclectic flavors. The industry has embraced the flavored natural waters, kombuchas in many sizes and flavors, chia beverages, adult sodas,

aloe drinks with and without the 'chunky bits,'" shared Yvonne Galliani, Store Manager/District Buyer for Harvest Market in Fort Bragg, California. "We're excited to have Victoria's Kitchen and Almond Water on board. It's delicious, refreshing and being loved by all."

Currently distributed in specialty mar-



kets including Draeger's, Mollie Stone's, and Oliver's Market, Victoria's Kitchen has also signed expansion agreements with Presence Marketing to help introduce the brand in the Pacific NW region (Oregon, Washington, Idaho, Montana and Alaska), focusing on natural and upscale chains. Victoria's Kitchen has also planned expanded distribution in the

Southern California regions via LA Distributing and Nature's Best. Currently the brand is available throughout the West Coast and in select retailers throughout the country, including Giant Eagle's Market District and World Market.

Made from simple ingredients (pure cane sugar, natural almond flavor and citric acid), Victoria's Kitchen Almond Water is free from high fructose corn syrup, dextrose, artificial colors, preservatives or synthetic flavors. The brand's popularity has rested on the product's refreshing taste and all natural ingredients. Victoria's Kitchen is also Kosher and is made from gluten-free ingredients.

"I've been drinking Almond Water™ longer than I can remember and 29 years later, I'm still drinking it," shared Owner David Meniane. "The difference is it doesn't take five hours to extract the flavor from the almonds and infuse the water with it. I now drink it straight from the bottle or in the glass mixed with ice."

Originally from France, Victoria's Kitchen Almond Water is based on Meniane's grandmother's recipe, and prepared in respect to the traditional technique of creating almond water. It is currently distributed by UNFI, Nature's Best, Crown Pacific Fine Foods and other regional distributors. **GN**

## Domestically-grown, fresh organic herbs soon to be more widely available

**Shenandoah Growers, Sunfest Organic in exclusive partnership**

Autumn and holiday shoppers will enjoy an expanded selection of fresh organic herbs in more than 4,000 groceries this year, due to a new partnership between two leading certified organic greenhouse growers.

Virginia-based Shenandoah Growers has entered a formal and exclusive partnership with Sunfest Organic Herbs of Florida, to secure an expanded and reliable supply of fresh-cut, U.S.-grown and certified organic herbs.

Sunfest will provide the vast majority of Shenandoah Growers' supply of U.S. grown fresh cut herbs for the eastern, Midwestern and southern United States. Highlights of the partnership include EnviroPure, Sunfest's proprietary food safety technology, and a total combined ground logistics network to get highly perishable herbs on shelves within days of harvest.

"When we looked at combining Shenandoah Growers' experience in the market and innovation in organic greenhouse growing, with Sunfest's sustainable organic farming and industry-leading food safety innovation, it was obvious that this would be a win for everyone from our employees to our valued customers, and ultimately and most importantly, to the consumers of fresh herbs," explained Tim Heydon, CEO of Shenandoah Growers.

Cliff Rosen, CEO of Sunfest, added, "We just knew that there was a better way of farming and ensuring food safety, and with Shenandoah, we are excited to offer what we truly believe to be the absolute freshest, safest, organically grown herbs to millions of consumers. We, too, share in

the belief that fresh herbs are the healthiest way to improve the taste of food naturally, and we are excited to be part of transforming the way the fresh culinary herb industry works."

The partnership will allow retailers to enjoy herbs grown closer to their location, for greater freshness and a lower carbon footprint. **GN**



### BRIEFS

#### WhiteWave files for IPO

WhiteWave Foods Company, maker of the Silk® brand of almond, soy and coconut milks and a wholly-owned subsidiary of Dean Foods, has filed a registration statement with the U.S. Securities and Exchange Commission for an initial public offering (IPO) of its Class A common stock.

The IPO will effectively spin off the division—a leader in a fast-growing category—while raising an estimated \$300 million to help manage debt at parent company Dean Foods. Following the IPO, The WhiteWave Foods Company will own Dean Foods' WhiteWave-Alpro business, while Dean Foods will still own at least 80 percent of WhiteWave's common stock. Dean Foods' remaining interest in WhiteWave will be distributed to shareholders in a tax-free distribution, no earlier than 180 days following the close of the IPO.

WhiteWave-Alpro manufactures, markets, distributes and sells branded plant-based foods and beverages, coffee creamers and beverages and premium dairy products throughout North America and Europe. Its other product lines include Horizon Organic® milk and dairy products, International Delight creamers and certain Land O' Lakes dairy products.

#### Fresca Foods chosen to manufacture

#### Progresso frozen line

Boulder, Colo.-based natural foods contract manufacturer Fresca Foods Inc. has announced its partnership with General Mills as a licensee to Progresso Foods.

Fresca will manufacture a new line under the Progresso brand: Frozen Specialty Sauces and Pastas. With three sauces and two pastas, the line features all-natural ingredients and will be available in Albertson's-Arizona, Dierberg's and Meijer stores, with distribution expanding throughout the year.

#### Mayorga Coffee among Top 500 Hispanic-Owned Companies

Mayorga Coffee has once again been listed in the top 500 Hispanic-owned companies by *Hispanic Business Magazine*. The company's multi-year presence on the list comes on the heels of continuing expansion with national grocery and foodservice companies, as well as specialty grocers and coffee shops throughout the East Coast.

"Being on this list is always an honor," stated Martin Mayorga, the company's President and Founder. "Over the next year, we are working to greatly expand the collaborative relationships we have developed with coffee farms in Central and South America with the ultimate goal of bringing specialty coffee into the majority of American households."

The company also recently acquired the microlot of El Porvenir coffee, recently judged El Salvador's top coffee during the recent Cup of Excellence® competition. The 3,200 pound lot of Pacamara and Bourbon varietal coffee is from the family-owned farm El Porvenir, in the San Miguel region of El Salvador, and arrived at the company's roasting facilities in August.



Jelly Belly  
SEE PAGE 18



Peppadew  
SEE PAGE 24



Buddy Squirrel  
SEE PAGE 23



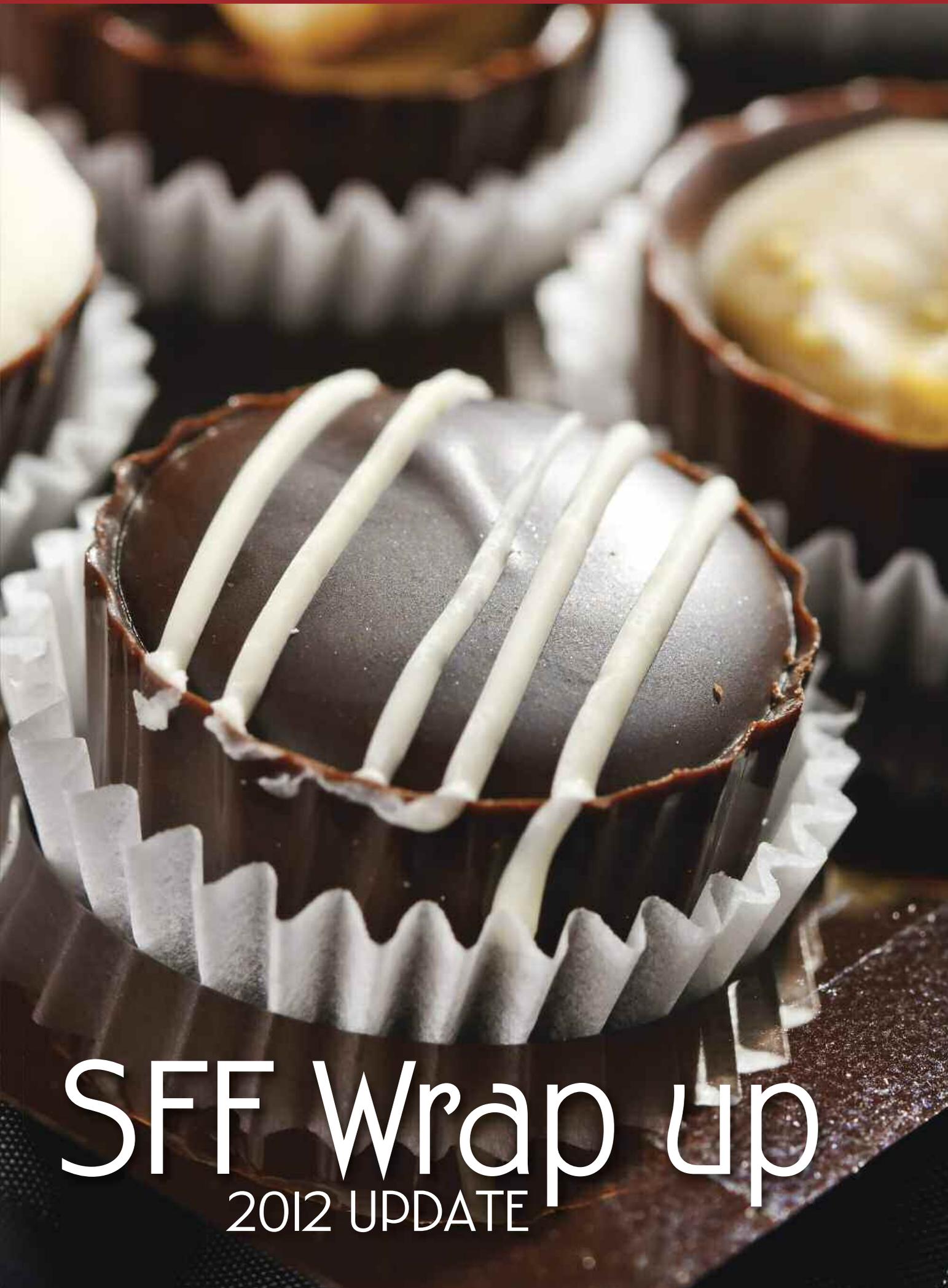
Beach Plum  
SEE PAGE 25

SUPPLEMENT TO

SEPTEMBER 2012

# GOURMET NEWS<sup>®</sup>

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## SFF Wrap up

2012 UPDATE

# Summer Fancy Food Show remains essential for doing business

During the whirlwind that is the Fancy Food Show, it is difficult to even stop by all the exhibitors, much less see beyond the flurry of taste and texture. The NASFT's post-show report provides some numbers to help put it in context.

According to the report, this year's buyers included representatives from Whole Foods, Eli's Manhattan, Bed, Bath & Beyond, Central Market, Straub's, Sodexo Education Market, The Chef's Warehouse, The Pasta Shop, West Point Market, Zingerman's, Bi-Rite Market, Taste Unlimited, A Southern Season, The World Residence at Sea, The Cosmopolitan Las Vegas and many more.

They were not just any buyers, either. More than 80 percent of all show attendees reported they either authorize or recommend purchasing decisions, with every industry segment

represented. Foodservice buyers topped out attendance at 16.3 percent, possibly indicating the growing efforts of restaurant and institutional vendors to distinguish themselves with specialty food rather than commodity purchases. (Another indicator may be the number of specialty distributors being absorbed as specialty units within larger food-service operations.) Specialty food retailers were next, at 9.3 percent, followed by distributors to retailers, at 8.1 percent; and importer/exporters at 6.2 percent.

In terms of individual contacts, NASFT's Business Builders 1-to-1 hosted more than 1,100 ten-minute pre-show sessions, and arranged more than 300 private buyer/exhibitor meetings during the show proper. The program continued to draw more participants, reflecting a gradual

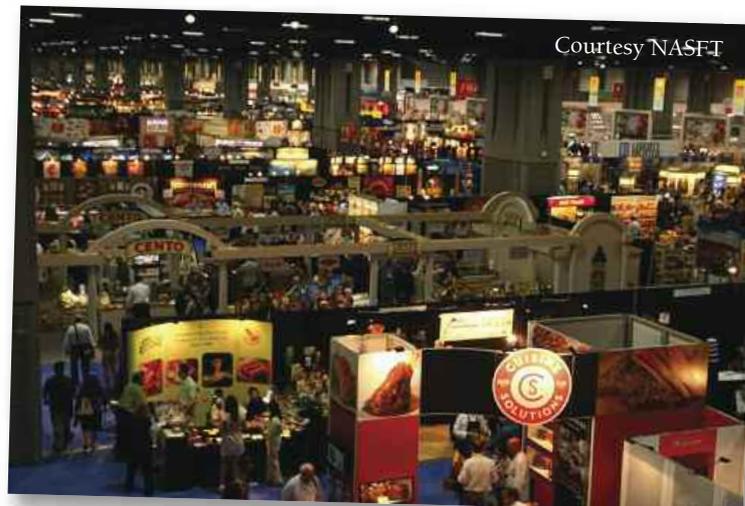
changing of the guard as a small, closely knit specialty food industry adjusts to blurring channel categories and searches for untapped markets.

A panel of trendspotters picked five food trends for 2012 at the show: small batch mixers, such as syrups and drinking vinegars; "local global" foods, ethnic dishes or seasonings recreated and updated in American city kitchens; the sweet hybrid known as "cookie cracker crunch"; the culinary New South, with traditional favorites similarly updated, upgraded or made healthier; and "chocolate change-ups", with chocolate showing up in novel forms like jam and tea.

Equally significant were trends

from 2011 shows that grew to full force this year: grains such as farro and seeds such as chia crossed from the health food aisle into pasta and fancy side dishes; and foods and snacks that strove to be both indulgent and gluten free.

Several exhibitors have said that while traffic seemed lighter than some years, they felt their time there was worthwhile because of the contacts and orders gained. A representative of Mediterranean Gourmet, a soft finalist for its Argan Oil, said that simply being a finalist had been extremely helpful, generating curiosity for the nominated product and encouraging booth visits.



Courtesy NASFT

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It was a fabulous experience. The show was awesome! I had the opportunity to meet and speak with many vendors and I will be placing orders to host!"  
— Martha Philbin — Grocery Manager, Booming Foods

newhope

## K-cup compatible Marley Coffee RealCup™ introduced for September shipping

Among the interesting options at the Fancy Food Show was the Marley Coffee Marley Coffee RealCup, the newest variant for the sustainably grown, ethically farmed and artisan roasted gourmet coffee brand.

"Over the past year, we've gone from selling one line in the U.S. to become an international gourmet coffee company with a portfolio of exceptional, distinctive coffee and tea products," says Rohan Marley, chairman. Current U.S. retailers include Fresh & Easy, Whole Foods Markets, Mollie Stone's, New Leaf Markets, Andronico's, Dean & DeLuca, and many independent gourmet specialty shops.

"Our goal is to make Marley Coffee universal and give coffee lovers and those invested in the success of the industry the opportunity to provide and enjoy our products whenever, wherever and in whatever format they prefer. We look forward to continued growth," says Brent Toevs, CEO.

For sales inquiries and to see the entire Marley line, please contact [sales@marleycoffee.com](mailto:sales@marleycoffee.com) or visit [www.marleycoffee.com](http://www.marleycoffee.com).



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## Stonewall Kitchen

Stonewall Kitchen continues to draw on a 20-plus-year heritage of producing high quality foods, using the best possible ingredients to create its unique flavor combinations. This year was no different—as seen at this past Summer Fancy Food show. Stonewall Kitchen not only launched 21 new products and showcased its 2012 Holiday Collection, but also won the 2012 Sofi Gold Award for its Cinnamon Sugar Doughnut Mix.

Customers were buzzing about an idea that owners Jonathan King and Jim Stott recently brought back from Europe. Stonewall Kitchen launched three new delicious chocolate jams, including Chocolate Strawberry, Chocolate Raspberry and Chocolate Banana. They are a delicious combination accented by creamy chocolate that melts right into breads, waffles and crepes, or paired with peanut butter for a fun back-to-school sandwich.

In addition to the Chocolate Jams, Stonewall Kitchen launched several new breakfast items including a Strawberry Champagne Jam, Maple Pancake & Waffle

Mix, Buttermilk Doughnut Mix, Gingerbread Doughnut Mix and a Gingerbread Syrup.

Dessert offerings included four new cupcake baking mixes, a Seven Layer Bar Mix and a Pumpkin Cheesecake Bar Mix for the fall season. Dark Chocolate Orange Sauce and Dark Chocolate Coconut Sauce were added to the collection of dessert toppings, and for those who prefer to drink their dessert, a Chocolate Espresso and a Chocolate Peppermint Martini Mixer were introduced! For confections, three new flavors were introduced: Sea Salt Toffee Bars, Chocolate Covered Gingerbread Boys and Chocolate Mint Brownie Cookies.

Stonewall Kitchen also debuted fresh new holiday packaging created by in-house designers. This year, nostalgic designs were paired with bright colors to compliment an array of products in these ready-to-give packages.

For more information on Stonewall Kitchen's product line, please visit [www.stonewallkitchen.com](http://www.stonewallkitchen.com) or call 888.326.5678.



## Seattle Gourmet Foods

Born out of a 10th floor candy-kitchen belonging to a flagship Seattle department store, Seattle Gourmet Foods actually began as Frederick's Fine Chocolates when it incorporated itself in Kent, Wash. in 1993. The company began expanding opportunistically, purchasing Maury Island Farms, a local jam and preserve manufacturer, followed by the purchase of Paradise Farms, a producer of chocolates.

In 1999 Buckeye Beans & Herbs joined the family with its excellent soup and corn bread mixes, and the company officially changed its name to Seattle Gourmet Foods (SGF) to better reflect its diversity. 2002 saw the additions of Coy's Country baking mixes and Quinn's salsas and pepper jellies.

2003 brought bakery capabilities into the mix with the purchase of Biringer's Farm Fresh NASFT award-winning tea cookies. 2004 was the year that Anna's Honey came on board, followed in 2005 by Innovative Cookies.

In 2006 SGF acquired Dilettante, a premium confections, bakery and coffee line

with a rich local history and broad national reach. This move turned SGF into a significant panning manufacturer as well as a highly efficient truffle and truffle crème manufacturer. Today, Dilettante still maintains its local roots through six Mocha Cafés located throughout the Seattle area and supports its many national retailers with year-round programs.

Following the purchase of Dilettante was the acquisition of Vitech Corp, the manufacturer of Myntz! SGF was able to streamline the process and is one of the largest domestic breath mint manufacturers today. Finally came Merlino Baking Company, a large bakery manufacturer of primarily hand-decorated cookies.

With its continued growth and improvements, SGF has proven to be a trusted supplier across the gourmet food industry, offering flexibility, innovation and accountability to its broad customer base.

For more information, call 800.800.9490 ext 100, email [sales@seattlegourmetfoods.com](mailto:sales@seattlegourmetfoods.com), or visit [www.seattlegourmetfoods.com](http://www.seattlegourmetfoods.com).

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## Vanns Spices introduces shapely Gourmet Spice bottles

*An elegant and stylish option for retailers*

Recognizing a need for innovation on the spice shelf, Vanns Spices brings elegance and individuality to the flavorings marketplace with its stylish new spice bottle.

These eye-catching bottles are distinguished by their shape (shorter and wider than traditional spice bottles) along with a bold, easy to grip copper lid. This remarkable new spice bottle, coupled with a timeless, graceful and eye catching label, cuts through the visual clutter and brings welcomed vitality and excitement to the spice shelf.

With its longstanding reputation for consistency, integrity and overall excellence, Vanns offers an impressive selection of spices and spice blends in this new line. While Tellicherry Black Peppercorns, Saigon Cinnamon, Herbes De Provence, Mild Madras Curry and Fleur De Sel are some of the more recognizable offerings, there is also the more exotic Red Wine

Juniper Smoked Salt, Garam Masala, Piment D'Espelette, Harissa, Zahtar and Hawaiian Aleae Sea Salt. With an encyclopedic collection of spices to choose from, there's something for everyone.

The good news is that, with the introduction of their Gourmet Spice bottles, Vanns gives food retailers, professional chefs and dedicated home cooks a new way to enjoy the spices they use and the foods they prepare.

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

Vanns will be showing their new Gourmet Spice bottles, along with their impressive range of spice and flavor solutions at the Natural Products Expo East - Booth 648. Alternatively, visit Vanns online at [www.vannsspices.com](http://www.vannsspices.com) or call 800.583.1693.

## Jelly Belly unveils fun and fabulous gift ideas at Summer Fancy Food Show

Jelly Belly Candy Company celebrated several product introductions at Summer Fancy Food Show 2012. The first being the much-anticipated reveal of its newest Jelly Belly® jelly bean dispenser, the Mr. Jelly Belly Bean Machine.

A push of Mr. Jelly Belly's handle turns the real working gears, and dispenses Jelly Belly beans through the chute. The base features the inner workings of the machine, and on the side, Mr. Jelly Belly himself cranks the whole thing into action.

Each Mr. Jelly Belly Bean Machine is boxed and ready for giving, with a 1-oz. sample of Assorted Jelly Belly beans. Incremental sales of Jelly Belly beans to fill the dispenser add velocity to bulk and packaged Jelly Belly beans. Mr. Jelly Belly Bean Machines are packaged in open-style gift boxes that show off the machine inside and are stackable, to create attention-grabbing displays.

Also new at this year's show were the industry's first candy-themed card games. In partnership with Mattel, Jelly Belly has sweetened the play of two of the country's top-selling card games: UNO™ and Apples to Apples™. These Special Edition Jelly Belly card games incorporate Jelly Belly® jelly beans into the play of the games, and jelly bean-shaped playing cards and new rules follow the same theme.

UNO is the best-selling branded card

game in the United States. The fast-paced game appeals to all ages, and for the first time includes a stash of Jelly Belly beans to match the color of the playing cards! Apples to Apples has been a top 10 game

for the past three years. It is "a game of hilarious comparisons" and now features red and green bean-shaped cards and a collection of Red Apple and Green Apple flavors of Jelly Belly beans. Let the battle for beans begin!

Jelly Belly was the talk of the Summer Fancy Food Show with the debut of new Gift Bags, a specialty package that will appeal to a wide range of adult consumers looking for a "grown-up" treat to enjoy themselves or to give as gifts. Jelly Belly introduced glitz and glam especially for specialty and gourmet retailers in an extensive selection of Jelly Belly beans and Confections.

Jelly Belly Gift Bags are easily spotted standing upright on shelves thanks to the flat bottom design. A colorful and vibrant finish draws attention to the delicious candy in the window on the front. Each collection of Jelly Belly beans has its own colored bag, along with the company's best-selling Confections range in even more dedicated Gift Bags. Collected together on the shelf, the effect is a beautiful candy display, and when Gift Bags are added to custom gift baskets, the effect is just as eye-catching. To order, contact Jelly Belly Customer Service at 800.323.9380.



## Ariston Specialties: A History of Excellence in Olive Oil

By Stacey Doukas, Account Manager, Ariston Specialties LLC

Here at Ariston Specialties, we are importers, producers and distributors of the finest olive oils from Greece and we import the finest balsamic vinegars from Modena, Italy. We started in 1998 as a small family business, first bringing Connecticut cold press extra virgin olive oil that was and still is produced by our family in the Kalamata region of Greece. We later added balsamic vinegar from Modena, Italy. Our mission has been to provide the American food market and eventually the world with premium oils and vinegars at an affordable price.

Ariston's products have been well received by the public. They have been featured on the Faith Middleton show "Food Schmooze" on NPR and The Hartford Courant. National Public TV has featured our products for fundraisers, and we have also been featured several times

in the "Boston Globe" as well as the "Westchester County Magazine" in NY. In the winter of 2007, Ariston was featured on PBS WGBY's "Making it Here in America." Ariston's olive oil and balsamic received several Best in Connecticut Awards from 2001 to 2009. Ariston's olive oil has also received two gold medals and a bronze medal at the Fort Lauderdale International Olive Oil Festival and now the silver medal in 2012 International Olive Oil Competition in Los Angeles. Ariston's extra virgin olive oil recently won the silver medal at the International Extra Virgin Olive Oil Competition 2012 in Los Angeles and "Most Favorite" Olive Oil in the SIAL Canada 2012 Olive d'Or Competition.

The word "Ariston" in Greek means the very best, which is why we make sure our oils and vinegars are of top quality. Our olive oil is unique in that it is low in acidity, thus high in quality. This low acidity is why the oil is so rich in color and tastes



so delicate and fruity. The oil is amazing not only for bread dipping, but over salads, grilled or sautéed vegetables and grilling meat and seafood. The balsamic vinegar is outstanding, aged in oak barrels in traditional Modenese methods, giving the vinegar a fruity taste with a balance of sweet and sour. The balsamic vinegar is great as a salad dressing, marinade and over grilled meats, vegetables and over portobello mushrooms. Some of our customers drizzle the balsamic vinegar over fresh cut strawberries, and even vanilla ice cream or gelato!

The Ariston Refill & Save Program is a bulk program since 1997 that we have implemented in several different types

of stores all over Connecticut and New England. This bulk program allows customers to buy a glass bottle once and fill the bottle with the product. The customer can come back to the same store to refill the bottle only paying for the product itself and not the packaging. The Refill & Save Program is profitable to the retailer—the retailer doubles their money on the olive oil and nearly triples their money on the balsamic vinegar. Reusing a glass bottle saves landfill space and conserves energy.

This program also keeps premium oil and vinegar at a reasonable price—the price range for Greek cold press extra virgin olive oil is \$11.99 and then only \$9.99 for refills. The traditional balsamic vinegar's first purchase is \$10.99 and only \$8.99 for refills.

For more information, visit [www.aristonoliveoil.com](http://www.aristonoliveoil.com), email [aristonspecialties@hotmail.com](mailto:aristonspecialties@hotmail.com) or call 860.224.7184.

## The Peanut Shop of Williamsburg

The Peanut Shop of Williamsburg introduced their new line of honey roasted seasoned nuts at the Summer Fancy Food Show. The expanded line includes Honey Roasted Almonds, Cocoa Dusted Honey Roasted Almonds, Honey Roasted Cocoa Dusted Virginia Peanuts, Honey Roasted Chipotle Spiced Virginia Peanuts, and the surprise hit, Honey Roasted Apple Spiced Walnuts. Tender

walnut halves are roasted with natural light amber honey and seasoned with a fragrant apple spice blend. "Buyer response to the Apple Spiced Walnuts was phenomenal at the show," mused Michael McDonald, Director of Sales. The nuts are available in both 5.5 ounce and 9 ounce tins.

For almost four decades, The Peanut Shop of Williamsburg has been promoting

the simple goodness and healthfulness of their home-style peanuts. Every batch is visually inspected, taste tested, and held to their gold standard of perfection. Customer satisfaction is guaranteed. Innovation, Quality, Consistency, Service... just a few of the reasons their icon brand has become the standard by which all fine peanuts are judged.

For wholesale inquiries and orders, contact Michael McDonald at 800.831.1828 ext 1, or visit [www.thepeanutshop.com](http://www.thepeanutshop.com).



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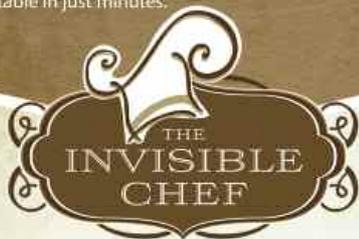
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## Kane Candy Chocolate Party Cups

Kane Candy Chocolate Party Cups were a huge hit at the recent NASFT Summer Fancy Food Show!

Expanding on national distribution of their award winning line, KBC Kane Food Group teamed up with Gourmet International and Niche Gourmet at the show.

The line is now available in five scrumptious varieties, in new, eye-catching retail packs for premium quality retailers nationwide. Varieties now include the award winning Kane Candy Chocolate Tuxedo Cups, Chocolate Pastel Flower Cups, Chocolate Cordial & Toasting Cups, Chocolate Party Cups and New Chocolate Heart Cups.

Serving is quick and easy! Simply fill Kane Candy Chocolate Cups with your favorite filling—such as chocolate mousse, sorbet, gelato, or whipped cream—and add fresh berries or chocolate decorations for a unique and tasty dessert. The line appeals to food lovers who love creating their own desserts.

Great new retail line for gourmet stores, quality grocers, boutique shops, candy stores, wedding shops, liquor outlets, party stores, e-retailers, culinary stores



and specialty food outlets.

Visit Kane Candy on the web at [www.kanecandy.com](http://www.kanecandy.com) or like us on Facebook at [www.facebook.com/kanecandyshoppe](http://www.facebook.com/kanecandyshoppe)

Order now from Gourmet International at 800.875.5557, or email [info@kanecandy.com](mailto:info@kanecandy.com).

## Tortuga Rum Cake Company Introduces Jamaica Blue Mountain Coffee

Bringing you an authentic taste of the Caribbean, the Tortuga Rum Cake Company introduced Tortuga 100 percent Jamaica Blue Mountain Coffee at the Summer Fancy Food Show.

One of the most sought-after coffees in the world, Tortuga Jamaica Blue Mountain Coffee is handpicked in the Blue Mountains of Jamaica and roasted by the finest local roast masters just before shipping. It is treasured for its balanced blend of richness, sweetness and perfect acidity, with an exotic and enticing aroma only found in 100 percent Jamaica Blue Mountain Coffee.

Choose Ground Jamaica Blue Mountain Coffee, vacuum packed immediately after roasting and grinding to seal in the aroma and freshness; or enjoy Roasted Whole Beans, frequently preferred by coffee afi-

cionados who want to grind their own. Certified by the Coffee Industry Board of Jamaica, each seven-ounce bag brews 16 to 25 cups. Available in August, 12 per case, foil sealed and packaged in burlap bags, with a suggested retail price of \$21.99.

Imported Tortuga Rum Cakes are baked in the Cayman Islands, Barbados, Jamaica and the Bahamas, from a generations-old island family secret recipe. Made with the finest ingredients and special oak-barreled Tortuga gold rum, each cake is hand glazed and vacuum sealed, locking in the delicious freshness. The cakes have a shelf life of up to 12 months, or indefinitely if refrigerated or frozen.

The company's other products include Tortuga Chocolate Rum Turtles with Sea Salt, three flavors of rum fudge, truffles, a



full line of hot and savory Caribbean sauces, rum-flavored coffees, pepper jelly and more.

For more information, see [www.tortugarumcakes.com](http://www.tortugarumcakes.com), call 305.378.6668 or 877.486.7884, or email [sales@tortugaimports.com](mailto:sales@tortugaimports.com).

## Mantova Spray Extra Virgin Olive Oil

Mantova Spray Extra Virgin Olive Oil is easy to use: the olive oil is contained in a special bag inside the can and the bag is filled with compressed air. The olive oil is never in contact with light or air that could dilute it. You simply press down the valve and compressed air forces out a fine spray of Mantova Extra Virgin Olive Oil.

To help consumers use less oil and enjoy the perfect taste of olive oil, we are using a Mantova Golden quality, 100-percent Italian extra virgin olive oil. This fine quality of olive oil that the Mantova family has created during five generations of tradition uses less oil, has more taste for the

quantity that is used, relies on less seasoning, stays fresher as it is not in contact with light, costs less, and is more convenient to use.

Recently, Mantova has added other sprays to its extra virgin olive oil. There are other three flavored oils that are available: garlic, truffle and chili.

Flavored Spray Extra Virgin Olive Oil is part of the long tradition of our flavored category. Mantova flavors are first-flavored products in the olive oil category and today our line of Grand'Aroma Flavored Extra Virgin Olive Oil and Mantova Organic Flavored Extra Virgin Olive Oil are best



sellers in this category.

For more information, visit our website [www.fineitalianfood.com](http://www.fineitalianfood.com) or contact us at 630.904.0002.

## Pure Leaf Iced Teas & Distinctive Herbs from The Tao of Tea

The Tao of Tea®, one of the nation's true pure-leaf specialty tea companies, has launched 11 flavors of ready-to-drink iced teas and herbs. The bottled drinks, a line of iced tea and a line of Tulsi, are organic and unsweetened, freshly and carefully brewed in craft-style batches at The Tao of Tea's own tea brewery in Portland, Ore., without any added juices, powders, extracts or flavorings.

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

The Tulsi line offers Tulsi Pure, Tulsi Lavender and Tulsi Ginger. Tulsi, also known as Holy Basil, is a caffeine-free Ayurvedic herb from India that has been gaining popularity in the United States. The Tao of Tea grows Tulsi in parts of India by supporting small farmers and promoting organic cultivation.

Most varieties are currently available at select Whole Foods Market stores, Zupan's Market, New Seasons, independent co-ops and other natural foods stores in the Pacific Northwest and



California, and soon nationwide. Bottles are 11.5 fluid ounces and shelf-stable. SRP \$2.99. All drinks have zero sugar and zero calories.

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

Founded by Veerinder S. Chawla in 1997, The Tao of Tea is one of the leading tea purveyors in the country promoting organic loose leaf teas, handcrafted teaware and organic, pure leaf bottled teas. For more information, call 503.736.0198 or visit [www.taooftea.com](http://www.taooftea.com).

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## Sierra Soups: Treasured recipes from the Robert Sorrenti family

In 1993, at the Sierra Nut House, our staff was preparing French Style Bean soup from an old family recipe. Customers loved the soup, so we packaged the mix of beans for them and gave them a recipe to put this fabulous soup together at home. That started the train rolling and the beans flying!

That was the beginning of Sierra Soups. We had a food scientist on staff, and we sent her to Mom's kitchen to figure out why everything from her kitchen had such fabulous flavors. Our goal was to capture the same delicious flavors, while providing a clean product and a hearty home-style meal that would be cost-effective and easy for the average cook. With the spices and vegetables already included, you won't have to make a trip to the store. The hardest thing you may have to do is sauté an onion and sometimes not even that!

Our marketing research showed that household cooks did not mind a slow-cooking product such as beans; however, they did want left-overs. With this in mind, we developed recipes that served from eight to sixteen servings. They can be frozen for later meals and still retain their marvelous flavor and nutrition.



Sierra Soups are Vegetarian, Vegan, Gluten-Free and taste fabulous. Each soup includes cooking suggestions on the package, such as adding ham or bacon to the split pea soup, chicken to the French Style 5 Bean soup or Italian sausage to our Mama Sorrenti's Minestrone. Our soups are equally delicious whether cooked with the suggested additions or as vegetarian, vegan or gluten free.

From our family at Sierra Soups to your family, buon appetito!

For easy ordering or to find out more about us, call 800.397.6887, visit [www.sierrasoups.com](http://www.sierrasoups.com) or email [sierranut-house@yahoo.com](mailto:sierranut-house@yahoo.com).

## Authentic flavors from Mediterranean Gourmet

Mediterranean Gourmet produces and distributes gourmet products of high-end quality at reasonable prices. The company's diverse product range includes condiments that enhance any dish. The products carry the distinctive palette of premium tastes and flavors, coupled with a sense of uniqueness that is infused throughout the product line.

Their carefully selected exotic condiments enrich the quality of every meal. The company carries a wide variety of colorful and flavorful condiments, such as aromatic Moroccan Harissa and traditional grilled pepper salad from Tunisia. To savor their products is to transport your senses to a new world of luxurious flavors. The company works with producers who have been developing these products in a rich history of experience and practice extending

over several centuries.

Mediterranean Gourmet's sumptuously rich products continue to please retail customers and individual consumers. Their exquisite condiments include Stuffed Cherry Peppers, Dry Cured Olives, and Meat Blend Spices. For more information, visit Mediterranean Gourmet online at [www.mediterranean-gourmet.net](http://www.mediterranean-gourmet.net).



## Traditional brick cheese from Joe Widmer

A Wisconsin original developed in 1877 by a Swiss immigrant named John Jossi, the traditional cheese is truly pressed with bricks, hence the name. Unfortunately only a tiny percentage of what is sold in the country as "Brick cheese" comes from traditional production.

For years, Joe Widmer was the only one left making the cheese. A third generation cheesemaker, whose Swiss grandfather ended up as a cheesemaker in the tiny town of Theresa in southeastern Wisconsin a century or so ago, Joe's passion for traditional cheesemaking runs high. He spent years arguing with the agriculture department to be able to continue to use his grandfather's bricks on the cheese.

Aside from the obvious emotional element of it all, the bricks carry the bacteria that are so critical to developing the full flavor of the cheese. Like Limburger, it's a

washed rind cheese, and like Limburger it deserves to stand with the fanciest of French washed rind offerings. It's great with beer, on a sandwich, with snacks or maybe with a spicy Gewurztraminer wine.

"Brick cheese is a winner in my book," says Joe Widmer, Owner of Widmer's Cheese Cellars. "I'm big on Brick melted over boiled potatoes, with a few caraway or cumin seeds sprinkled over top. Sticking with my sports metaphor for the moment, it's a veteran player that adds depth and character, one that I go back to over and over again and count on to come through in any clutch-eating situation. Brick cheese rarely causes ripples in the cheese world I suppose, but I believe it's still one of best ever contributors to the country's culinary lineup."

For more information, visit [www.widmerscheese.com](http://www.widmerscheese.com) or call toll-free at 888.878.1107.

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**A summer to remember**

Each summer, the place to be for innovative and tasty new food products is the industry's signature trade show, the Fancy Food Show. One of the usual participants is Wind & Willow, an innovative and industry leading gourmet seasoning company that provides quick and easy seasoning mixes used to make cheeseballs, dips, hot dips, soups, desserts, and appetizers.

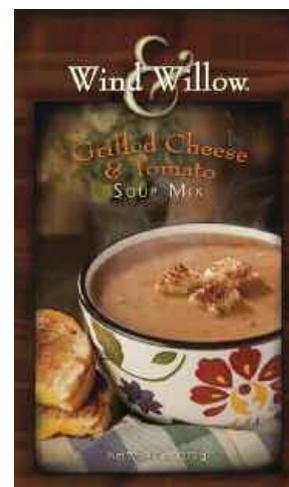
For Wind & Willow, the Fancy Food Show is a platform to introduce their new products. "Each year we develop products around the Winter & Summer Fancy Food Shows so we can introduce them to our customers, as well as the food industry," says Pete Hood, National Sales Director. "We have so many different products from cold dips to hot dips, cheeseballs to soups, that the show is the best opportunity to showcase them all."

"Without a doubt, the one product line that garnered the most excitement and

attention was our one-cup microwave soups, specifically our Grilled Cheese & Tomato flavor," says Hood. "We had customers see our ads and hunt us down so they could see the soups. It was very encouraging."

Hood says the one-cup soups were a big hit with customers, but they were just as excited to sample the newest cheeseball (Farmers Market) and hot dip (Mountain Inn). "As a company, we are known for our cheeseball mixes and our customers expect us to keep churning out great flavor profiles in [that] category," Hood says. With the Summer Fancy Food Show behind them, Wind & Willow has already started working on new products for next January.

For more information, please visit [www.windandwillow.com](http://www.windandwillow.com), contact your local rep, or call them toll-free at 888.427.3235.



**Wabash Valley Farms 14" Tall Jumbo Size Party-In-A-Box**

From the company that's been delivering premium popcorn poppers for over 30 years, Wabash Valley Farms is now introducing their new, ready-to-give, Jumbo Size Party-In-A-Box. The product was created to allow customers to be great gift givers while still shopping within their budget. Retailing at only \$19.99, this 14" tall gift set really pops and is priced to sell. The reusable popcorn container is jam-packed with all of your favorite movie night essentials, including delicious buttery popcorn, movie-sized Skittles®, movie-sized Mike and Ikes® and Twizzlers®. Every jumbo popcorn tub comes packaged with a snap-on lid for convenient stacking. Decorative, sturdy and ready-to-give, it is the perfect gift for the popcorn lover on anyone's list. For information, call



Wabash Valley Farms at 877.888.7077, or visit [www.wfarms.com](http://www.wfarms.com).

**Caribbean Dreams: a quality line of authentic Jamaican tea and chocolate**

For those producing a Caribbean or tropical-themed basket, Caribbean Dreams is a must-see. The company was born in 1996, the brainchild of Adeeb and his son John Mahfood. At the time, the company only produced traditional black tea under the Tetley Brand, but soon after, both men saw the opportunity to introduce traditional herbal teas to the Jamaican market.

Caribbean Dreams, now the largest tea packer in the Caribbean, produces more than 100 million teabags each year and currently has in its inventory almost 20 different types of traditional Jamaican teas, including Bissy, Ginger, original Peppermint, Noni-ginger, Jamaican Sorrel and Ginger and Ginger mint.

The company has also expanded its product line to include "healthy teas" such as Cleansing Tea, Slimming Tea, Cinna-

mon Mint Diabetics Tea, Cranberry Tea and Instant Ginger (sweetened and unsweetened). Jamaicans can also look forward to trying their newest addition, Jamaican Old Style Chocolate, a favorite of many for decades.

Since 2000, Caribbean Dreams has been exporting to a number of countries in the English-speaking Caribbean, as well as the United States and Canada. Approximately 40 percent of the company's sales are represented by exports.

According to John Mahfood, this is a "perfect way to get a piece of Jamaica abroad. The teas are so authentic, all you have to do is add water."

For more information, visit their website at [www.jamaicanteas.com](http://www.jamaicanteas.com) or call them at 876.928.5863.



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## ALO Drink rolls out ALOtones™—free music inside every bottle

ALO Drink, the makers of the #1 ready-to-drink aloe vera beverage in the U.S. natural market, debuted a new QR-Code campaign called ALOtones™—free music inside every bottle with a great response from attendees at Summer Fancy Food Show.

“We’re keeping up our brand’s momentum and helping ALO drinkers feel good from the inside out. We’ve added free music inside all of our new ALO drinks. Every bottle lets consumers unlock and share their flavor’s track. We call these tracks ALOtones™—matching the ‘tones of flavor’ found inside of our drinks. We’re very excited about this new concept and hope our consumers will be too”, said Henry Chen, President, ALO Drink.

In addition to the QR-Code downloads, we have created full length CDs which contain all of the eight ALOtones songs. The CD will be used as a promotional giveaway and sold on music sites such as the iTunes store. We’ve also created music videos to go along with two of the ALOtones songs. We hired artists to draw what inspired them as they drank ALO Drink and listened to ALOtones music. You can see them both on our



website <http://alodrink.com/alotones>.

ALO Drink blends are made with real aloe vera pulp and juice straight from the leaf. ALO’s beverages are available in both mainstream and natural markets in the U.S. and Canada and many other countries around the globe.

Coming this Fall: ALO Drink introduces its brand new flavor: ALO COMFORT—blending watermelon and peach along with aloe vera!

For wholesale and ordering information, please visit [www.alodrink.com](http://www.alodrink.com).

## Buddy Squirrel expands product line

Did you have the chance to stop by the Buddy Squirrel Premium Nuts and Chocolates booth at the Summer Fancy Food Show? If you did, chances are you had the opportunity to sample a variety of our most popular bulk chocolate and nut mixes. The sweet and savory products sampled are available for order through our wholesale catalog.

Additionally, we took the opportunity to introduce our brand new bulk candy bars, offered in five delectable flavors including Milk Chocolate Butter Almond Toffee, Milk and Dark Chocolate Sea Salt Caramels, Mint Meltaways and Peanut Butter Caramel. All flavors date back to our company’s original 1916 Quality Candy recipes and are based on our most popular chocolates.

We also brought back our seasonal Christmas Tree Pretzels and Marshmallow Santas, which are now available through



the wholesale catalog, just in time to place winter holiday orders. Finally, we showcased two of our bestselling classics, miniature Whipped Crème Eggs and Marshmallow Eggs.

For more information, to request a wholesale catalog or to place an order, please contact Buddy Squirrel’s customer service department at 414.483.4500.



## CHOLENT—Kosher meals made easy

Introducing Cholent—another creative series of salt-free dinner kits from Purely American Foods.

What exactly is Cholent? It’s a traditional Jewish meal that, for generations, has been prepared on Friday before the Sabbath begins. Slow cooked all night, this savory stew is the main course at Saturday’s noonday meal.

Now, busy health-conscious consumers

of all faiths can enjoy these time saving, salt-free meals any day of the week. Gluten-free, salt-free, all-natural, no MSG, Kosher-certified.

The Cholent kits are just one among many delicious and healthy meal solutions created by Purely American. Check them out at [www.purelyamerican.com](http://www.purelyamerican.com) and contact Ray Leard at 740.592.3800 for information and orders.



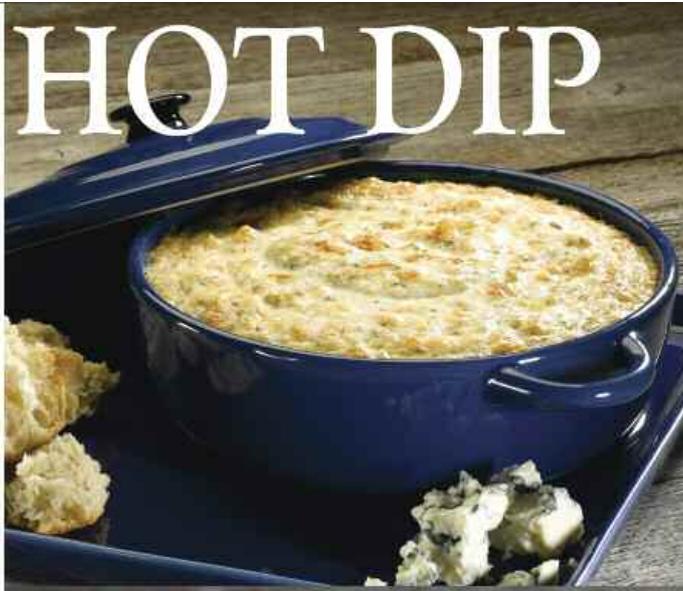
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## Gourmet du Village goes nostalgic for the holidays

For Christmas 2012, Gourmet du Village is introducing a “Country Village Collection” of gourmet tastes and matching kitchenware. Packaged in exclusive country fabric bags, this nostalgic collection brings back many all-time classic favorites from the days when the business began as a cottage industry 30 years ago. Products range from their best-selling dips and tastiest Apple Spice Pancakes to their Hot Apple and Cranberry cider mixes.

To go with this collection, the company is also introducing a “Country Cottons” collection. The warm Cranberry

Red fabric goes beautifully with Gourmet du Village’s bestselling red ceramic Brie Bakers, Dip Chillers, Casseroles and other tableware. The “Country Cottons” collection includes aprons, oven mitts and pads, tablecloths, table runners and more—all perfect gifts, bringing the very best of the country look with festive colors for the holiday season.

“From our Village to yours for 30 years,” is the headline in the company’s latest catalogue featuring this new nostalgic collection. 2012 marks the 30th anniversary of Gourmet du Village creating their very first herb and spice



blends to sell in the nearby country market, and today their products can be found in fine food and gift stores all across North America. Visit [www.gourmetduvillage.com](http://www.gourmetduvillage.com) for information.

## Sticky Fingers Gluten-Free Scone Mixes

Sticky Fingers Bakeries introduced a new line of four flavorful Gluten Free Scone mixes at the 2012 Summer Fancy Food Show. These mixes’ high quality and striking packaging undoubtedly complemented this successful introduction, creating an outstanding amount of buyer interest.

At Sticky Fingers Bakeries, we know scones. Since 1987 we’ve offered a premium line of all-natural scone mixes that are incredibly easy to make and impossible to resist. Our new line carries that same commitment to quality, certified by the Gluten-Free Certification Organization (GFCO) and produced according to GFCO standards in a dedicated gluten-free facility using only Kosher certified all-natural ingredients. GFCO takes away the worry for both food manufacturers and their customers, by requiring facilities to main-

tain these incredibly high standards.

Enjoy the delicate, crumbly texture with just a touch of sweetness that our Gluten Free Scone line offers. A quality tasting product using only the highest quality ingredients is how we have built our reputation over the last 25 years. With four varieties (Original, Wild Blueberry, Meyer Lemon and Apple Oat), there’s a flavor for every taste.

Thomas Owens and Ted Vogelmann, the two men behind the success of Sticky Fingers Bakeries, started the project in San Diego, California, providing muffins and scones to individuals, hotels and coffee shops. By the late 1980s, Owens and Vogelmann decided to craft a powder scone mix that would only re-

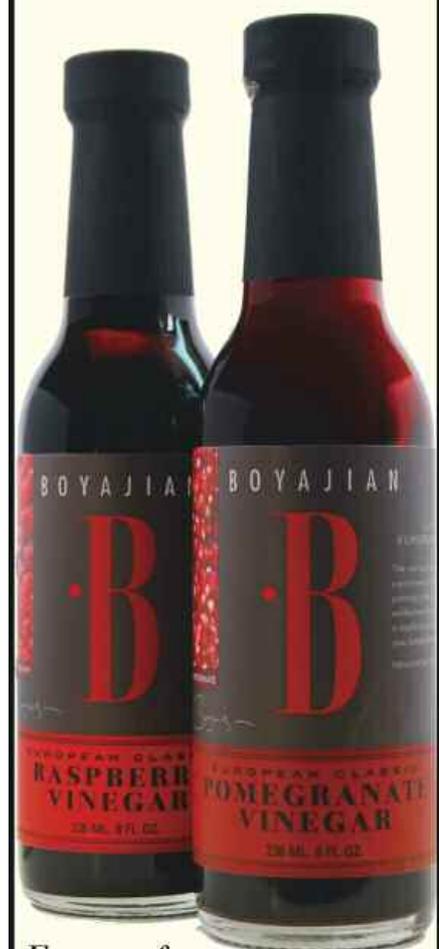


quire adding some water, while still maintaining a delectable consistency and taste—the rest is history.

Sticky Fingers Bakeries now offers an impressive range of products: premium mixes for Irish soda bread, scones, and muffins; Northwest Jams, English Curds, Fruit Butter, Pepper Jellies and, of course, their best-selling Chocolate Fudge Brownie Mixes.

Please visit us at [www.stickyfingersbakeries.com](http://www.stickyfingersbakeries.com) or e-mail [sales@stickyfingersbakeries.com](mailto:sales@stickyfingersbakeries.com) to learn more about our delicious products.

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## Peppadew opens vineyard, culinary center and farm in NJ

The first truly new fruit to be launched since the kiwi, the story of the Peppadew® is as intriguing and endearing as its taste. Only 15 years ago, businessman and farmer J.S. was in the garden of his holiday home in South Africa, when he spotted an unusual bush laden with small, bright red fruit. Gingerly, he bit into one. It had a unique, delicious taste—both peppery and sweet, but with a distinctive flavor. Rightly believing that he had hit upon something really new, he saved some seeds, cultivated the seedlings, developed the secret recipe to process the fruit and named the result Peppadew.

Worldwide research, global registration of the trademarks and international sole rights, setting up farms and a dedicated factory followed. Now the little mystery

fruit is being savored by discerning palates in 27 countries, from South Africa to Britain, Europe, Canada and as far away as Australia. Delicious on sandwiches and salads, stuffed with cheese to make a truly unusual appetizer, and used as a pizza topping—we say “Put them on \*everything!\*”

At the Summer Fancy Food Show, the Peppadew USA team introduced the Peppadew Fresh Vineyards and Winery, New Jersey’s newest winery. A member of the Garden State Wine Growers Assn., Peppadew Fresh is the closest NJ winery to the NY metropolitan area. It is spread



over 15 acres, with four acres planted with Cabernet Sauvignon, Cabernet Franc, Pinot Noir, Riesling, Chardonnay and Pinot Gris. The property of Peppadew Fresh Farms, it was—and still is—a working flower farm, growing pussy willow, quince and hydrangea. Peppadew Goldew fruit is also now growing on the property, providing a New Jersey-grown and processed product.

For more on Peppadew, Peppadew Fresh Farms, and the culinary and education center, visit [www.peppadew.com](http://www.peppadew.com) and [www.peppadewfresh.com](http://www.peppadewfresh.com)

## The House Of Caviar and Fine Foods

The House of Caviar and Fine Foods offers more than 20 kinds of caviar—some imported and some domestic. These include their flagship Imperial Ossetra, River Beluga/Kaluga, Royal Imperial, Crown Russian Ossetra, Royal Siberian, White Sturgeon, Hackleback, Paddlefish and more.

“The Imperial Ossetra is particularly good this year. It continues to be a hit with buyers preparing for the holidays, proving that there is still a market for fine caviar even in difficult economic times,” says Zoe Moghaddam, the company’s President.

A symbol of distinction since 1984,

House of Caviar and Fine Foods is a specialized importer/exporter and distributor of caviars and gastronomic products. The company’s experts select, prepare and pack a range of products according to CITES, FDA and HACCP. Traditionally, the finest caviar was from Iran, Russia and other countries surrounding the Caspian Sea; since these countries stopped production in 2010, the company’s specialists now travel the world to source caviar from environmentally friendly aqua farms whose product is similar to the finest wild production.

The company also offers smoked fish, gourmet seafood, foie gras, truffles,

wild mushrooms, fine spices, honey and chocolate. They have supplied the most famous chefs, and are ready to serve your business as well. Visit [www.houseofcaviarandfinefoods.com](http://www.houseofcaviarandfinefoods.com), call 954.462.0533 or fax 954.462.2488.



## Beach Plum Specialties of Cape May

For anyone who has spent time on the New England or Mid-Atlantic Coast, the Beach Plum is a popular and tasty sign of late summer, where the colorful shrubs pop up along the sand dunes all along the shore from Maine to Maryland.

Now people everywhere can enjoy this distinctive regional fruit through the unique foodstuffs offered by Beach Plum Specialties of Cape May. Beach Plum Specialties proudly produces delicious jam, jelly, wine vinegar and vinaigrette, all made from the tasty little Beach Plum. All products are made



from hand-picked, local wild and cultivated Beach Plums. The taste is unique, reminiscent of cherry and traditional plum with just a hint of cinnamon.

This product has been locally famous not only in Cape May, NJ, but across the entire Northeast Coast for decades, with locals devoting a great deal of time to foraging for the plum and finding the best spots for the fruit.

Now you don't have to take to the dunes yourself for a taste of Beach Plum. Contact Michael Craig at Beach Plum Specialties of Cape May, 609.425.9057 or via beachplumspecialties@gmail.com, for information on the company and its products.

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

Add a European touch to your freezer case! The Original Munich Oktoberfest Pretzel is now available in the United States.

The Bavarian Pretzel recipe is more than a thousand years old, with a rich flavor and taste that cannot be duplicated. Their pretzels are made from the finest natural ingredients, including pure, chemical-free Munich water and a secret assortment of gourmet spices. Available in three sizes: Regular 3-oz; King size 5-oz; and Giant 10-oz.

Also available are a unique pretzel Hoagie (4 oz.) from the same dough, and the Party Mix (1.6-oz. versions of the Mini Hoagie, Mini Bun and Mini Knot).

The company's Bavarian fare would not be complete without authentic German

desserts: flaky, multilayered Apple and Apricot Strudels, feather-light Apple Rings and Original German Potato Pancakes, exclusive to them in the United States.

All specialties are fully baked in Munich and require no additional baking. Just open, heat and enjoy.

For more information or to order online, visit [www.wolfgangspretzels.com](http://www.wolfgangspretzels.com) or call 209.295.4664.



## Mia Dolci: A different kind of cookie from PARTNERS

Today's consumers are looking for all-natural, high quality products that taste great too. When it comes to savory snacks, PARTNERS, a tasteful choice company, has delivered time and time again with wholesome and delicious cracker varieties. PARTNERS continues to make its mark in the world of sweet specialty foods with its unique offering of all-natural Mia Dolci Gourmet Cookie Crisps.

Thin like a cracker, sweet like a cookie, these crispy treats are available in four delicious flavors: Chocolate Vanilla Swirl, Lightly Lemon, Toasted Hazelnut and Cin-

namon Crisp. Sweet but not too sweet, Mia Dolci cookie crisps are superb alone or excellent paired with your favorite coffee, tea, sorbet or ice cream.

Consumers have enthusiastically praised this innovative cookie alternative since they made their debut in October 2010. Perfect for when you're craving something sweet, Mia Dolci cookie crisps contain only 120-150 calories per serving. As with all PARTNERS products, they are certified kosher and contain no preservatives, hydrogenated oils, artificial flavors or trans-fats.

Consumers have also praised Mia Dolci's elegant packaging. Designed with versatility in mind, Mia Dolci are available in 6.5-ounce or two-ounce boxes. Each box has two front facing sides, allowing for either vertical or horizontal display. The rich, earth-toned packaging features easily identifiable flavors and looks appealing grouped together on a shelf, in a display rack or in a gift basket.

In addition to being mindful of what goes into their all-natural products, PARTNERS takes pride in its reputation

as an environmentally friendly and responsible company. One hundred percent of the company's purchased energy comes from green power sources and is safe, clean and renewable. Product cartons are made using sustainable paperboard materials that are Forest Stewardship Council certified, all food waste is sent to a local chicken feed producer and nearly all material waste is recycled.

For more information about PARTNERS, a tasteful choice company, please visit [www.partnerscrackers.com](http://www.partnerscrackers.com), call 800.632.7477, or e-mail [service@partnerscrackers.com](mailto:service@partnerscrackers.com). You may also find PARTNERS on Facebook.

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## Cupcake kits, new cake flavors from The Invisible Chef

Introduced at the Summer Fancy Food Show, The Invisible Chef's new Frosted & Fabulous Cupcake Kits will put a smile on everyone's face. Each beautifully packaged kit makes 12 cupcakes, and is complete with an all-natural cupcake mix and frosting packet that just needs a few basic ingredients. Flavors include Chai Latte, a unique blend of spices both smooth and sweet; Dark Chocolate, rich and satisfying; Salted Caramel, buttery caramel with a touch of salt to highlight the sweetness; and Limoncello, a mild, sweet flavor with the perfect zing of lemon. Just bake, frost, serve and smile! The kits will retail for \$9.99.

The already popular Coffee and Tea

Cakes Collection was expanded, with three new flavors that have one thing in common: chocolate! Who can resist anything that starts with chocolate, especially when it is accompanied by flavors like Hazelnut, Peanut Butter and Mocha?

Invisible Chef prides themselves on using all-natural ingredients in all of their baking mixes, so your customers know they are serving the very best to family and friends. Delicious and fresh-baked, their premium baking mixes stir a little home-baked goodness in every mix they blend. They start by using the very best ingredients, and offer flavor combinations that include classic standbys everyone loves, as well as unique offerings for the sophisti-



cated inner chef in all of us. Their mixes are so easy to make, using a few staple ingredients. From the box, to the oven, to the table in just minutes.

For more information, call The Invisible Chef at 800.456.7115 or visit them online at [www.theinvisiblechef.com](http://www.theinvisiblechef.com).

## New Artisan Wraps from Formaggio

Formaggio®, owned and operated by Anthony Mongiello, a.k.a The Big Cheese™, has been changing the face of the fresh mozzarella case for over twenty years. First came the pioneering venture of bringing pre-tossed cilliegine salads into a retail venue. Then it was transforming the traditional cheese and meat roll, from what looked like a hockey puck into a spiral log with the meat on the outside. These product innovations created the landscape for today's fresh mozzarella case.

A couple of years ago, Formaggio answered another big question: how to offer pre-sliced fresh mozzarella with a palatable appearance. This was achieved with the two compartment tray—sliced fresh mozzarella with a topping alongside. The Contemporary Classics™ tray line is

growing in popularity, and Formaggio will reveal more from it later this year.

The newest fresh mozzarella innovation is Artisan Wraps™: premium Italian-style deli meat, wrapped around a finger-size stick of award-winning fresh mozzarella. The concept is simplicity itself, the result absolutely delicious. The meats—highest grade pepperoni, prosciutto and soppressata—are sliced to a most satisfying thickness.

Anthony Mongiello explains it himself on the package. "These meat and cheese wraps are hand-rolled with love,



so you can enjoy the combination of the savory meats wrapped around the soft, creamy center of our Fresh Mozzarella. So lovely to look at; so delicious to taste! We roll our award-winning hand-stretched Fresh Mozzarella with the finest, most genuine Italian meats available, for a truly savory experience of honest-to-goodness Italian cuisine."

Artisan Wraps will be available in two sizes. The 22-ounce version includes pepperoni, prosciutto and soppressata, while the seven-ounce version features one of four meats (Genoa salami is coming soon) individually. Coming soon to clubs and retail stores.

For information, call 845.436.4200 or visit [www.formaggiocheese.com](http://www.formaggiocheese.com).

## Sarabeth's Kitchen: The anatomy of a cookie

A question we have heard many, many times at our Sarabeth's restaurants is "Is there really a Sarabeth?" Consequently, you may have seen one of our ads with the headline, "Yes, there really is a Sarabeth" with a smiling portrait of Sarabeth, in her whites, holding a bowl of fruit. When people do learn that this person exists, they conjure up an image of someone sitting in a board room with a bunch of directors planning global strategy or making TV appearances, scheduling the next press interview and photo-op or traveling to each of her restaurants to make sure the cooks are keeping up the quality of her food. Well,

yes, that last part is true, but most days you will find her in an apron, working alongside her bakers in her state of the art bakery at the Chelsea Market in New York City. She is doing what she loves to do—baking and creating something delicious, whether it be a new jam, pastry, cake, dessert or cookie.

Her latest creation is called the "Morning Cookie." Being a



Weight Watcher's member herself, it was her intention to create a "Weight Watcher-friendly" cookie having no more than three PointsPlus values. Using a combination of shredded wheat, oatmeal, coconut and other basic ingredients, she produced a cookie that not only is delicious but nutritious at the same time. It is a crisp and crunchy high fiber snack that can be breakfast on-the-go or a light dessert after lunch.

Sarabeth recently was filmed by "New York Live" while making the Morning Cookie. A video can be viewed on Sarabeth's website, [www.sarabeth.com](http://www.sarabeth.com).

## Fresh look and new offerings from Boyajian Inc this holiday season

For more than 25 years, Boyajian Inc has produced the finest, all-natural specialty foods. Today, the line has grown to include infused oils, dipping oils, vinegars, vinaigrettes, Asian oils, citrus oils and extracts. As the offerings evolved, so did the look. Now the line's new labels include fresh photography, usage suggestions, and information about the product and company. While these products are special enough for hostess or holiday gifts, they are also pantry must-haves.

The From the Garden oils are fresh and crisp, signature infused oils made in small batches. The all-natural slow infusion results in a balanced aroma and a full spec-

trum of flavor. They are ideal for grilling, roasting, sautéing, drizzling and dipping. Offerings include: Garlic, Basil, Oregano, Rosemary, Scallion, Chipotle, Habañero, Roasted Chili and Jalapeño.

The World Vinegars are designed for cooking or simply drizzling on fresh fruit or vegetables. Offerings include: Balsamic, Cherry Balsamic, Fig Balsamic, Coffee Balsamic, Cocoa Balsamic, Sweet Cider Vinegar, Maple Vinegar, Raspberry Vinegar and Pomegranate Vinegar.

The exotic Asian flavors are aromatic and potent. Products include: Hot Chili Oil,



Plum Vinegar, Wasabi Oil, Wasabi Sesame Dipping Sauce, Toasted Sesame Oil and Fragrant Peanut Oil.

The dipping oils are packed with colorful herbs and spices and best served with crusty breads, olives and cheese. The vinaigrettes transform the salad course into a main event. Flavors are: Italian Herb Dipping Oil, Moroccan Blend Dipping Oil, Herbes de Provence Dipping Oil, Balsamic Vinaigrette, Pomegranate Vinaigrette and Raspberry Vinaigrette.

Please visit [www.boyajianinc.com](http://www.boyajianinc.com) or call 800.965.0665. Orders can be placed online or by phone.

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## Rubschlager Rye-Ola Flax Bread

Rubschlager Baking Corporation's newest Rye-Ola® variety is Flax. Rye-Ola breads have the true taste of Northern European breads, baked in Chicago for a fresher flavor than imports. The product is made of 100 percent whole rye and is also, of course, 100 percent whole grain. Flax seed is the richest source of Omega 3s in the plant kingdom.

Because the product is 100 percent whole rye, it has no wheat, making it acceptable to many with wheat gluten intolerance. Serving suggestions for Rye-Ola Flax Bread include open-faced, as a sandwich, cut into smaller pieces to serve with salmon and cream cheese as an appetizer, or toasted and served with butter or jam.

Rubschlager Baking Corporation, founded in 1913, is a family-owned business located in Chicago, with distribution throughout the U.S., Canada, and Mexico for its bread products. Best-known for their cocktail breads, Rubschlager also produces a quality line of European-style breads in shapes known as Squares and Rye-Olas. The Squares, dense and fairly smooth in texture, are available in seven varieties. The Rye-Olas are a group of four breads (including the new Flax Bread) made with 100 percent chopped, whole



rye, in a style usually produced only in Northern Europe. Additionally, the company produces an all-natural line called Natural Preference, that includes Cocktail breads, Rye-Ola breads and Toasted Mini Chips. Rounding out the Rubschlager line are dinner and sandwich rolls, giant (ten-pound) loaves, sandwich breads, and a group of half-loaf cocktail breads in controlled atmosphere packaging for use in the gift basket trade. Rubschlager breads are usually sold in the deli section of supermarkets and specialty stores. Distribution is generally by deli and specialty distributors.

For further product information contact sales@RubschlagerBaking.com, visit www.RubschlagerBaking.com, or contact them at 773.826.1245.

## Rabbit Creek Products introduces "Flavor It Up"

Here at Rabbit Creek Products we pride ourselves in two things, quality products and customer service. Having been around since 1984, we feel that we have had time to excel on both of these terms. Another side to being in business for 27 years is being able to come up with over 250 different gourmet dry mixes, ranging from breads and brownies to soups and desserts, with dips thrown in for good measure.

Located thirty miles south of Kansas City in the bucolic town of Louisburg, we have been family-run going on three decades. Blending, packaging, labels, and decorating are all in house, to assure customers the freshest products available.

We also offer private labeling for the minimal fee of \$20, which is only charged for the first run. After setup the customer is not charged for the private



labeling as long as they order in full case (12) quantity.

New for this year is "Flavor It Up" a line of compound butter mixes that is great on everything from popcorn to steak. We also have new products in the bread and brownie lines as well as others out this summer. Contact Rabbit Creek Products at 800.913.3073, or www.rabbitcreekgourmet.com.

## CookieZen Bites

CookieZen Bites are our new line of grab-and-go gourmet cookies. These cookies were launched at the 2012 Summer Fancy Food Show with great success. Gift baskets, hotel amenity bars, gift shops and general retail buyers were all interested in this clean-looking, delicious, grab and go item.

CookieZen Bites are cookies from our award-winning line Cookies & Corks. We've packaged our fan favorite Zesty Lemon and Sea Salt Chocolate Oatmeal cookies in convenient four-cookie two ounce packages.

We were channeling our inner "Zen" when creating the perfectly balanced, not too sweet not too tart Zesty Lemon cookie. It is refreshingly delicious! The Sea Salt Chocolate Oatmeal cookie is light and crispy. This cookie's bittersweet chocolate chips, hint of vanilla and sea salt sprinkle provide a heavenly experience for your taste buds!



Our cookies are free of artificial preservatives, colors, flavors and trans-fats. They have a nine-month shelf life and are certified Kosher by the Chicago Rabbinical Council. CookieZen Bites will ship starting September, and will be sold as individual units in cases of 36 or in 12-count caddies that can be placed on a counter or shelf.

For more information please contact Laura Englander, lenglander@cookiezen.com or 703.389.9274.

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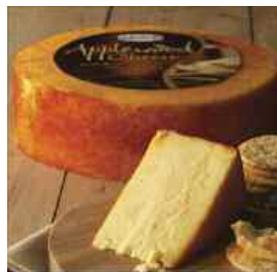


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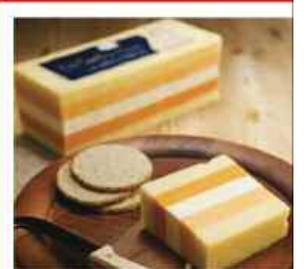


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## Robert Rothschild Farm Gourmet Spreads

Robert Rothschild Farm launched two new and three new and improved Gourmet Spreads along with a new seasonal dip at the Summer Fancy Food Show. These products were well received by the retailers. The new products are a complement to their array of award-winning dips, sauces, mustards, condiments and preserves.

The two completely new spreads will really excite your palate: Fire Roasted Mediterranean Vegetable Spread and Hot Pepper Sour Cherry Ginger Spread. They also re-introduced three top selling current spreads, that have been reformulated and perfected: Artichoke & Aged Parmesan Spread, Balsamic Caramelized Onion Spread and Smoky Fig & Roasted Garlic Spread. These all natural, gluten free and kosher spreads offer incredible taste and convenience to enhance any dish. They also introduced a Limited Edition Red Velvet

Sauce seasonal dip that is the perfect sweet addition for the upcoming holidays.

Robert Rothschild Farm is extremely excited to also introduce seventeen new products that were not seen at the Summer Fancy Food show but are now available. This Harvest Launch is packed with new products and new categories that will definitely increase retail sales this fall. The new categories include meal starters, ketchups and chutneys. They are also broadening their offering in gourmet sauces, mustards, condiments and spreads. These delicious new products were inspired from many sources, including the Fancy Food Show.

The company strives to provide Entertaining Made Simple for the host, and achieves that with creations that are full of flavor and can be used in a variety of applications, allowing the host to prepare



simple appetizers, entrées or side dishes. Not only do they create new products, but they also continually evaluate their current offering and explore ways to enhance their delicious products.

For more information, call 800.356.8933, e-mail info@robertrothschild.com or visit www.robertrothschild.com.

## Busha Browne brings the heat to the Fancy Food Show



The Summer Fancy Food Show was a success for Busha Browne, the award-winning brand of Jamaican sauces, preserves and seasonings. Tapping into the food world's search for variety and complexity in their spice choices, the brand's "Intensify Your

Flavor" campaign drew strong interest from buyers and attendees.

"[We] have had great success in reach-

ing out to new markets and consumers," said a spokesman for the brand.

The show was also an opportunity for daily sampling of Busha Browne's Jerk Seasoning, Jerk Sauce and Pukka Hot Pepper Sauce. Jamaica has long enjoyed an enviable reputation for quality indigenous herbs and spices, with the pimento berry considered the secret ingredient in jerk seasoning paste, which combines the berries with herbs and spices including escallion (spring onion) and the country's well-known scotch bonnet peppers.

Jerk is the authentic Jamaican method of grilling meats, combining highly

spiced seasonings and cooking over a pimento wood fire. The slow, savory process traps spices and juices, for an aromatic smoked flavor. There are three widely accepted methods of "jerking": pit grilling; pan jerk; and oven baked jerk, now taking hold in North America. This method allows the cook simply to season meat, fish, vegetables or tofu with Busha Browne's Jamaican Jerk Seasoning, add cooking oil and bake to the required doneness.

Busha Browne's—fresh ingredients, artisan quality ... tradition preserved.

Visit www.bushabrowne.com for information, and contact Source Atlantique at 888.470.0626 for U.S. orders.

## Modena Fine Foods: Creating a buzz with authentic Italian products

Modena Fine Foods, Inc. is an importing and marketing company of innovative specialty food products, including Balsamic Vinegar of Modena P.G.I., specialty wine vinegars, seasonings, jams, sauces, tapenades, and more. The company prides itself on not only importing and selling product, but also providing continuous sales and educational support to its distributor and retailer partners.

"Our product offering breaks away from other products in their categories," says Michael Giaimo, VP of Sales and Marketing. "For example the vinegar shelf, which for many years now has remained the same in many retail locations; frankly, not many retailers have moved away from a "standard" selection. Our offering provides a lot more opportunity for selection and differentiation on that shelf, including many higher quality level balsamic vinegars, certified by a very recognized and professional product grading system (the "Leaf System"), balsamic glazes/reductions of many varieties, truly better and unique quality types of wine vinegar, and more."

Modena had a successful year at the close of 2011, with many products showing positive growth not only in sales numbers but in retailer data as well. For example, "Blaze," the first balsamic glaze product, showed positive growth in IRI data, once again proving to be a leading brand for this type of product.

That was followed up in 2012 with over ten new products from the company's various brands. "Some expand on existing product lines, others are completely new. This is really exciting, because the retailers who carry them are truly the first ever to show these in the North American market," says Giaimo. "We are re-introducing and revitalizing certain products which have done well but with new packaging. With that packaging, we look forward to an even better showing in 2012."

Retailers will want to take note of Modena's hottest products for the year: "Blaze" Glazes; the favorite Balsamic Vinegar of Modena P.G.I.; Seasonello, a unique aromatic herbal sea salt from Bologna, Italy; and a new high quality selection of Italian wine vinegars that Giaimo feels "will really spark excitement in what can easily be considered a dull category."

The products are unique, both in their substance and in the way they are presented on the shelf. Take in example Mazzetti Balsamic Vinegar of Modena, one of the original brands of balsamic vinegar ever exported from Italy. Today it is one of several compa-

nies/brands that use the "Leaf System", which certifies the product based on lab and sensory analysis, versus misleading claims of age or technical aspects (density alone) that are not prime factors of the quality. This system really sets Mazzetti Balsamic Vinegar apart from the rest (and also other companies that use the system), because it's reliable. Giaimo feels it to be the most consistent in the industry, and most importantly it provides consumers a guide to what balsamic vinegar is best for what they are cooking on any given day.

All this is reaching a growing audience. "[Our audience is] primarily foodies. I feel this is a growing group, as TV and social media are opening people's eyes to the world of gourmet food that had never had too much exposure to it previously," said Giaimo. For information, visit www.modenafoods.com, call 201.842.8900 or email info@modenafinefoods.com.




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## Fever-Tree wins Gold at Summer Fancy Food

For the third straight year Fever-Tree has won the sofi™ Gold for Outstanding Cold Beverage at the Summer Fancy Food Show, with Fever-Tree's Mediterranean Tonic Water winning top honors this year.

Mediterranean Tonic is the newest in Fever-Tree's full range of cocktail mixers, making its official debut at this year's Summer Fancy Food Show. Specifically designed to pair with vodka, Mediterranean Tonic blends the soft bitterness of real quinine with the full bodied flavor of lemon thyme, rosemary, and citrus, as well as small champagne bubbles to enhance aroma and texture. Made by blending the essential oils from flowers, fruits, and herbs sourced from the shores of the Mediterranean, this delicate, floral tonic is delicious in a cocktail or on its own.

The addition of Mediterranean Tonic is proof of Fever-Tree's innovation—the very reason it is the leader in the premium mixer category today. Founded with the simple idea that premium spirits deserve the best quality mixer, Fever-Tree now offers a complete range of all-natural cocktail mixers. Fever-Tree has always gone to great lengths to ensure the best quality products are produced, which is why every ingredient is hand-picked from the best suppliers around the world for optimum flavor, texture, and aroma for mixing with spirits.



Designed with the spirit drinker in mind, the entire Fever-Tree range includes: Tonic Water, Naturally Light Tonic Water, Mediterranean Tonic Water, Bitter Lemon, Club Soda, Sparkling Lemon, Ginger Ale, Ginger Beer and Naturally Light Ginger Beer.

Fever-Tree's previous winners for Outstanding Cold Beverage include Ginger Beer in 2010 and Ginger Ale in 2011. Fever-Tree is imported by Brands of Britain, LLC. For more information, please call 800.646.6965, email info@brandsofbritain.com or visit www.brandsofbritain.com.

## Bakto Flavors Holiday Extracts and Flavors

With the holidays right around the corner, Bakto Flavors has everything you need to make the best holiday treats. You're sure to find the right ingredients from our 40 different natural extracts and flavors. Add a drop of Peppermint Extract to your favorite hot chocolate recipe or a dash of Rum Flavor to your next rum cake. Our unique Pumpkin Pie Flavor works great in holiday drinks, cakes, cookies, and pies. Your mom's ginger snaps won't be the same when you add any of our newest line of ginger products, including Ginger Cane Sugar, Gourmet Ground Ginger, and Natural Ginger Flavor. Don't forget to spice up the holidays with our Gourmet Cinnamon, Nutmeg, and Cloves; available both whole or ground. And finally, our specialty Vanilla is perfect in just about any dessert—



available in extract, whole beans, powder, and golden cane sugar. Did we also mention they make the perfect gifts? These products are all available in attractive holiday gift boxes. With Bakto Flavors, your holidays will be happy, healthy, and simply delicious. For more info, please visit www.baktoflavors.com.

## Private Spring Water

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

Private Spring Water has collaborated with the leading national suppliers of bottled water and beverages to create promotional products for some of North America's largest retail outlets. Having such relationships allows Private Spring Water to offer customers comprehensive design services, a national distribu-



tion range, industry-leading quality assurance, national customer service and support, and the ability to pass along extremely competitive pricing points. Private SpringWater is the perfect choice for organizations looking for effective and affordable promotion with unmatched service.

Its national customer service offers support for all of its products. A single toll-free phone number ensures a Private Spring Water representative is ready to provide every customer prompt service solutions at every step of the way. Call toll-free from 8 a.m.–5 p.m. PST at 877.664.1500, or visit www.privatespringwater.com.

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## Frontier Soups

Cooler weather is on the way, and Frontier Soups™ has two new gluten-free soups in its lineup of 33 all natural mixes, along with new display shippers that provide versatile options for cross-merchandising sales.

“With the holidays just around the corner, the new Hearty Meal Holiday Gathering Sausage and Bean Soup is a particularly merry addition to a holiday meal with its distinctively festive coloring,” said Trisha Anderson, founder of Frontier Soups. “Warm curry spices give the broth a golden color and highlight the red cranberry beans and fresh spinach added to the mix. Chicken apple sausage gives a seasonal flavor profile,” Anderson said.

Also new is the Homemade-In-Minutes™ Carolina Springtime Asparagus Lemon Soup. “All Frontier Soups gourmet mixes incorporate fresh ingredients for homemade taste, and with the new Asparagus Lemon Soup, consumers have the choice of adding a splash of lemon

juice and fresh asparagus, spinach or fennel to enhance the freeze-dried asparagus and tarragon in the mix,” Anderson said. Authentic Italian risotto thickens the soup for a sophisticated presentation.

“These new soups are updates of two recipes and reflect consumers’ desires for more vibrant and assertive flavors,” Anderson said, “but they still are faithful to the regional American recipes on which all of our soups are based.”

Retailers now can receive a stand-alone shipper with an order of 48 Hearty Meal or Homemade-In-Minutes bestsellers. Both shippers stand 5 feet tall and are made from sturdy, easy-to-assemble cardboard. “They may be used as an end cap or cross-merchandising display in the meat and produce departments to encourage purchase of the fresh additions that help the soups taste like they simmered all day,” she said. All Frontier Soups mixes are all natural, with no added salt, preservatives or MSG.

Visit [www.frontiersoups.com](http://www.frontiersoups.com) for more information.

## Not your average cookie straw...

J&M Foods continues their tradition with the introduction of their all new Cookie Straws at the 2012 Summer Fancy Food Show. These new cookie straws are definitely not average. With simple, all-natural ingredients, no preservatives, and real butter, these straws stand above all the rest. Available in four flavors: Key Lime, Lemon, Vanilla, and Black Walnut.

Although the attendance at the show was down a little, the uniqueness of the Black Walnut Cookie Straw made it very popular. This is a delicious flavor that isn’t being made by any one else in the industry. The same goes for the new Apple Cinnamon cookie that was also unveiled at the show.

Janis Thibault, co-founder of Janis & Melanie (a.k.a J&M Foods), offered this statement: “It’s always fun to have new

products to share at the Summer Fancy Food Shows, and we are definitely looking forward to being back in New York next year.”

The savory Cheese Straws are always a big hit. These scrumptious straws are available in Cheddar, Asiago, Bleu and Jalapeno.

The delicious crisp cookies are a sure favorite, available in Chocolate Chip, Chocolate Chip Pecan, White Chocolate Macadamia Nut, White Chocolate Key Lime and Triple Chocolate. Continuing the excellence, Apple Cinnamon and Oatmeal Raisin Pecan are now a superb addition to these unsurpassed treats.

Tea cookies are available in Raspberry, Lemon, Key Lime, Cranberry and Holiday Spice. These are an enchanting taste of divine pleasure; delicate and sweet.

J&M provides beautiful and elegantly



designed packaging in a variety of colors that would be perfect for gift baskets or self sets alike. See the complete line at [www.jm-foods.com](http://www.jm-foods.com).

## Mooney Farms: Maximum Mediterranean Quality

Mary Mooney, Partner of Mooney Farms, talks about the company’s new items at the Summer Fancy Food Show

Built on a foundation of family values, quality, and integrity, over the past 20 years Mooney Farms has grown into the largest producer of sun dried tomatoes in olive oil in the United States.

Mooney Farms has invested in our company’s technology and packaging capabilities so all of our orders are packed fresh daily to order, allowing for the longest shelf life in the industry. Our state-of-the-art, kosher, and Silliker-audited facility supplies sun dried tomatoes to more than 20 countries annually.

With strict attention to tradition, Bella Sun Luci sun dried tomatoes are only packed in 100 percent pure olive oil. Unlike many brands that are co-packed, we are vertically integrated, allowing for a lower cost that we can pass on to the consumer. Since we focus on one core item, our economy of scale allows us to use higher quality ingredients, including olive oil. We never use any low-end oils like canola or sunflower seed in our jars.

We also feel it is important to be innovative and introduce new ways to merchan-

dise and create sales for our Bella Sun Luci line. We are excited to introduce a new exciting flavor added to our dry-bagged line, along with three new display options.

Our new 3.5-ounce Julienne Cut with Greek Oregano, Basil and Garlic is hand-selected and carefully dried to perfection. We have combined our premium sun dried tomatoes with a delicious Greek blend of flavors ready for your next recipe. Our sun dried tomatoes are packed in convenient re-sealable ziplock bags to lock in the delicious flavor and freshness. Other varieties in this line include Julienne Cut with Italian Basil, and Julienne Cut with Zesty Peppers, along with the two original products: Premium Sun Dried Tomato Halves and Premium Sun Dried Tomatoes Julienne Cut.

We offer a full color single 6-pack tray—a convenient size perfect for fitting virtually anywhere in your store! This item can be stocked with any of our five varieties. Our metal floor display offers a small footprint, full color graphic header, and holds one case of all four dry varieties. You can also mix the bagged flavors custom to your store’s needs. Newly launched is our newest floor rack that will accommodate cases of both our dry-packed and oil-

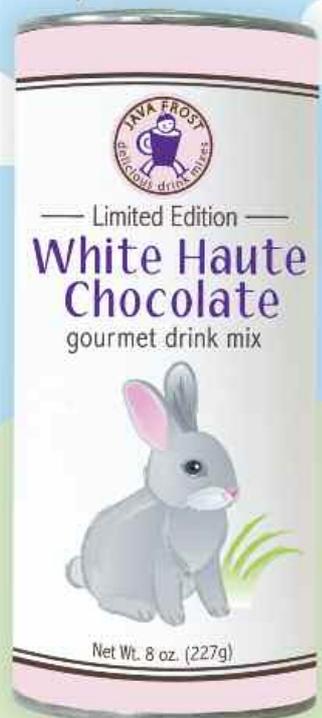


packed products, creating a sun dried tomato “destination” for your customers. We would be happy to add any of these new displays or racks onto your next order at no charge!

We believe the most interesting food trend has been the re-discovery of the Mediterranean diet. The “Med Mark” logo enables the consumer to identify foods that are part of a healthy Mediterranean lifestyle. Our products bear the Med Mark logo and represent one of these core foods. Sun Dried Tomatoes are also rich in lycopene, a proven antioxidant.

At Mooney Farms we recognize that great brands don’t just happen, they are built on many years of hard work and consumer education. Our newly redesigned web site [www.mooneyfarms.com](http://www.mooneyfarms.com) educates consumers about the Mediterranean diet and offers many delicious recipe ideas.

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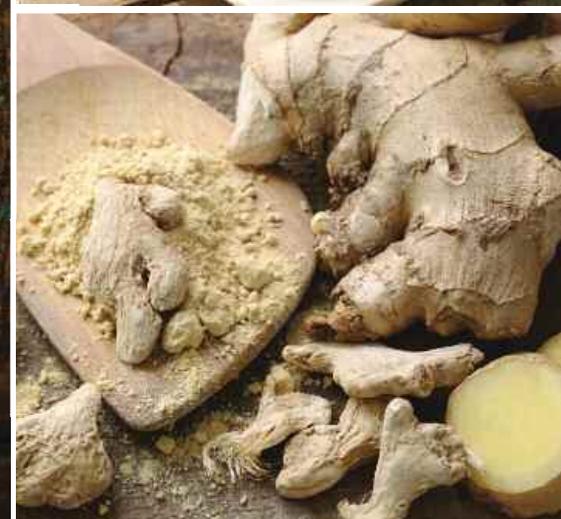
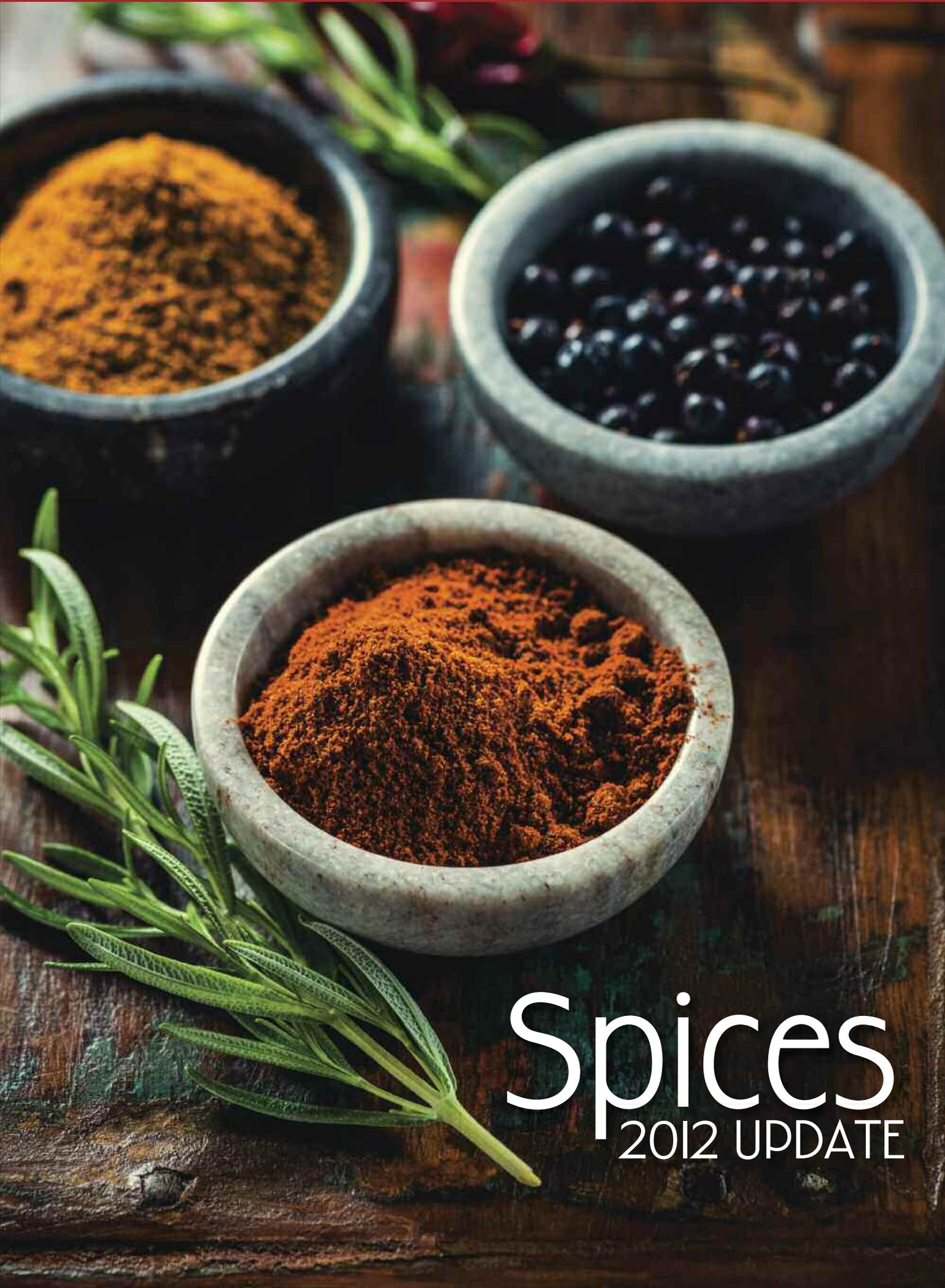
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SUPPLEMENT TO

SEPTEMBER 2012

# GOURMET NEWS<sup>®</sup>

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# Spices

2012 UPDATE

# Seasonings and spices add flavor to the bottom line

BY ROCELLE ARAGON

“When this recession came, we were really worried. But sales went up big time. People are eating at home more, but making an effort to use the higher end ingredients and exotic spices to duplicate the restaurant experience.” — Gary Woolley, Pollen Ranch

Buoyed by adventurous palates and the rise in home cooking—for fun, not just necessity—seasonings and spices remain a strong category, especially as holiday baking and entertaining approach. Gourmet salts remain entrenched in the gift category, and that interest is spreading to exotic peppercorns and blends that can be packaged into affordable yet attractive gift items.

As a crop like any other, though, spices will be affected by the drought over the next few months. Recipes will benefit from exceptionally fiery and concentrated peppers, but producers are also bracing themselves for the rising input costs.

Pricing issues aside, though, the search for flavor will continue. In a June report, research company Packaged Facts and forecaster the Center for Culinary Development identified five trends in spices and

seasonings: smoke in unexpected places; Aleppo peppers; the Korean sauce gojuchang, kimchi’s unheralded co-anchor; health benefits (led by cinnamon and turmeric), and, the most mainstream, the universally beloved buffalo flavor.

### African and Middle Eastern accents

Syrian Aleppo peppers, the spice powder/snack known as dukkah and Ethiopian berbere are the next steps in the trail blazed by za’atar, harissa and ras al-hanout. Chef Salt incorporates spices with unrefined, mineral-rich salt for its intense, complex Tunisian Fire blend; producers Vanns, Victoria Gourmet and eSutras are all reporting strong interest in these flavors, which are novel and exciting even to palates accustomed to Latin, Asian and European dishes.

### Spices go artisan.

Premium lines like See Smell Taste (represented by Viola Imports) and Le Boite NY (owned by custom blender Lior Lev Sercarz) promote spices and blends with limited quantities, artisan production methods and painstaking provenance. Created for chefs but available retail,

these are aspirational ingredients for the confident cook.

Also in the premium vein is Laura Santini’s Taste #5 line of umami seasonings, which expands this September with two new products: Far Eastern Vegetarian, created with no less than Chef Nobu Matsuhisa; and Umami Dust, a powder alternative to the original paste.

### Health, flavor and low sodium

The vegetarian variant hints at a key driver for spices: flavor without sodium and fat. Award-winning line Victoria Gourmet, for example, is seeing strong sales from its premium low sodium line. As more consumers turn to healthy plant-based diets, demand will grow for spices to add complexity and depth without meat, not just in retail but on menus. “My business has grown significantly in the foodservice and club store channels in the last two years,” said Victoria Gourmet’s Victoria Taylor. Organic spices are also seeing growth, with customers conscious of traceability even in previously commodity categories.

### Kits put flavor adventure within reach

Other products take an extra step and package the spices, with the right quantities or proportions for specific uses. Colorado-based company The Pursuit of Spice sells complete seasoning mixes for specific global dishes, such as its best-selling Ethiopian Doro Wat. TSP Spices has The Scoop, a kit of spices for ice cream that comes with six recipes, while Urban Accents’ line of seasoning mixes for specific entrees was a 2012 sofi Finalist. Sales of specific blends, such as for seafood or poultry, have also taken off for both Pollen Ranch and Tricky Dix Mojo. These appeal to consumers who are ready to experiment, but want some



Complex flavors, made easy for cooks. Courtesy of Victoria Gourmet

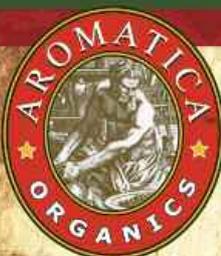
guidance—and prudent spending rather than a cupboard of stale unused powders—before they set out.

### Cross merchandise for use in desserts, cocktails; create signature dishes for prepared food counter.

Used like rim salt in a margarita, spices can give cocktails an unexpected salty or savory kick. Several producers featured here are seeing strong sales from craft brewers and mixologists. Spices that are intense rather than sweet are making their way into dessert mixes as well, including chili to go with chocolate, Bakto’s new strong ginger line and Pepper Creek’s Saigon Cinnamon. Retailers with prepared food counters should also consider using spices to create signature dishes—cookies or hot drinks in winter, a secret sandwich sauce or salad dressing in summer, for example—that can become identified with the store.



Nobu Matsuhisa’s blend makes umami safe for vegetarians.



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## Vanns Spices digs deep with authentic ingredients

Culinary trends lean towards ethnic spices and flavors.

From restaurants to supermarkets, it's hard to miss the growing number of exotic food experiences and flavor sensations being offered to an ever expanding and more adventurous consumer audience.

That's why Vanns travels the world, seeking out new ingredients for their already impressive range of spices, spice blends and flavors. From Aleppo Chili to Zahtar, African Bird Pepper to Wasabi Powder, Vanns has an encyclopedic range of spices to satisfy every culinary need.

"We understand that culinary trends and flavor preferences are constantly changing," says Mick Whitlock, President of Vanns Spices. "That's why we're

constantly researching, innovating and working closely with our clients and suppliers to ensure variety, authenticity and consistency."

Vanns also specializes in custom blends and flavor formulations. With a team of experienced spice professionals,

Vanns has the resources to create distinctive flavors, translating small batch recipes into larger scale configurations. That's why so many chefs across the nation rely on Vanns for their custom blends.

Vanns will be showing their range of spice solutions at the Natural Products Expo East - Booth 648. Alternatively, visit Vanns online at [www.vannsspices.com](http://www.vannsspices.com) or call 800.583.1693.



## Light up the Barbeque! New Mesquite Smoked New Zealand Pacific Sea Salt

For the barbeque expert who has everything, try New Zealand Pacific Sea Salt. The outstanding sweet salt flavor brings out the very best in favorite dishes, without the bitterness found in highly mineralized salt or plain sodium chloride sea salt, that may contain free flowing anti-caking agents, yellow dyes and even dextrose.

New Healthy Mesquite Smoked Pacific sea salt is great for that down-home barbeque flavor. Available in Fine or Coarse (best for rubs). The secret Louisiana mesquite-smoked family recipe, combined with the sweet salt flavor of New Zealand Pacific Sea Salt, will impress any recipient.

Pacific Resources also imports the finest all natural New Zealand Honeys, including Bio Active and UMF Manuka Honey. These help with digestive problems but are also



good friends in the kitchen, delicious in cooking, on cereal or yogurt or to sweeten your favorite hot beverage.

Improve your health and treat your taste buds with these great New Zealand products. Email [info@pri-nz.com](mailto:info@pri-nz.com) or visit [www.shoppri.com](http://www.shoppri.com).

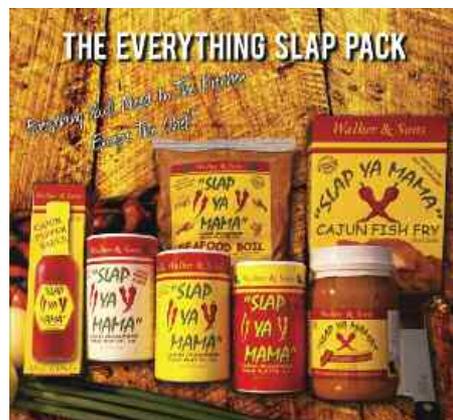
## Boxed and ready-to-ship 'Slap packs' from Slap Ya Mama

The holidays aren't far... Soon it will be the season for weekends away, time with family and friends and plenty of great food for sharing. It's the season everyone looks forward to—and for that special event to reach top-notch perfection, the food must taste phenomenal! Slap Ya Mama's new box sets have everything you need to accomplish just that. From their three seasoning blends, pepper sauce, fish fry, seafood boil and etoufee sauce, these Slap packs cover all your gifting and culinary needs.

Slap Ya Mama offers three different pack sizes: the "Everything Slap Pack," "The Essential Slap Pack" and "The Traveler's Slap Pack." To check out their new box sets, please visit [slapya-mama.com](http://slapya-mama.com). For the masters of the grill, these Slap packs have everything you need! Also, be on the lookout for an

expansion of Walker & Sons' product line throughout the year. They are doing everything possible to make your life easier while standing at the stove, burner, pit or grill.

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## Caribbean Reef Sea Salt & Spice Co.

Caribbean Reef Sea Salt & Spice Co. offers a combination of six sea salts, seasoned sea salts and spice rubs.

The lower sodium sea salts come from the Caribbean, where islanders harvest the local salt ponds by hand. Salt ponds are common to most islands as these brackish waters are shallow, receive lots of sun, and are free of pollution. The ponds are undisturbed by humans and boaters.

Sea salt flourishes in these conditions, and has since the beginning of time. The wind and the sun evaporate the ocean water, leaving mineral-rich brine to concentrate. Local hand processors briskly stimulate this live mixture and dazzling salt crystals form. After cleaning and grinding, these sea salts are mixed with an array of



spices, ending in great seasoned sea salts and spice rubs used for cooking, grilling and smoking.

For information and to order, call 303.279.1634, email jollymon@q.com or visit [www.caribbeanreefspice.com](http://www.caribbeanreefspice.com).

## Victoria Gourmet:

### Lower salt content is now a reality

With the health department pointing toward a goal of 1,500mg of salt per day, Victoria Gourmet, Inc. recently added No Salt Lemon Pepper as the latest of many no-salt blends in its extensive seasoning line.

"I love salt. I have four sea salts in my line. But I also recognize how important it is to offer my customers incredible flavor with the least sodium possible," said company founder Victoria Taylor.

Low salt blends appeal not only to health-conscious individuals, but to food companies and restaurant chains as well. Low/no salt seasoning blends in recipes

are a successful tactic to maintain flavor.

"My food service customers love our products because they have great flavor and a low sodium level," said Victoria. "I am particularly happy with the No Salt Lemon Pepper. It's got such a strong lemon flavor and tastes fresh and natural. It's been very popular."

Find out more at [www.vgourmet.com](http://www.vgourmet.com).



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## Spices, extracts and a new strong ginger line from Bakto Flavors

Bakto Flavors proudly presents a line of gourmet spices perfect for the holiday season. From traditional standards like Cinnamon and Nutmeg, to the less common but equally delicious additions like Mace, Bakto Flavors has all the stock for your customers' baking needs.

This year, Bakto also introduced two new excellent ginger products: Ginger Cane Sugar and Gourmet Ground Ginger. They also carry a Natural

Ginger Flavor, which is a customer favorite. The line extension comes as demand grows for ginger flavors that are strong and intense, but without the harshness and additional liquid that can come from using fresh. Great for baking and packed with health benefits, these delicious new products make Grandma's gingerbread cookies taste better than ever before. For

information and to order, call 732.354.4492, email [info@baktoflavors.com](mailto:info@baktoflavors.com) or visit [www.baktoflavors.com](http://www.baktoflavors.com).



## Tricky Dix Mojo: Lick It & Love It!

Finally, an allspice whose only limitation is your imagination. Touted as "the little black dress for the kitchen", Mojo takes food from boring to flavorful and from ordinary to gourmet in one simple step.

Our original blend of 19 gourmet herbs and spices from around the world enhances everything, from meat to chicken and fish to vegetables, with savory ingredients that are hand-

packed to ensure the highest quality. It even turns favorite snacks like popcorn and edamame into a unique and wonderful new flavor experience.

Use it as a rimmer on your favorite adult beverage, or as a substitute for salt and pepper in your favorite recipe. With Tricky Dix Mojo and its siblings Chix Dix, Hott Dix and Porky Dix, great taste is only one simple step away. Call 888.399.6007, or visit [www.trickydixmojo.com](http://www.trickydixmojo.com).



## Mom's Gourmet: Artisan seasonings and spice blends that sell, and we have the proof

Repeat performers in national and regional gourmet food specialty stores, large chains and small independents, the Mom's line of seasoning blends makes food taste great. These vibrant, unique, coarsely ground blends marry complex ingredients for unforgettable flavor. Small batch processing, ground-to-order, keeps the rubs fresh.

As good for you as they are good to eat, Mom's Gourmet rubs are the healthy fare you'd expect Mom to prepare. No salt and low salt blends. Plus every rub is 100 percent gluten-free, with no MSG, preservatives or fillers.

Now sold in over 350 stores, including Fresh Market, Heinen's, Orvis, Plum Market, and Whole Foods Market, these shake-on rubs are literal movers and



shakers. Standout names and packaging spur sales, and a recipe-packed website keeps customers coming back for more.

Call Sally Koepke of Mom's Gourmet at 440.564.9702 or visit [www.moms-gourmet.net](http://www.moms-gourmet.net). At Expo East, visit them at booth 259.

## Spice rubs from Stonewall Kitchen

Stonewall Kitchen's collection of spice rubs are influenced by the regional traditions of American BBQing. Add great flavor to grilled and roasted meats and seafood with this complete collection of rubs, full of honest-to-goodness simple herbs and spices.

Stonewall Kitchen sourced flavors from all over the country to bring the best regional offerings, as well as the award-winning Espresso Rub and an old

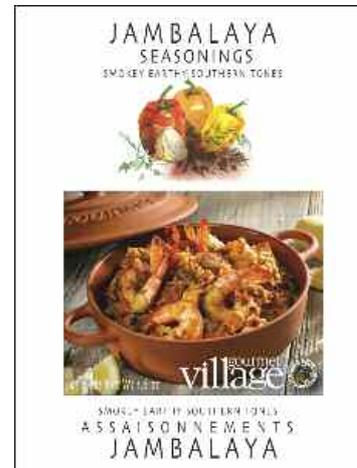
favorite and pantry must-have, Chicken and Pork Rub. For more information, please visit [www.stonewallkitchen.com](http://www.stonewallkitchen.com).



## DennyMike's 'Cue Stuff

DennyMike's award-winning, gluten-free and all-natural seasonings are hand-crafted in Maine in small batches, using only the finest ingredients. Whether cooking in the kitchen or at the pit, DennyMike's seasonings are a tasty way to start any recipe and make an equally impressive finish to any meal. From Fintastic, Chick Magnet and Sublime Swine, to Cow Bell Hell and Pixie Dust, DennyMike's revs up beef, pork, chicken and fish, along with veggies, breads and casseroles...a flavorful addition to every recipe.

Try them and find out why DennyMike's is in specialty retailers such as Whole Foods, Hannaford Bros. and QFC stores throughout the Northeast, North Atlantic and Mid-Atlantic states, and throughout the West Coast. Also available online. Call 207.591.5084, email [info@dennymikes.com](mailto:info@dennymikes.com) or complete an enquiry form at [www.dennymikes.com](http://www.dennymikes.com). They know you're gonna love 'em!



## Gourmet du Village introduces Tropical Village Seasonings

Gourmet du Village makes it easy to bring the distinctive taste of beach barbecue into your kitchen. Caribbean Curry is a flavorful, sweet-spiced, aromatic all natural blend of herbs and spices. Jamaican Jerk Spice Blend has allspice, thyme and citrus as keynote flavors. Jambalaya is spicy, tasty, straight from the south.

See the new line, along with Gourmet du Village's entire new collection of gourmet gifts, at the company's showrooms in Dallas and Atlanta. The line debuted at this year's Winter Fancy Food Show in San Francisco. Contact them at 800.668.2314, e-mail [lindaz@gourmetduvillage.com](mailto:lindaz@gourmetduvillage.com), or visit [www.gourmetduvillage.com](http://www.gourmetduvillage.com).

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J. Walker

## Sweet Spices from Pepper Creek Farms

Stock up for holiday baking with Pepper Creek Farms' Sweet Spices collection. The range includes nine items: Apple Pie Spice, Pumpkin Pie Spice, Cinnamon Supreme, Cinnamon Sticks, Cloves, Ginger, Nutmeg, Allspice, and Vietnamese Cinnamon.

The Apple Pie Spice (cinnamon, nutmeg, mace and cloves) is great not only on pies, but also on muffins and cookies. Try it on pancakes and waffles for an unexpected treat.

Pumpkin Pie Spice (cinnamon, allspice, nutmeg, ginger, mace, and cloves) is a sweet and spicy all-purpose baking ingredient. Use in a pie, or in smaller amounts for banana bread, carrot cake, muffins and coffee cake.

Our Vietnamese Cinnamon is more than double the strength of standard store-bought cinnamon, which normally originates in China. By "strength" we mean the



percentage of volatile oil, which is 5 percent for our Vietnamese Cinnamon. This gives it a wonderful aroma and flavor like no other.

All items are pure spice, with no fillers or soluble spice flavors, and packaged in Pepper Creek Farms' signature French Square jar with silver metal lid. For information and to order, visit [www.peppercreekfarms.com](http://www.peppercreekfarms.com).

## Sous Chef Collections from eSutras Organics

eSutras Organics creates ethnic rubs and gourmet salts called 'sous chef collections'. Small batch, artisan-made to retain uniqueness and ethnicity, each blend is based on familiar classics, with twists to create new flavor combinations.

Berberie from Africa, Chinese Five spice, Vindaloo from India, French Four Spice or Chili spices represent a myriad of flavors to jazz up any dish.

"eSutras Organics blends are great for cooking, but have so many other uses. We use them to add a bit of excitement to sandwiches and salads, on fish before baking or even stirred into hot pasta," says owner A'isha Bauer, a biochemist.

If there's one component that epitomizes a good meal, it is flavoring. eSutras Organics have taken this essence and added unique elements to create a range



of hard-to-beat specialty products. They handpick and shade-dry the best herbs and spices, for natural flavors that enrich any meal and tantalize any palate.

Call 773.583.4850 or visit [www.esutras.com](http://www.esutras.com) to see the entire line. Mention 'Gourmet News' and receive 10 percent off.

## The Spice Hunter introduces 100% Organic Grinder

The Spice Hunter's Fresh Twist Grinders introduce the newest addition of flavorful blends, the 100% Organic Grinder, available January 2013. Aromatic and fresh, these grinders release more pungent flavor with just a twist. 100% Organic flavors include Spicy Garlic, Black & White Pepper, Peppercorns, Lemon Pepper and Mediterranean. With convenience at your fingertips you can finish your dishes with flair! At



The Spice Hunter, they carefully source all of their herbs and spices from the most ideal growing regions throughout the world and bottle them at their peak of flavor. 100% Organic ensures strict growing conditions free from harmful chemicals, while preserving the Earth. All jars are 4 3/4" tall by 1 3/4" wide. For more information, call 800.444.3061, visit [www.cfsauer.com](http://www.cfsauer.com) or stop by booth 510 at Natural Products Expo East.

## Gourmet rubs from Robert Rothschild Farm

Robert Rothschild Farm offers gourmet rubs to enhance the dining experience. Bold and flavorful, the rubs are the perfect seasonings for any grilled, baked, roasted or smoked poultry, seafood or meat. They are simple to use—try sprinkling them on pasta salad for a delicious unexpected blend, or use these intense rubs to season healthy grilled vegetables.

Two varieties are available, Chop House Steak and Beef Rub and Limon Pepper Meat, Fish and Poultry Rub. Chop House Steak and Beef Rub will add some flavor to hamburgers on the grill, or season a premium cut of steak. Grilling your favorite seafood with the Limon Pepper Meat, Fish



& Poultry Rub will add a flavorful zest that everyone will love.

For more information, call 800.356.8933, e-mail [info@robertrothschild.com](mailto:info@robertrothschild.com) or visit [www.robertrothschild.com](http://www.robertrothschild.com).



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## Entertaining with Wind & Willow

Wind & Willow is the perfect addition to any entertaining menu. The company is known for their legendary Cheeseball Appetizer and Dessert mixes. But did you know that each mix has an alternate recipe on the box that gives the consumer a different recipe to impress their guests? The recipes are a favorite with shoppers, who enjoy the versatility, value and creative ideas they represent.

For a savory appetizer that's perfect for entertaining, the Wind & Willow Old Santa Fe Cheeseball & Appetizer mix can also be used to make stuffed jalapeños sure to spice up any gathering. Or create the easiest and tastiest stuffed mushrooms using one of Wind & Willow's best sellers, Bacon Stuffed Mushroom. Simply mix the seasoning with cream cheese, stuff medium sized mushrooms, sprinkle the topping on the mushrooms, and bake



in the oven.

Other great quick and easy appetizer ideas are vegetable pizza, bruschetta, and spinach-artichoke dip. The recipes are endless, and the best thing is they're delicious and easy to make.

For these and other great recipes, visit [www.windandwillow.com](http://www.windandwillow.com). To order, please contact your local rep or call directly at 888.427.3235.

## New handcrafted chais showcase unique spices, herbs from The Tao of Tea

In addition to its pure leaf teas, The Tao of Tea® offers fresh, organic, small farm-grown herbs and spices for purchase. Cinnamon sticks, cloves, dried ginger, whole green cardamom, orange peel and red rose petals are available, as well as a wide array of herbs and herbal blends, from lemongrass to lesser-known and unique-tasting tea flowers. To ensure ethical, fair farming, the company pays a premium directly to growers and is involved in projects to help create marketing avenues for native herbs.

Many of these herbs and spices are showcased in The Tao of Tea's new line of handcrafted Chai concentrates. Freshly microbrewed at the company's own Portland brewery, the five varieties—500 Mile Chai, Red Bush Chai, Tulsi Chai, Yerba Maté Chai and Herbal Java—have an uplifting, well-rounded taste and are ready to



drink warm or iced, by the addition of milk or non-dairy. Ideal for cafés and restaurants, they are USDA-certified organic, certified kosher, contain no added juices or flavorings and are lightly sweetened with low-glycemic coconut sugar or blue agave. Bottles are 32 fl.oz. and shelf-stable, with an SRP of \$5.50. For information and tea spice pricing, call 503.736.0198 or visit [www.taooftea.com](http://www.taooftea.com).

## SEE SMELL TASTE the difference

Viola Imports now carries an extensive selection of ultra-premium spices, herbs, unique sea salts and estate grown peppers from See Smell Taste.

This line of spices caters to fine dining restaurants and professional chefs. The producers source the world's highest quality herbs, spices and molecular gastronomy ingredients. Traceability and research are central. They study how each spice should be planted, harvested and processed to achieve the highest quality, and select only the best of the best.

An example is See Smell Taste's Tahitian Vanilla Beans. The flavor is complex—rich and sweet, floral and smoky. The beans ripen on the vine over nine months, followed by a manual, all-natural curing process that gives them a raisiny exterior and concentrates the flavor of the thousands of seeds inside.

Blends such as Vadouvan Golden, Harissa Mix and Shichimi Togarashi are always made to order and in small



batches, to ensure optimum quality control, maximum freshness and authenticity.

See Smell Taste is now available in foodservice sizes of 32-oz. and one-gallon containers. Retail packaging is in mini 1-oz. containers.

To bring See Smell Taste and other superior products to your store, call Viola Imports at 847.690.0790 or visit [www.violaimports.com](http://www.violaimports.com).

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**Jerk Shrimp Salad Recipe**

- 1 lb shrimp (16-20) peeled and deveined.
- juice of two limes
- 1 tbs Olive Oil, plus extra for brushing the grill
- 2 tbs **Bush Browne's Spicy Jerk Sauce**
- 1 head fresh romaine lettuce
- 1 carrot julienned
- 1 cucumber – seeded & julienned
- 1 green papaya – julienned
- 3 med tomato's – seeded & julienned
- 3 tbs Italian salad dressing
- 1 tbs cherry (marachino) juice

Wash shrimp with lime juice – add Jerk Sauce and Olive Oil - allow to marinate 1 hour.  
While shrimp marinates – wash & prepare salad ingredients and set aside  
Prepare cherry dressing – combine Italian dressing and cherry juice and shake well to combine.  
Grill shrimp over med/high heat until cooked through, toss salad with dressing and place shrimp on top.

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info@vgourmet.com

## Seasonest Spice Blends

Bring gourmet taste to everyday meals with Seasonest All-Natural Spice Blends. Inspired by a family recipe, Seasonest blends are hand-crafted and bursting with flavor to complement a variety of dishes.

The current product line includes five blends: Mild, Original, Spicy, Adobo and Italian. Any meal, any time of day—there's no limit to the uses for these versatile blends. Seasonest is all you need to create a delicious and healthy meal. Customers come back because the blends can be used for breakfast sausage, chicken, steak fajitas, pork loin roast, spicy crab dip and many more appetizing dishes. Seasonest Spice Blends satisfy the desire for great



taste and always hold a front row seat in the spice cabinet. Make every day flavorful with Seasonest!

For more information about getting these blends in your store, contact Seasonest by email at [wholesale@seasonest.com](mailto:wholesale@seasonest.com) or call 678.353.3377.

## Busha Browne's Pukka Hot Pepper Sauce

The ultimate sauce for devotees of wickedly hot food, this is made from fragrant red and yellow scotch bonnet peppers, crushed with Jamaican cane vinegar to add a real bite with deep flavor.

West Indian food in general is spicy, but Jamaican cuisine calls for a unique combination of "seasonings" for meats and savories, including lime juice, garlic and the incomparable—very hot but elusively flavorful—Jamaican scotch bonnet pepper.

The Taino Indians would have brought the peppers with them in their migration from the northern part of South America nearly 2,000 years ago, and the scotch



bonnet remains a staple spice in Jamaica to this day.

Busha Browne's Pukka Hot Pepper Sauce was originally used as a table sauce, and in the preparation of traditional hot dishes. Today our Pukka Hot Pepper Sauce has special application in Cajun and Creole cooking.

The term "Pukka" comes from India, and means authentic, genuine and first class—truly applicable to this prize winning sauce. As we like to say it, "Pukka does not burn in the mouth, it warms the heart and soul."

Busha Browne's—fresh ingredients, artisan quality...tradition preserved. Visit [www.bushabrowne.com](http://www.bushabrowne.com) or contact importer Source Atlantique at 888.470.0626.

Tricky Dix Mojo  
Lick It & Love It

"The Little Black Dress for the Kitchen"

All Spice, Meat Rub and Drink Rimmer  
[trickydixmojo.com](http://trickydixmojo.com) 888-399-6007  
Photograph provided by Harper House

## Pollen Ranch

As one of their favorite chefs once said, "You don't have to cook fancy or complicated masterpieces—just good food from fresh ingredients." That was Julia Child.

Fresh and flavorful is exactly what Pollen Ranch set out for with its Wild Crafted Fennel Pollen, Dill Pollen and Gourmet Fennel Pollen Spice Blends.

The company's Fennel and Dill Pollens are the essence of their flavor profiles, concentrated in the pollen. Fennel Pollen enhances the flavor of any dish, whether meat, vegetables, fruit, pasta or bread, while the Dill Pollen is 10 times as intense as what is usually found on retail shelves, and is used on potatoes, eggs, vegetables, fish and by far the favorite, salmon.

Pollen Ranch Gourmet Spice Blends are pure genius flavor combinations. They are



created by Chef Bernard Guillas, one of only three American chefs to receive the prestigious Master Chef Of France award and author of the award-winning cookbook Flying Pans. For information and recipes, call 800.821.5989 or visit [www.pollenranch.com](http://www.pollenranch.com).

## Pereg Gourmet Spices

Pereg Gourmet produces more than 60 varieties of spices, spice blends and herbs. They use only fresh, pure, and 100 percent natural spices; additionally they refrain from using additives, preservatives, food coloring or fillers. The end result is a product that is full of flavor and will enhance any dish.

Pereg offers all of the spices in a range of sizes for both retail and bulk, in jugs as well as foodservice sizes.

A variety of Pereg's most popular spices are Zaatar, Sumac, Curry, Cajun, Smoked Paprika, Lemon Pepper, Herb Provence, Paprika in Oil, Jerusalem Grill, B.B.Q.,



Spice for Shawarma and many more. Customers will love using them, to inspire new dishes or in their favorite classic meals.

All of Pereg's products are OU Kosher. They have been creating gourmet natural food since 1906. Call 718.261.6767 or visit [www.pereg-spices.com](http://www.pereg-spices.com).

## Sophisticated, Unrefined Seasoning from CHEF SALT

CHEF SALT seasoning blends feature unrefined sea salts and volcanic salts, hand-harvested from mineral-rich oceans and salt deposits around the globe. Each salt has been carefully chosen for its outstanding flavor and color as well as its unique mineral content, moisture content, and crystal shape.



CHEF SALT founders Andrew Schloss and David Joachim used their 50 years of combined culinary expertise to carefully match each salt to the herbs and spices in each blend. Choose from 7 Salt,

Bacon BBQ, Tuscan Herb, NY Steak, Bamboo Curry, Tunisian Fire, and the newest flavor, Holy Mole.

Each CHEF SALT blend effortlessly seasons beef, pork, poultry, seafood, pasta, grains, beans, vegetables, sauces, and stews with outstanding flavor and aroma.

To learn more about CHEF SALT, see the full product line, and get wholesale pricing, visit [www.chefsalt.com](http://www.chefsalt.com), email [dave@chefsalt.com](mailto:dave@chefsalt.com), or call 610.967.6031.

## Rabbit Creek Products

Rabbit Creek Products is a family owned business located in the heart of the USA in Louisburg, Kansas. Having been conceived in 1984 as bean soup mix sold to Jack Daniels Distillery for their general store, 28 years later Rabbit Creek has grown to carry over 250 different items in their catalog.



Louisburg, a town that recently got its second stop light and where people wave to everyone they pass on the road, lends the people at Rabbit Creek a small town perspective on dealing with customers. Namely, they care.

"Flavor It Up" butter seasonings are the main new spices for this season. Easy to make compound butter mixes

are fantastic on everything from popcorn all the way to steak and vegetables, and can be ready to use in minutes. Your food won't know what hit it. Feel free to call us at 800.837.3073 or email at [rcreek@mokancomm.net](mailto:rcreek@mokancomm.net). We are also online at [www.rabbitcreekgourmet.com](http://www.rabbitcreekgourmet.com).

## Pursuit of Spice

Born from a love of great food, travel and spices, Pursuit of Spice seeks out the exotic and exquisite flavors that define a region, and brings them to you in their new Culinary Spice Kits.



Inspired by the spice markets of Marrakech and India, the lavender fields of Provence, cacao plantations of Mexico, the crocus fields of Spain and the communal feasts in Ethiopia, these spices represent the heart of cuisine in their cultures.

Enjoy each spice for its aesthetic qualities—color, aroma, texture, taste—without additives or fillers. They provide you the spices, you decide what else goes in. This makes the kits perfectly adaptable to vegetarian and other special diets. Every cook can make it their own.

Each kit contains pre-measured, individual packages of pure and natural spices,

a pantry list for easy shopping and easy-to-follow directions to customize the dish in a home kitchen.

Bring the joy of spices, great food and travel into your kitchen. Available in six selections: Ethiopian Doro Wat, French Herbes de Provence, Indian Curry, Mexican Puebla Mole, Moroccan Tagine and Spanish Paella. Contact Pursuit of Spice at 303.888.601, via [info@pursuitofspice.com](mailto:info@pursuitofspice.com) or at [www.pursuitofspice.com](http://www.pursuitofspice.com) for more information or to place an order.

## Aromatica Organics: Artisan-crafted from Real Ingredients

Proven sellers with great value for your customers and your store. Aromatica Fresh Pak™, spices and blends make a beautiful, colorful display. Create a Flavor Center with 100 percent organic, re-closeable, value packaged spices. Eye-catching displays in aisles or end caps via pegboard or slat wall.



Capture the health wave with dynamic flavor profiles perfected in Aromatica No Salt Flavor Blends. gourmet varieties provide zest and pack a flavor punch—who needs salt! Our custom blends were developed over years of taste testing by our staff chef and numerous foodies with outstanding reviews.

Every kitchen needs these superior blends in its "spice toolkit." Aromatica

Skillet or Grill It™ sell best at the meat, seafood or deli counter. Let department managers test free samples to spice up sales and inspire great home cooking.

100 percent certified organic, ethically traded and sustainably produced.

Call 775.971.8550 or visit [www.aromaticspice.com](http://www.aromaticspice.com).

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BRING ON THE FLAVOR!

FROM PIT MASTERS TO VEGAN CHEFS TO HOME GOURMETS —  
OUR SPICES ARE GONNA' BRING YOUR DISH TO LIFE!

visit us at: [DennyMikes.com](http://DennyMikes.com)

## BRING IN THE FLAVORS THAT BRING IN THE GOURMETS

The Spice Hunter

As the holidays approach and grocery lists get longer, our all-natural, always fresh spices and seasonings offer the variety and quality gourmet shoppers demand.

Visit [spicehunter.com](http://spicehunter.com) or call 800-444-3061 to learn more.

NATIONAL PRODUCTS EXPO EAST  
BOOTH #510

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# BUYERS GUIDE

## ALTERNATIVE GRAINS & FLOURS

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

### eSutras Organics

Known for unique herbs, spices and ingredients, eSutras Organics also supply super food grains such as non GMO organic Amaranth, Chia seed, Flax, Red Rice and Sesame to name a few. Also available are flours, meals and oils. These are of the highest quality, obtained from the least processing, and hand sorted for quality in our warehouse in Chicago. Wholesale and bulk sizes for ingredients, botanicals and finished products are available, as well as custom blending, private labeling and contract packaging.

SRP: \$6.99 (12 ounces)

**eSutras**  
773.583.4850  
www.esutras.com



### Le 5 Stagioni Gluten-free Pizza Flour

Le 5 Stagioni has been producing high quality flour for more than 150 years and is Italy's leading brand of flour for pizza. The gluten-free flour is composed of naturally gluten-free and milk-free raw materials, including rice flour, corn starch and potato starch, and is suitable for the production of pizza and focaccia. Le 5 Stagioni are masters in the art of milling and their commitment to research and development continues to ensure a product that offers traditional flavors and aroma—appreciated by top pizza makers all over the world. Available in 500 gr. bags.

SRP: Approximately \$9

**No. of grains/flours offered:** 3 (le 5 Stagioni gluten free flour, farro flour and chickpea flour)

**Viola Imports Inc.**  
847.690.0790  
www.violaimports.com



### Superfood Mixes: Quinoa, Couscous and Basmati

Pereg Gourmet Natural Foods has launched its Quinoa, Rice, Couscous and Toasted Pasta line, "superfood" mixes that combine major health benefits with international flavors. Pereg reinvents superfoods, adding life, flavor and variety with 27 unique blends—including Quinoa Southern Style, Quinoa Italian, Quinoa Spinach, Basmati Rice Lemon & Herbs, and Israeli Couscous with Pumpkin Seeds. All Pereg products are OU kosher and 100 percent natural, with no additives and no preservatives. Pereg sets a new standard for wholesome, delicious and flavorful food.

SRP: \$3.49

**No. of grains/flours offered:** 27

**Pereg Gourmet Natural Foods**  
718.261.6767  
www.pereg-gourmet.com



Pereg

### Prairie Gold Flour

100% Whole Grain Hard White Spring Wheat Flour. Literally thousands of bakers have told us that they wouldn't use anything else. This flour, ground from our Prairie Gold® wheat, will delight your customers in every way. It's so versatile it can be substituted for white flour in some recipes, giving your baked goods unique flavor plus all of the benefits of whole wheat. 100 percent whole wheat. Chemical Free. GMO Free. Available in 5- and 10-pound plastic bags with zipper seal for re-sealable storage. Visit their website for the complete line.

SRP: \$5.00

**No. of grains/flours offered:** 15, incl. whole wheat pastry flour, organics, spelt flour and Kamut khorasan wheat.

**Wheat Montana Farms**  
800.535.2798  
www.wheatmontana.com



### Antica Riseria Tarantola della Bruciata

Located in the Po Valley plains of Lombardia, the historic rice mill Tarantola della Bruciata is internationally acknowledged as one of the first Italian rice factories to receive the Demeter control and quality mark for their biodynamic farming. Tarantola della Bruciata's premium selection of traditional rice—Carnaroli, Arborio and their Bio (organic) variety—contain the right proportion of proteins, vitamins and elements such as potassium, calcium and phosphorus, as well as 18 essential amino acids. Certified Euro Kosher, double-vacuum wrapped. 1 kilo.

SRP: \$6.50

**No. of grains/flours offered:** 3 varieties of Tarantola della Bruciata rice

**Po Valley Foods Corp.**  
516.801.4688  
www.povalleyfoods.com



### AprèsVin Riesling Grape-Seed Flour

An antioxidant-rich, gluten-free flour that adds nutrition, flavor and an artisan quality to your baking. Made exclusively from dried Riesling grape seeds separated from the winemaking leftovers of Washington State's renowned Yakima Valley wineries, this flour imparts a toasty, butter-scotch flavor to breads, cakes, biscuits, cookies, pancakes, waffles, cornbread and pie crusts. Recently featured on popular blog The Cupcake Project, for Riesling Cupcakes with Pear Mascarpone Frosting. Use as a nutritious, all-natural baking additive by adding 1 tablespoon per cup of dry ingredients. AprèsVin...more goodness from the grape since 2007.

SRP: \$6.50

**No. of grains/flours offered:** 4 varieties (Riesling, Chardonnay, Cabernet Sauvignon, and Merlot)

**AprèsVin Inc.**  
509.531.1293  
www.apresvin.com



### Rainbow Royal Quinoa

This pearl-shaped, nearly perfect nutrition source was so revered by the Incas that they called it "chisaya mama" or "mother grain." We call it nutty, delicious and endlessly versatile. Our Royal Rainbow Quinoa adds color, crunch and creativity to any plate. Made from Royal quinoa, a variety that has a bigger grain than regular quinoa and is grown only on the 13,000 foot high Bolivian Altipano. Hand-cultivated by small-scale farmers, carbon neutral and certified organic, fair trade and gluten free (no cross-contamination). In 14 ounce pouches.

SRP: \$6.59

**No. of grains/flours offered:** 7 - 4 quinoas (black, red, pearl and rainbow), 3 rice (white, ruby red and purple)

**Alter Eco**  
415.701.1212  
www.alterecofoods.com



### Maftoul (Palestinian couscous)

Organic, whole grain, hand-rolled and sun-dried couscous. Handmade by fair trade women's cooperatives, this product extends economic opportunities to Palestinian women producers as well as their organic farmers. Palestinian couscous is made like rice, with no special pans needed, and is ready in 15 minutes. Certified USDA organic and fair trade, packaged in a 250g window box.

SRP: \$4.99

**No. of grains/flours offered:** 1

**Canaan Fair Trade LLC**  
360.980.2580  
sales@cananfairtrade.com  
www.cananusa.com



# BUYERS GUIDE

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### Mitica Calasparra Rice

A premium grade of Spanish rice, cooperatively produced in Murcia along the Mundo and Segura River valleys. Granted DOP in 1996, and still the only protected rice in the European community. It needs 2.5 times as much water than standard Spanish rice, but holds up very well for less risk of getting soggy or overcooked; it is like Arborio to Italians. In the centuries-old tradition, fresh river waters are channeled through the rice fields near Calasparra, and the area's cooler summer climate results in slower ripening grain with elevated starch content. Two sizes: 20/1kg, 3/5kg.

SRP: \$6 (1kg)

**No. of grains/flours offered:** 5 types of rice—Calasparra, Arroz Negro Japonica; for preorder—semi-whole grain (partially hulled), whole grain and bomba



**Forever Cheese**  
718.777.0772  
www.forevercheese.com

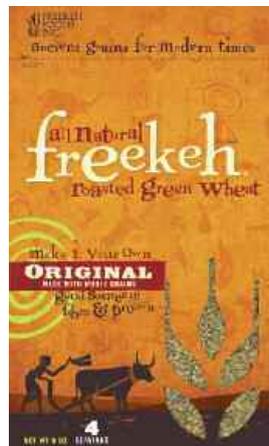
### Freekeh Foods

Freekeh Foods' all-natural, ancient grain freekeh is available in original, rosemary sage and tamari. Each low-fat serving contains 8 grams of protein, 4 grams of fiber and only 130 calories. In addition to being chock full of diet-friendly protein and fiber, freekeh is easy to cook in a variety of recipes. Carried at major retailers including Whole Foods and Wegmans. Each 8 oz. bag includes four servings.

SRP: \$3.99

**No. of grains/flours offered:** 3

**Freekeh Foods**  
612.839.5587  
www.freekeh-foods.com



### RITROVO SELECTIONS 100% Organic Farro Grain

For centuries farro has been a revered and vital part of regional Italian cuisine. RITROVO SELECTIONS™ 100% Organic Farro Grain is great as a vegetable protein source and adaptable to various uses, such as in frittatas, soups and salads. Top with honey, brown sugar and milk or soy milk for a tasty breakfast treat. Also available in bulk. Product No. 9105FIOR, 1.1 lb. package.

SRP: \$8.95

**Specialty grains/flours offered:** They carry Farro Grains and Flours; specialty nut flours such as Hazelnut, Chestnut, and Chickpea; Farro and Corn-Rice Couscous, Black Rice, and Artisan Polenta

**RITROVO® Italian Regional Foods LLC**  
206.985.1635 / 866.RITROVO  
www.ritrovo.com



### M'Hamsa Hand-Rolled Whole Wheat Couscous

Winner, 2012 sofi™ Gold for Outstanding Pasta, Rice or Grain, and a staple in Tunisian cuisine for thousands of years. Les Moulins Mahjoub produces this couscous using the original large grain method, with exceptional respect for the ingredients and environment. Whole grain semolina is mixed with water, salt and extra virgin olive oil and then pushed through screens. The grains are preserved by drying them under the desert sun, which lends a rich and toasty flavor. Also available from Les Moulins Mahjoub: M'Hamsa Hand-Rolled Couscous and M'Hamsa Hand-Rolled Couscous stored with peppers. Unit size 500g, 12 units per case.

SRP: \$8.00

**No. of grains/flours offered:** 3 varieties from Les Moulins Mahjoub

**The Rogers Collection**  
207.828.2000  
jen@therogerscollection.com  
www.therogerscollection.com



### Salute Santé! Chardonnay Grapeseed Flour

Salute Santé!'s® delicious, gluten-free addition to your baking. Great for sweet as well as savory baked goods—from fruit breads, muffins, bars and granolas to grain breads, focaccia, pizza and homemade pasta. Simply add 1 tablespoon per 1 cup of flour, or substitute 10-30 percent in your favorite recipe. Adds a nuttiness and crispy texture, even just sprinkled over yogurt. Cold pressed from the seeds of chardonnay grapes, this flour is rich in antioxidants, calcium and potassium, high in dietary fiber, and sodium free.

SRP: \$6.50 /8oz packet

**No. of grains/flours offered:** 2 varieties to start, Chardonnay and Merlot

**Salute Santé!**  
707.251.3900  
info@grapeseedoil.com  
www.grapeseedoil.com



### TruRoots Accents Sprouted Quinoa Trio

A colorful blend of Sprouted White, Red, and Black Quinoa, available in 8-ounce retail size stand up pouch or in bulk. Quinoa is a complete protein grain that is easy to digest and gluten-free. It cooks in about 15 minutes. Since it is sprouted, this can also be enjoyed as a raw food upon re-hydration.

SRP: \$5.49

**No. of grains/flours offered:** 12 grains and 4 flours

**Enray Inc**  
925.218.2205  
www.truroots.com





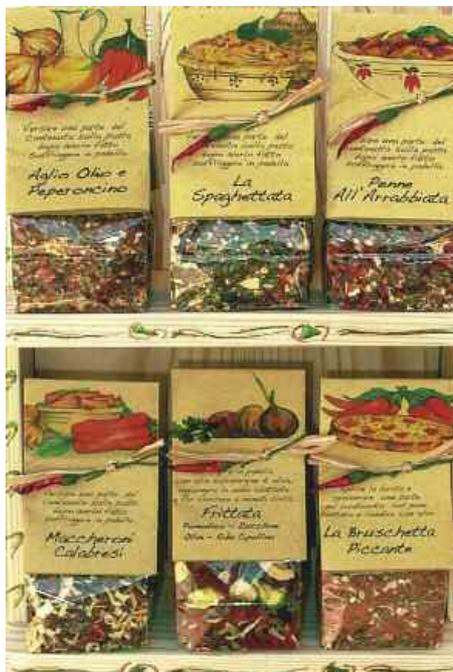
## FROM OUR FARM TO YOUR TABLE

Our family has been farming and milling in Southwest Montana for three generations. We use a natural milling process that captures 100% nutritional value of the grains—nothing is added, nothing is removed. You can taste the difference!

- GMO-Free
- Certified Chemical Free
- Sustainable Farming
- Whole Grain Milling

www.wheatmontana.com • 800-535-2798

# NEW PRODUCTS



## SAUCES & SPICES

### PO VALLEY FOODS

Casarecci di Calabria is an artisan company preserving the typical flavors of Calabria, located about 800 meters above sea level in the mountainous 'la Sila'. It's where nature has remained intact and untouched, and where these all-natural, meticulously selected herb and spice blends are processed by hand.

These blends are designed to allow home chefs to quickly recreate traditional Italian dishes simply by adding a few common ingredients. Dishes include Zucchini and Onion Frittata, Pesto alla Genovese, and Tomato Bruschetta, as well as sauces Aglio, Olio e Peperoncino, Spaghettonata, Calabrese and All'Arrabiata. These delicious spice blends also enhance any recipe with just a sprinkle. They are available in 0.60-0.80g packages, SRP \$4.95.

Imported exclusively by Po Valley Foods, Casarecci di Calabria Spice Blends are beautifully packaged and perfect to display on the shelf or in gourmet gift baskets. Free counter display case with initial order of 48 units, mix and match. Po Valley Foods. All natural. All Italian.

For information, call 516.801.4688, email [povalleyfoods@gmail.com](mailto:povalleyfoods@gmail.com) or visit [www.povalleyfoods.com](http://www.povalleyfoods.com).



## DRESSINGS

### MEADOW LAKE DRESSINGS

Add variety to holiday salads with Meadow Lakes Dressings. Fruit-based, all-natural, fat free and low calorie, in four unique flavors: Pear, Strawberry, Pomegranate Pear and Elderberry Vinaigrette. Minimal ingredients of the highest quality create tasty alternatives to everyday dressings. In 12-oz. glass bottles, with an SRP of \$4.99 to \$5.99. Meadow Lakes Dressings is a division of Sierra Foods.

For information, call 800.397.6887 or visit [www.sierranuthouse.com](http://www.sierranuthouse.com).



## ACCOMPANIMENTS

### GRACE&I

Distinguish the cheese board with unique creations from Grace&I. The Fruit+Nut Press Collection combines striking appearance with exquisite flavor. Similar to a fig loaf in concept, its combinations set it apart: the Hawaiian Press, Napa Port Fig Press, Fruit+Nut Press, Harvest Press (persimmon, quince and nuts), Fig+Nut Press and a limited-edition Holiday Press. No flour, no added sugar, and no dairy—simply the purest fruit and nuts, uniquely presented. Each comes on its own wood cutting board, for easy serving paired with cheese, as a snack or a dessert alternative.

The company completes its offering with a range of small-batch preserves and savory condiments, in boundary-pushing flavors like our award-winning Raspberry Peach Champagne, Ghost Pepper Peach and Mango Turshi. For the adventurous, the Turshi series—close to chutney, but definitely different—is inspired by decades of family tradition, and an obsession with bold flavor profiles with their roots in ancient times.

Perfect for the die-hard food enthusiast, Grace&I creations are guaranteed to leave a lasting impression. All products, 12/case.

For wholesale inquiries call 800.584.1736 or visit [www.graceandi.com](http://www.graceandi.com).

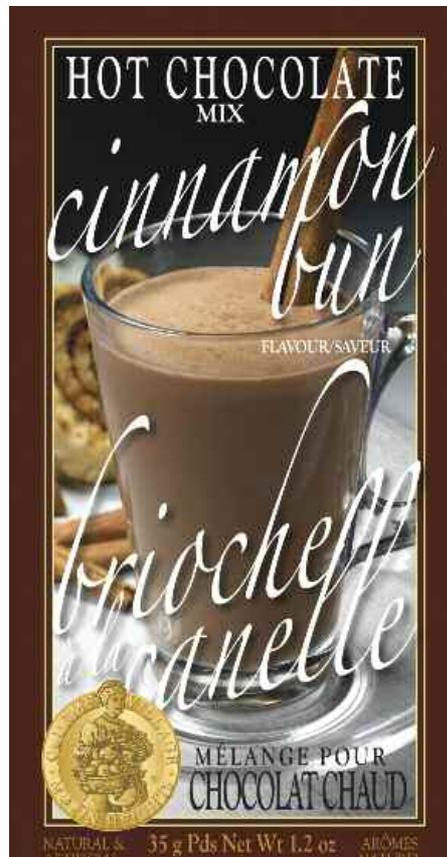


## BEVERAGES

### VIGNETTE WINE COUNTRY SODA

Vignette releases its wildly popular Pinot Noir variety in a new, larger 750 ml bottle. Perfect for sharing at harvest picnics, weddings, holiday gatherings, dinner parties, etc. Lightly sweetened with the juice of California varietal wine grapes, this uniquely sophisticated non-alcoholic beverage is available at the company's site and in select specialty stores in the San Francisco Bay Area. All natural, with no added sugar and no high fructose corn syrup.

For more information, email [info@winecountrysoda.com](mailto:info@winecountrysoda.com) or visit [www.winecountrysoda.com](http://www.winecountrysoda.com).



## BEVERAGES

### GOURMET DU VILLAGE

Right in time for autumn, Gourmet du Village's latest addition to their line of hot chocolates is a Cinnamon Bun flavor, featuring sweet cinnamon and chocolate with mini-marshmallows.

Gourmet du Village is the premier hot chocolate supplier in North America, with 25 different flavors including dessert flavors, no sugar added flavors and rich dark chocolate flavors. More than 50 different packaging designs are available, including single serve, mug gifts, cones, stockings and more. This new product along, with their entire new collection of gourmet gifts, can be seen at Gourmet du Village showrooms in Dallas, Atlanta, Philadelphia and Chicago.

For more information, please contact Gourmet du Village Morin Heights, 800.668.2314, or visit [www.gourmetduvillage.com](http://www.gourmetduvillage.com).



## PASTA

### THAI KITCHEN

Thai Kitchen's Specialty Rice Noodles are available in three gluten-free varieties: Brown Rice, Red Rice, and Purple Corn & Rice. Ideal for adding variety and personality to favorite noodle recipes. The last two are first-to-market, made with all natural ingredients, and packaged in four individual servings for easy use and freshness. Just launched in June, the noodles are now in major grocery chains and smaller specialty/all-natural supermarkets including Kroger, Harris-Teeter and Wakefern, with availability projected in more than 35 states. SRP \$3.79.

For information, call 800.967.8424 or visit [www.thaikitchen.com](http://www.thaikitchen.com).



## TEA & COFFEE

### HARNEY & SONS

Award-winning chef Marcus Samuelsson has created Ambessa, a line of four whole leaf tea blends launched with Harney & Sons. "Ambessa" means lion in the Amharic language, and represents the traditional emblem of Ethiopia.

Each flavor evokes the taste and aroma of a different place that informs Samuelsson's cuisine: Safari Breakfast is a robust blend of Kenyan and Tanzanian estate teas, redolent of East African terroir and the chef's birthplace; Lingonberry Green blends two northern cultures, Japan and Scandinavia, that both revere simplicity and balance, referencing Samuelsson's Swedish childhood; Choco Nut acknowledges his Swiss apprenticeship with an aromatic black tea blend with velvety undertones of dark chocolate, caramel and peanuts; and The Earl of Harlem, a tribute to the original Harlem Renaissance that adds a wisp of smoke to the traditional Earl Grey and celebrates Samuelsson's American coming of age. Each tin contains 20 silken sachets and retails for \$9.

Available for wholesale order through [www.harney.com](http://www.harney.com) or by email [chris@harneyteas.com](mailto:chris@harneyteas.com).



## SYRUPS

### KEEP IT SIMPLE SYRUP®

Kiss your old drinks goodbye! This all-natural, spearmint-infused simple syrup (known as Kiss®) began as the quintessential solution to coffee house syrups loaded with artificial ingredients and bars lacking fresh mint for their Mojitos.

President Susan Martinson, a former barista, developed the recipe at home. This premium top-shelf mixer hit the market in late 2011 at state-run liquor stores in Virginia, known for its high standards for Sweet Southern Tea and Mint Juleps. By early May, most stores had sold out.

Steeping spearmint leaves sets Kiss apart from basic, unflavored simple syrup, gives it its distinctive color and aroma, and eliminates the need to muddle. With more sugar than water, it's sweeter than other brands (so you use less) and free of artificial additives.

Kiss is shelf-stable, fat free, gluten-free, HFCS free, certified kosher by the OU, and a Virginia's Finest® product. Add a Kiss to cocktails, non-alcoholic beverages, desserts, even salad dressings. With many uses for the creative cook, it is perfect for gourmet retail stores and coffee shops. Demand more in your drinks—you deserve a kiss™! Available nationally.

For more information, call 888.949.KISS (5477), email [kiss@keepitsimplesyrup.com](mailto:kiss@keepitsimplesyrup.com) or visit [www.keepitsimplesyrup.com](http://www.keepitsimplesyrup.com).

# MARKETWATCH

## Store brands thriving for perceived quality as well as price—Accenture



A recent study from research consultancy Accenture finds that the threat of store-brands—also known as private-label or generic products—to brand-name products is not going away. Out of 500 consumers surveyed by the firm, two thirds (64 percent) said their grocery carts were at least half full of store-brand products, and 39 percent said they have increased their purchase of store-brands in recent years as a result of the tough economic times. The study was conducted in May and June 2012.

“Consumer goods companies must respond to the threat of increasing competition from store-brands as market position and profitability are at stake,” said Bob Berkey, from Accenture’s Consumer Goods & Services practice.

“Extreme competition between retailers and consumer goods companies can result in inefficiencies and waste for manufacturers and retailers, and undifferentiated products for the

consumer. Consumer goods companies must develop a balanced strategy of collaboration with retailers in some areas and competition in others. This new dynamic—where competitors become partners—will require a considered focus from manufacturers.”

Price remains the key factor, with two thirds (66 percent) of the shoppers saying they buy store-brands because they are cheaper. Also, while 87 percent of shoppers said they would buy more brand-name products if they were the same price as the comparable store-brand, more than half (51 percent) said that it would take a permanent price reduction of the brand-name product—to the same price as the store-brand—to win back their business.

The Accenture study concludes that the growing perception of trust, quality and

preference for private-label products should be of most concern to consumer goods companies that compete with stores for the same shelf space. Half (50 percent) of consumers surveyed perceive store-brand quality to be just as good as the brand-name equivalent; 42 percent buy a private-label product because they “trust” that particular store’s brand; and 28 percent simply prefer the store-brand to the brand-name product. In fact, only nine percent claimed not to buy store-brands because they felt that the quality or taste was inferior.

Consumers also believe that stores have improved the variety and appeal of their store brands. Almost half (48 percent) of shoppers believe that stores now offer a greater number and variety of store-brand products, and more than one third (36 percent) see store-brand products as

simply another brand on the shelf.

Even more concerning to consumer brands companies—but encouraging to retailers—77 percent of shoppers said they would not decrease the amount of store-brand products they buy even if their disposable income were to return to the same level as it was before the economic downturn.

“Undoubtedly, uncertain economic times are a major factor in the growth of private label, but it is the increased sophistication of stores’ own brands that has helped them retain customers,” Berkey said. “Consumer goods companies must create a clearly defined private-label strategy that understands the unique attributes that drive preference and loyalty in their consumer, engages with them across multiple channels and creates an excellent customer experience.” **GN**



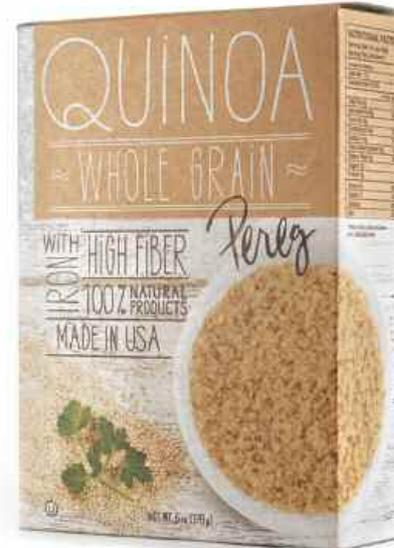
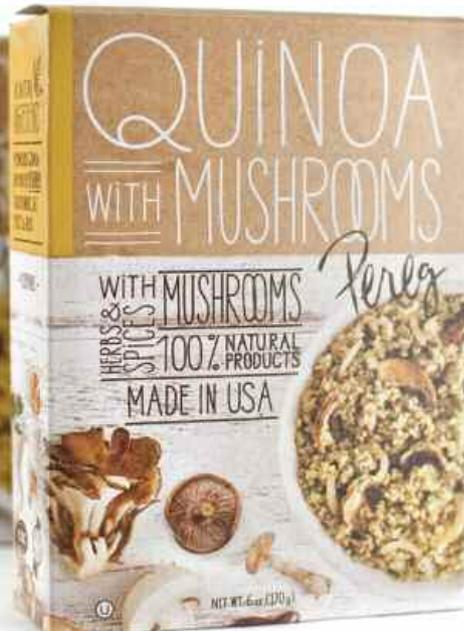
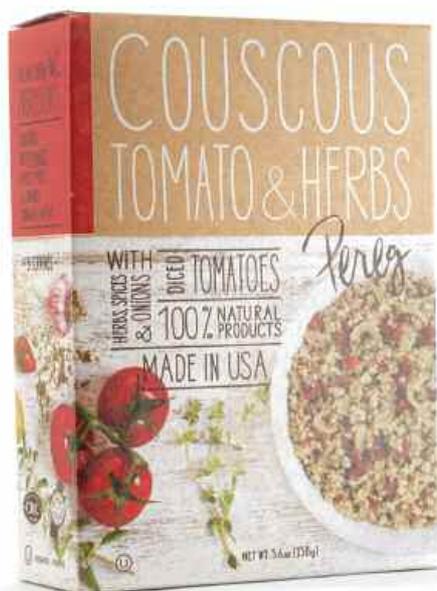
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Beach Plum Specialties Cape May New Jersey offers unique products that will sell well in your retail store. The beach plum is a native American fruit that grows on the coast of the eastern seaboard. We make delicious jam, jelly, vinegar & vinaigrette. For more info contact Michael Craig 609.425.9057.

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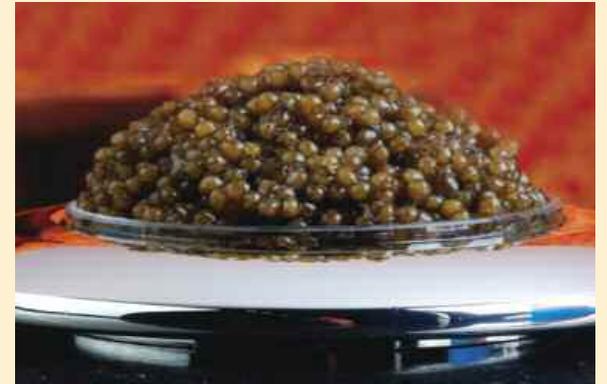
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QUALITY BAKING MIXES ONLY

Rubschlagers Baking is proud to announce that it has received the company's most honored award for a 100% Whole Grain Flourline. In an effort to deliver wholesome, healthy, and good for you products, Rubschlager has reformulated the product line using whole wheat flour and whole grain white flour increasing the original flour and bran content.

All Rubschlager products now carry the 100% Whole Grain logo and a 100% Whole Grain "Seal" that form part of the label highlighting the Whole Grain value. The 100% Whole Grain Seal is a symbol of products that contain 100% whole grain and is made of 10 grams of whole grain (1 serving of whole grain). Rubschlager's 100% Whole Grain Seal is not the same as the seal of whole grain flour. Rubschlager's 100% Whole Grain Seal is a symbol of products that contain 100% whole grain flour. The Whole Grain Seal is a symbol of products that contain 100% whole grain flour. In addition to the 100% Whole Grain Seal, Rubschlager products are made with organic ingredients for every aspect of the health of all.

The US food industry is facing a consumer preference shift that favors "healthy" brands. Whole grain products are gaining popularity and have added a new dimension to the current US food industry. Consumers are looking for products that are healthy and good for them. Rubschlager has been a leader in this movement for a long time. The 100% Whole Grain Seal is a symbol of products that contain 100% whole grain flour. In addition to the 100% Whole Grain Seal, Rubschlager products are made with organic ingredients for every aspect of the health of all.

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**Oct. 21-25**  
**SIAL Paris**  
[www.sialparis.com](http://www.sialparis.com)

**Oct. 26-28**  
**PMA Fresh Summit**  
Anaheim, [www.freshsummit.com](http://www.freshsummit.com)

**Nov. 11-13**  
**Private Label Manufacturers' Show**  
Chicago, IL, [www.plma.com](http://www.plma.com)

**Nov. 13-14**  
**Kosherfest**  
New Jersey, [www.kosherfest.com](http://www.kosherfest.com)

**Nov. 16-18**  
**National Chocolate Show**  
Chicago, IL,  
[www.thenationalchocolateshow.com](http://www.thenationalchocolateshow.com)

## 2013

**Jan. 9-16**  
**Atlanta International Gift, Home Furnishings & Holiday Market**  
Atlanta, [www.americasmart.com](http://www.americasmart.com)

**Jan. 20-22**  
**Winter Fancy Food Show**  
San Francisco, [www.specialtyfood.com](http://www.specialtyfood.com)

**Jan. 28-Feb. 1**  
**Las Vegas Market (Winter)**  
Las Vegas, [www.giftandhomelv.com](http://www.giftandhomelv.com)

## PEOPLE WATCH

### TruSweets LLC names Director of Sales, Western Regional Sales Manager

TruSweets LLC, maker of Surf Sweets® and TruJoy Sweets™ organic and natural candies, announced two key appointments in its sales staff: Jeffrey S. Thornberry has been promoted to director of sales, and Todd R. Mancuso named western regional sales manager. Both new positions were created to support the fast-growing company's sales efforts.

As director of sales, Thornberry is responsible for the overall coordination, functional management and leadership of all of TruSweet's sales activities. Thornberry had served as eastern regional sales manager since joining the company in 2011.

As western regional sales manager, Mancuso is responsible for sales in all channels for TruSweets brands in the western United States and western Canada. Before joining TruSweets, Mancuso served as west and midwest regional sales manager for Wholly Wholesome, a national leader in frozen retail desserts, where he worked since 1998.

### Welch's continues global growth with new International VP

Welch's, the leading marketer of Concord and Niagara grape-based products, announces the appointment of Wayne D. Lutomski as Vice President, International. Lutomski joins Welch's following three years as the Vice President of International Development of Just Born Inc., the company best-known for MIKE & IKE® and PEEPS®.

"Welch's is a beloved American brand, with strong footholds in several international markets," said Lutomski. "I am delighted to join Welch's at this critical time of global developments, to help expand existing markets and build new ones."

Previously, Lutomski spent eight years with Pepsi, launching SoBe in 35 countries and propelling the new Adrenaline Rush to market leadership in several countries. He also built international markets for Gatorade, successfully driving Korea to become the largest non-U.S. market. In addition, Lutomski introduced the Snapple brand in Japan, Korea, Taiwan, Hong Kong and the Philippines after beginning his career with E. & J. Gallo, the world's largest winery.

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# Piramides de Sal

Salt Pyramids from Cadiz (Spain)  
Delicate, Balanced & Beautiful





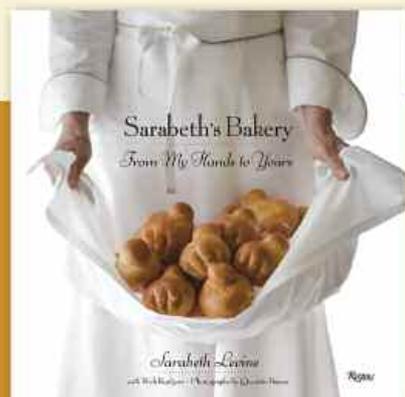
## Legendary Spreadable Fruit (and Other Good Things)

"When I opened a little bakeshop in New York City in 1981 and started making my fruit spreads and pastries, I never dreamed that some day I would have a line of food products called "Sarabeth's", to be sold nationally and internationally. I am so grateful that my creations have gained the level of acceptance from retailers and consumers that they have, allowing me to continue to work at what I really love to do. Making food that people enjoy. That's the philosophy behind all of our retail products and the food we serve at the Sarabeth's restaurants. From our Legendary Spreadable Fruit in 15 flavors, Gift Boxes, Hot Chocolate Parisienne, Morning Crunch Granola, Maple Syrup, Cookies, to our iconic Velvety Cream of Tomato Soup, we hope you will try these products or continue to carry them in your stores."

*Sarabeth*



*"The only jams I have in my house are Sarabeth's. I love every flavor she makes, but the Orange Apricot Marmalade is the one I reach for first."*  
Oprah Winfrey, O Magazine,  
December 2008 issue.



Please visit us at the NASFT Winter Fancy Food Show in San Francisco, CA, January 20-22, 2013. Sarabeth will be there to personalize and autograph copies of her cookbook, *Sarabeth's Bakery: From My Hands to Yours*

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