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# CR SHOW EXTRA

AN OSER COMMUNICATIONS GROUP PUBLICATION NOT AFFILIATED WITH SAWD

June 2010

Oser Communications Group

Savannah

## Ai2 Puts Ability To Track, Chart Sales Data In Your Hands

Douglas Katich, CEO of Ai2, talks about his company's long-running strengths.



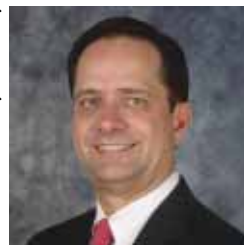
CRSE: What's new at Ai2?

DK: We have a new mobile sales analytics and business intelligence module called Apollo™ that we're debuting soon. It's going to provide salespeople, managers and customers with the ability to track and chart sales data in a way they never have before. As an add-on to our existing suite of powerful mobile order

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## CROSSMARK, TNT Marketing Provide New Opportunities In The C-Store Channel

Ken Gomez, Vice President of Business Development for CROSSMARK, discusses his company's recent acquisition of TNT Marketing and what it means for the convenience store channel.



CRSE: Describe CROSSMARK's new position in the convenience store channel with the acquisition of TNT Marketing.

KG: The addition of TNT Marketing to our existing convenience store business will transform our

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## Good Times USA Becoming A Key Player In Cigarillo, Tobacco Wrap Industries

Good Times USA is an up-and-coming tobacco company based in Tampa, Fla., with a manufacturing facility in Santiago, Dominican Republic, specializing in cigars, cigarillos, tobacco wraps and other tobacco products. Using the collective experience of a staff that has been in the tobacco industry for years, Good Times is growing quickly and establishing itself as a key player in the cigarillo and tobacco wrap marketplace.



Good Times places special emphasis on customer

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## Premier Offers Profitable Cigarette Alternative For Budget-Conscious Consumer

By Bob Seach, Vice President, Marketing and Business Development



Premier is celebrating our 15th year in the fourth tier tobacco segment. Our owner, Mark Dunham, accepted the challenge to go after so-called "Big Tobacco" with a few very simple mantras:

- Offer High Quality Products, USA MADE AND GROWN.
- Provide an affordable consumer price without restrictions/coupons, investment of wholesale/retail capital, and dictating to suppliers/retail.

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## Meyercord Committed To Keeping Your Equipment Working Its Best

With more than 50 years of experience, Meyercord Tax Stamping Equipment is the source for tax-stamping equipment and service solutions for the distribution industry. Meyercord Tax Stamping Equipment's application and auxiliary equipment are field-proven. They are reliable, cost-effective and operate easily with a minimal amount of training.



Meyercord Service enlists specially trained technicians who are dedicated to keeping your equipment in the finest working condition. Their service professionals

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## Sean 'Diddy' Combs To Produce A Party Of A Different Color, Chosen By M&M'S Fans

For the past month, Americans have been visiting www.mms.com to vote for their favorite M&M'S® character—Red, Ms. Green, Yellow, Orange or Blue. M&M'S Brand announced a unique partnership with Diddy that gives consumers an entirely new reason to vote.



To celebrate the M&M'S character voted America's favorite, internationally-renowned music superstar and business mogul, Sean "Diddy" Combs will produce a special M&M'S Color Party in New York City. This will be the first time consumers will be

Continued on Page 12

## Nature's Pride Introduces New Premium Harvest Buns And Rolls

First line of all-natural bakery buns and deli rolls to be available across the country; launches just in time for summer grilling season.

Nature's Pride® bread has announced the addition of Nature's Pride Premium Harvest™ Hamburger Buns and Deli Rolls to its lineup of delicious 100 percent natural bread products. As the only line of all-natural buns and rolls available across the country, gourmet-sized Nature's Pride Premium Harvest buns and rolls are perfect for summer cookouts and hearty sandwiches.

Like all Nature's Pride's products, Premium Harvest buns and rolls are made with 100 percent natural ingredients

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## Wholly Presents A Fresh Snack Trilogy With Launch Of New Wholly Queso

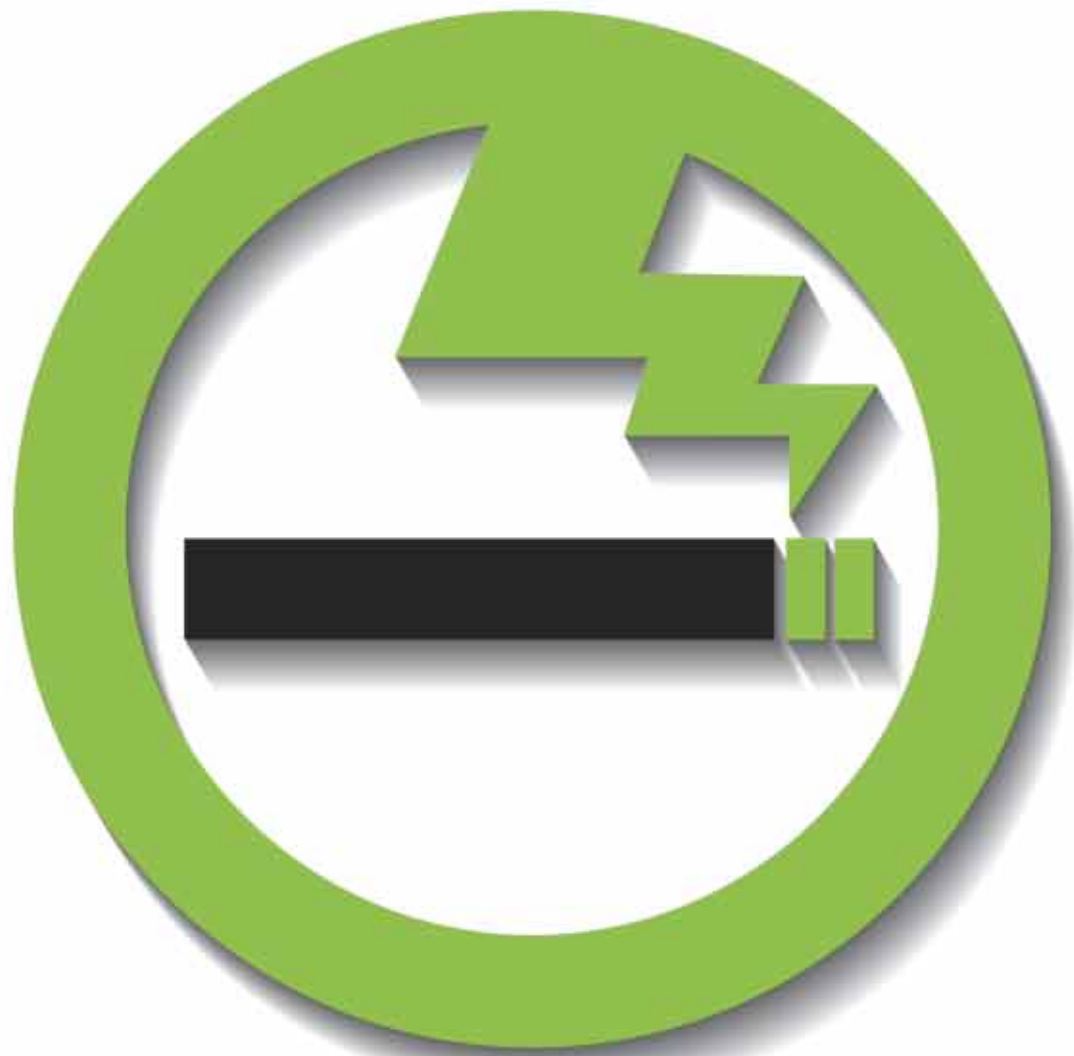
Chef-inspired Wholly Queso offers a new dipping partner to award-winning Wholly Guacamole.

Summertime is notorious for last-minute entertaining and afternoon gatherings filled with coolers of cold beverages, chips, (maybe some veggies) and dips. As consumers focus on healthier lifestyles, they are demanding fresher foods, real ingredients and fuller flavors. Healthier snacking and entertaining styles inspired the makers of top-ranked Wholly Guacamole and award-winning Wholly Salsa to introduce new Wholly Queso, a tasty companion to their fresh snack-food line.

Unlike shelf-stable cheese dips, Wholly Queso is made

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## Ai2 Deals Their Clients An ACE

Software developer Ai2 announced that they are celebrating their first few installs of ACE™, a new solution for Telxon replacement at retail locations. Ai2 partners with Datalogic, a manufacturer of handheld computers, on the Windows Mobile-based solution. The acronym stands for Automated Customer Entry and the solution is currently deployed at hundreds of convenience retailers nationwide.

Ai2 has served the distribution marketplace with sales force and customer order entry automation since 1986. With more distributors relying on their retail customers to generate their own orders, the need has arisen for a sophisticated solution to replace older devices. Today's customer needs more information in the palm of their hand to make themselves an efficient buyer, something Ai2 says ACE delivers.

"Distributors have relied on Telxons and

MSIs for a long time, but at this point those devices are wasting a lot of money," said Douglas Katich, CEO and President of Ai2. "They need to replace those older devices but they can't spend a thousand bucks on each device. To get the software functionality and the low-cost hardware they need, a unit like the Memor from Datalogic with ACE is the way to go. We're thrilled with how well the partnership has gone so far, and so are our clients."

ACE features two-way communication between a retailer and a distributor that improves business operations for both. The Memor's full color screen permits the retailer to scan, order, begin returns, take inventory and review information generated by a distributor's host computer. The Memor is lightweight yet ruggedized, features a durable built-in scanner and is designed for convenient one-handed use.

Datalogic is a producer of bar code readers, data



collection mobile computers, RFID systems and photoelectric sensors for the industrial automation sector. They offer solutions for many industrial applications, from manufacturing to transportation & logistics and retail. Datalogic was founded in 1972 by Romano Volta. It had its origin in the optical sensor business, serving the Automation Industry, but towards the end of the '70s it moved into the field of bar code technology and very soon became the European leader in industrial applications. For more information, visit [www.datalogic.com](http://www.datalogic.com).

Ai2 is a 24-year-old software firm headquartered in downtown Chicago. Their applications are used by more than 40,000 users each day to capture more than 75 billion dollars in sales each year. Ai2 improves the order entry process for some of the nation's largest distributors in foodservice, convenience store, grocery, beverage, hardware, medical, beauty and industrial supply. For more information about Ai2 or to schedule a demonstration, visit [www.ai2.com](http://www.ai2.com) or e-mail [sales@ai2.com](mailto:sales@ai2.com).

For questions about this article, contact [mds@ai2.com](mailto:mds@ai2.com) or call Max Stewart at 800-835-3200 ext. 30.

## BIC Creates The Recyclable Shaver

As of April 2010, BIC® shaver users will be able to recycle their shavers by sending them back to BIC!

The process is simple: Consumers

buy their BIC shavers, use them, order a prepaid envelope on a dedicated website ([www.bicrecycle.com](http://www.bicrecycle.com)) and send their used shavers back to BIC for free. The

BIC Group will have them recycled and turned into washing machine parts! A real commitment to responsible consumption.

Speaking about the operation, Marie Saglio, BIC France's General Director,

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## Dot Foods Celebrates 50 Years By Donating 270,000 Pounds Of Food

*Golden trailer to deliver truckloads of food to 11 regional Feeding America food banks.*

When Dot Foods turned 50 on May 26, it kicked off a nationwide tour to donate a total of 270,000 pounds of food to Feeding America food banks near its locations across the country. The food was delivered by a special golden anniversary trailer.

"Giving back to the community is an important part of our corporate culture at Dot," said Pat Tracy, Chairman. "We're working with Feeding America to distribute the food to local agencies in the communities where our employees live and work. And our employees will be getting involved by donating their time to help distribute or prepare the food Dot has donated for local residents."

The golden trailer delivered truckloads to Feeding America regional food banks in Manteca, Calif., Savannah, Ga., Boise, Idaho, Indianapolis, Baltimore, E. Syracuse, N.Y., Oklahoma City, Okla.,

Springfield, Ill., Moline, Ill., St. Charles, Ill., and St. Louis. From there, the food is distributed to local agencies near Dot locations. Because local agencies are not equipped to accept a delivery from the Dot trailer, Dot also is compensating Feeding America to make the local deliveries. Equivalent to \$315,000, the food donation will include items such as canned fruits and vegetables, peanut butter, tuna, beans, rice and cereal.

Dot Foods Inc. carries 92,000 products from 500 food industry manufacturers and is the largest food redistributor in the United States. Dot Foods and Dot Transportation sell and deliver foodservice, convenience, retail, vending, equipment and supplies to leading distributors in all 50 states. Dot Foods operates eight distribution centers in Modesto, Calif.; Vidalia, Ga.; Burley, Idaho; Mt. Sterling, Ill.; Cambridge City, Ind.; Williamsport, Md.; Liverpool, N.Y.; and Ardmore, Okla. For more information, visit [www.dotfoods.com](http://www.dotfoods.com).

## The Science of Slurpee: Where Frozen Meets Flavor

*7-Eleven® relies on nationally known beverage scientists to keep the flavors, colors coming.*

Beakers and Brix, compounds and concentrates, acidulants and antioxidants...What might sound like a Chemistry 101 "vocab" test are actually tools used in the sophisticated labs where the many flavors of 7-Eleven's Slurpee® semi-frozen carbonated beverage are born.

One such lab is the Dr Pepper Snapple Group Research & Development Center at its Plano, Texas, headquarters, where a cadre of scientists, engineers, technical specialists, researchers and marketers work with the 7-Eleven Inc. Slurpee product team on the year-round job of keeping new flavors in the pipeline. This month's featured Slurpee flavor, Invincible Orange, was created in the DPS lab last year.

The drinkable, frozen consistency of Slurpee beverages presents a unique set of challenges when developing flavors,

according to David Thomas, Ph.D., DPS Senior Vice President of Research and Development who oversees a team of 75 food scientists, flavorists, engineers and support staff.

He should know. After receiving an undergraduate degree in microbiology, Thomas focused his graduate studies on food science with an emphasis on flavor biochemistry, earning both a master's and doctorate degrees at the University of Wisconsin. As head of R&D for DPS, Thomas holds 15 patents related to ingredient and food science technologies and has overseen the development of some of the most popular new Slurpee flavors. "The Slurpee profile we work with is bold and flavorful," Thomas said. "The target flavor has to burst in your mouth and be more intense to meet the taste expectations of Slurpee customers. That presents an even greater challenge because carbonated soft drinks are some of the most unforgiving products when working with

*Continued on Page 10*

## Hansen's Gets Refreshed, Unveils A New Look After 10 Years

Hansen's Beverage Company has unveiled new packaging, its first major packaging change in 10 years.

Hansen's new can has more vibrant colors and changes the orientation of "Hansen's" from diagonal to horizontal, giving it a more symmetrical and no-frills look.

"We wanted the new packaging to be naturally delicious, just like our soda. We

think that our new look is timeless and will last for another generation to enjoy," said Blair Owens, V.P. Marketing.

Hansen's Natural and Diet sodas are better-for-you affordable premium sodas with no caffeine, no preservatives and no artificial flavors or colors, just 100 percent great taste. All Hansen's Natural & Diet sodas are gluten- and dairy-free. Hansen's comes in the following flavors: Hansen's

Original Cola, Ginger Ale, Key Lime, Cherry Vanilla Creme, Grapefruit, Kiwi Strawberry, Vanilla Cola, Mandarin Lime, Creamy Root Beer, Raspberry, Orange Mango, Pomegranate and Black Cherry.

Hansen's new cans will be available nationwide this summer.

### About Hansen's

Based in Corona, Calif., Hansen Natural Corporation markets and distributes Hansen's® natural sodas, sparkling beverages, apple juice and juice blends, fruit juice smoothies, multi-vitamin juice drinks in aseptic packaging, iced teas,

energy drinks, Junior Juice® juices and water beverages, Blue Sky® brand beverages, Monster Energy® brand energy drinks, Nitrous™ Monster Energy® brand energy drinks, Monster Hitman™ energy shooters, Java Monster™ brand non-carbonated coffee + energy drinks, X-Presso Monster™ brand non-carbonated espresso energy drinks, Lost® Energy™ brand energy drinks, Rumba®, Samba and Tango brand energy juices, Vidration™ brand vitamin enhanced waters and Peace Tea™ iced teas. For more information visit [www.hansens.com](http://www.hansens.com) and [www.monsterenergy.com](http://www.monsterenergy.com).

## Starbucks Introduces Starbucks Natural Fusions Naturally Flavored Coffee In Grocery Stores Nationwide

*Starbucks® redefines the \$265 million flavored coffee category in the United States by introducing the first nationally-branded packaged coffee made with real ingredients and natural flavors.*

Starbucks Coffee Company announced its latest innovation in packaged coffee—Starbucks Natural Fusions, the industry's first and only nationally-branded naturally-flavored premium coffee made with real ingredients, such as vanilla, cinnamon and nutmeg, ground and blended in with the coffee.

Starbucks Natural Fusions is made with high-quality ethically-sourced arabica coffee beans perfectly blended and specifically roasted to complement each flavor variety and delivers the taste of Starbucks coffee consumers expect with just the right amount of flavor. The new coffees—available in vanilla, caramel and cinnamon—are available in 11-oz. packages for the suggested retail price of \$8.99 in the United States where groceries are sold starting this month.

This latest innovative product introduction is part of Starbucks' overall business strategy for growing its Global Consumer Products business and comes a year after changing the way consumers think about instant coffee with Starbucks VIA Ready Brew. The Starbucks CPG business, which increased four percent to \$180 million in the second quarter of fiscal 2010 and includes packaged coffee, ready-to-drink beverages and premium ice creams globally, is one of the driving forces behind the company's long-term strategy to extend high-quality coffee products beyond Starbucks stores.

"We've taken our 40 years of expertise in roasting and blending the highest-quality coffee in the world and applied it to the concept of flavored coffee," said Annie Young-Scriver, Global Chief Marketing Officer for Starbucks. "Starbucks has had a successful packaged coffee business in the grocery aisle for more than 10 years and this, in part, is because we listen to our consumers, of

whom nearly 60 percent enjoy flavored coffee. These new coffees provide the Starbucks coffee taste that people expect with just the right amount of flavor and will deliver on our promise of a quality cup of coffee."

More than 11 percent of American households purchase premium flavored coffee, which contributes to the overall \$265 million flavored coffee category in the United States alone. Until now, Starbucks has not entered the premium flavored packaged coffee category, as it was imperative to create a naturally-flavored coffee that highlights the same robust, full-flavored taste Starbucks coffee lovers are accustomed to enjoying. By starting with a blend of Latin American beans and real ingredients, Starbucks was able to create a naturally-flavored coffee that is perfectly balanced and accented by vanilla, caramel, and cinnamon notes.

"When we began to look at creating a naturally-flavored coffee that would live up to the Starbucks name, I thought about how we could apply the art and techniques of blending Tazo teas to our high-quality coffee," said Tom Jones, Director, Starbucks Beverage Research and Development and former master tea blender for Tazo. "After working for years blending Starbucks coffee with real

botanicals and spices, we were able to create the perfect blend of coffee, real ingredients and natural flavors resulting in a delicious naturally-flavored coffee we could be proud of—Starbucks Natural Fusions."

Each flavor of Starbucks Natural Fusions, while delicious on its own, is recommended with cream and sugar, the way approximately 80 percent of American coffee drinkers enjoy flavored coffee.

For more information, please visit [www.starbucks.com](http://www.starbucks.com).

### About Starbucks Corporation

Since 1971, Starbucks Corporation has been committed to ethically sourcing and roasting the highest quality arabica coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. In addition to its Starbucks retail stores, the company produces a wide range of branded consumer products globally, including ready-to-drink beverages, packaged coffees and premium ice creams. The company's brand portfolio features Starbucks Coffee, Tazo Tea, Seattle's Best Coffee and Torrefazione Italia Coffee, enabling Starbucks to appeal to a broad consumer base. For more information, please visit them online at [www.starbucks.com](http://www.starbucks.com).

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## Over Half Of Americans Opposed To Taxing Soft Drinks And Fast Food

*Three in ten would support "obesity tax" going into effect.*

Around the country, cities and states have been considering placing taxes on both soft drinks and fast food as a way to deter obesity. However, while certain groups may be in favor of imposing this "obesity tax," consumers, in general, are not. Over half of Americans (56 percent) are opposed to this tax going into effect with two in five (42 percent) being strongly opposed. Three in ten (31 percent) support this tax being imposed.

These are some of the findings of a new Adweek Media/Harris Poll, survey of 2,140 U.S. adults surveyed online between April 23 and 27, 2010 by Harris Interactive.

### Age And Location Matter

Location and age make a difference in attitudes on the "obesity tax." Those who live in the East are the most supportive of the tax on soft drinks and fast food with 42 percent supporting it and just half opposing it, followed by those in the West where 35 percent support it and 53

percent oppose the "obesity tax." However, just one-quarter of those who live in the South (25 percent) support the tax while three in five (61 percent) oppose it. Midwesterners are not that different from those in the South, as 28 percent of them support the "obesity tax" and 57 percent oppose it.

The youngest U.S. adults are those most likely to support the tax on soft drinks and fast food. Two in five of those aged 18-34 (41 percent) support this tax and 42 percent oppose it, but there is also uncertainty as 17 percent are not at all sure. Baby boomers are most opposed as two-thirds of those aged 45-54 (68 percent) oppose this tax while only 24 percent support it.

### Income And Education Differences

There are also differing opinions by education and income. Just one-quarter of those with a household income between \$35,000 and \$49,999 (25 percent) and under \$35,000 (27 percent) support this tax compared to two in five of those with

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## Lay's Kettle Cooked Celebrates New Flavors Made With All-Natural Ingredients

*Four wood carvers help create custom crafted 'live' billboard in San Francisco.*

Lay's, a brand of PepsiCo's Frito-Lay division, announced that it is using all-natural ingredients to craft its Lay's Kettle Cooked potato chips. To mark the roll out of these potato chips, four different carvers will officially begin crafting a Lay's Kettle Cooked billboard made entirely from wood at the corner of Van Ness and Mission streets, the busiest intersection in San Francisco, Calif. Local San Francisco residents can check-in via online social network Foursquare to become Mayor and win free bags of Lay's Kettle Cooked potato chips.

Lay's Kettle Cooked is also launching three new flavors inspired by tastes from coast-to-coast, including regional flavors Harvest Ranch in the East and Crinkle Cut Spice Rubbed BBQ in the West. Plus, chip lovers nationwide can enjoy a new snacking experience with the Lay's Kettle Crinkle Cut Original chip. Each batch of Lay's Kettle Cooked potato chips begins with quality farm-grown potatoes that are then cooked in small batches until they're extra-crispy and crisp for a true home-style taste.

The first-of-its-kind handcrafted billboard will take up to 10 days and 80 hours to complete from start to finish and will reveal the Lay's Kettle Cooked "Crafted with Care" message upon completion. The billboard will remain up at the Van Ness and Mission location until the end of June.

"Our new custom carved wooden billboard provides us with a unique opportunity to further communicate Lay's Kettle

Cooked dedication to craftsmanship," said Michelle Rule, Director, Marketing, Frito-Lay North America. "From our potato chips to our marketing efforts, everything we touch is truly crafted with care."

The new Lay's Kettle Cooked all-natural campaign is supported by multiple agency partners, including Juniper Park (advertising), OMD (media buying) and Ketchum (public relations).

Frito-Lay North America is the \$13 billion convenient foods business unit of PepsiCo, which is headquartered in Purchase, N.Y. Learn more about Frito-Lay at the corporate website, [www.fritolay.com/](http://www.fritolay.com/), the Snack Chat blog, [www.snacks.com/](http://www.snacks.com/) and on Twitter at [www.twitter.com/fritolay](http://www.twitter.com/fritolay).

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Their main businesses—Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade—also make hundreds of other nourishing, tasty foods and drinks that bring joy to their consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by their unique commitment to sustainable growth, called Performance with Purpose. By dedicating themselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing their environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to their communities worldwide. For more information, please visit [www.pepsico.com](http://www.pepsico.com).

## Jamba All Natural Smoothies Arrive In Grocery Stores

*New make-at-home smoothies feature all-natural ingredients and 120 calories or less per serving.*

Jamba Juice Company has joined forces with Inventure Foods Inc. to offer convenient, make-at-home varieties of the company's legendary smoothies. Jamba™ All Natural Smoothies appear in a number of leading national grocery stores this week with a suggested retail price of \$2.99 to \$3.29 per unit.

Jamba All Natural Smoothies contain real fruit, non-fat yogurt and an antioxidant boost with 100 percent of your Daily Value of Vitamin C. Each serving is fat-free, provides one full serving of fruit, and contains 0 mg cholesterol and 120 calories or less when prepared as directed. Each package makes two eight-ounce servings.

Jamba All Natural Smoothies are very easy and quick to make. Simply add apple juice, blend for less than 60 seconds and enjoy a delicious, made-at-home Razzmatazz®, Mango-a-go-go® or Strawberries Wild® smoothie.

"It's no secret that Jamba enthusiasts love their Jamba Juice® smoothies, so we knew we had to get every last detail right with this grocery store variety," said Steve Sklar, Senior Vice President Marketing, Inventure Foods. "We worked diligently with the Jamba Juice team to make sure our at-home varieties offered the same consistency and great taste customers have come to expect at a Jamba Juice store."

"The Jamba brand name stands for great taste and high quality with a dose of fun—and those attributes were central to our efforts in developing an at-home version of three of our very popular classic smoothies," said Susan Shields, Chief Marketing Officer, Jamba Juice Company. "To deliver on our brand

promise, we've put an extraordinary amount of effort into the development of the Jamba All Natural Smoothies and we are confident that our current Jamba fans will love them. In addition, we expect to introduce the Jamba brand to a whole new set of fans in areas of the country where we don't currently have stores."

### About Jamba Inc.

Jamba Inc. is a holding company and through its wholly-owned subsidiary, Jamba Juice Company, owns and franchises JAMBA JUICE stores. Founded in 1990, Jamba Juice is a leading restaurant retailer of better-for-you food and beverage offerings, including great tasting fruit smoothies, juices and teas, hot oatmeal made with organic steel cut oats, wraps, salads, sandwiches and California Flatbreads™, and a variety of baked goods and snacks. As of Dec. 29, 2009, Jamba Juice had 739 locations consisting of 478 company-owned and operated stores and 261 franchise stores. For the nearest location or a complete menu, visit the Jamba Juice website at [www.jambajuice.com](http://www.jambajuice.com) or call 866-4R-FRUIT (473-7848).

### About Inventure Foods Inc.

With manufacturing facilities in Arizona, Indiana and Washington, Inventure Foods is a marketer and manufacturer of Intensely Different™ specialty brands in indulgent and better-for-you food categories under a variety of company-owned or licensed brand names, including T.G.I. Friday's®, BURGER KING™, Jamba™, Rader Farms®, Boulder Canyon™ Natural Foods, Poore Brothers®, Tato Skins® and Bob's Texas Style®. For further information about Inventure Foods, please visit [www.inventurefoods.com](http://www.inventurefoods.com).

## Hello JELL-O! Bill Cosby And JELL-O Reunite To Bring About Smiles

*Brand launches most ambitious integrated campaign in years.*

For more than 30 years, Bill Cosby, one of America's most famous entertainers, and JELL-O, one of America's most beloved brands, brought smiles, to both kids and adults, through some of the most iconic advertising spots of all time. JELL-O and Cosby are reuniting to launch the brand's most ambitious campaign in years—Hello JELL-O—to once again bring moments of happy to people, every day, everywhere.

Now serving behind-the-scenes as an executive producer on the integrated effort, Cosby will help produce a spot within the new trademark focused campaign by selecting the best giggle in America through a nationwide open casting call staged in 22 cities throughout the summer. In addition, as the presenting sponsor, JELL-O will bring Cosby back to weekly broadcasts of his new all-family Web show, "OBKB," a

series of 10-minute webisodes in which Cosby interviews children bringing about smiles and giggles.

"Reunited with strawberry, raspberry and blueberry, I am berry, berry, happy to be back working with JELL-O," said Cosby. "Still today, people come up to me and ask me about JELL-O pudding and gelatin, and as the great comedian Jack Benny said, 'JELL-O Again!'"

The new "Hello JELL-O" campaign is a multi-million dollar effort, featuring a refreshed JELL-O logo, showcasing a smile within the iconic "O" in JELL-O. The new logo will be incorporated through elements of the campaign, including TV, print, PR, online, out-of-home and in-store.

"Our research shows a happiness deficit in the country, with smiles on the decline," said Cindy Chen, Director of Marketing, JELL-O. "JELL-O has always had the inherent ability to make

*Continued on Page 12*



Whether you run, walk or stroll, discover with every step your power to change the world. Join the Susan G. Komen Race for the Cure® and the movement that started it all. Together, we promise to end breast cancer forever. To find a race near you, call 1-877 GO KOMEN or visit [komen.org](http://komen.org).



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**Impact. Make One.**

**Premier Manufacturing (Con't. from p. 1)**

- Establish a partnership with wholesale and retail establishments.

Our products WILDHORSE®, SHIELD®, 1ST CLASS® and ULTRA BUY® are nationally recognized and have proven

the test of time. The last four consecutive years have exceeded expectations and indexed in advance of cigarette category, as a testament to our partnerships and demand by consumers.

2010 and into the foreseeable future may prove to be a greater challenge than any time previously facing

the industry. The increase in State Excise taxes coupled with high unemployment/national debt are pushing the smoking consumers' budgets to near breaking points. No matter what you call it, value priced, 4th tier, or cheap cigarettes, the demand by the consumer is growing. Premier offers a

profitable alternative.

Our expanding national sales force stands ready to bring knowledge, support, distributor programs and new retail programs to meet the consumer demand and your profit objective.

For more information, stop by booth 204.

**Good Times USA (Con't. from p. 1)**

service first and foremost, valuing the relationships with distributors, vendors and the end consumer as well.

Good Time Cigarillos continue to be their best-selling line, but expect great things from their Superillos

cigars and Good Times Flat Wraps cigar wrappers. Also there is excitement behind the new products that Good Times has plans to introduce, including CigarVille, a double-wrapped cigarillo with both natural and homogenized wrappers, Little & Wild, a tipped pipe tobacco cigar, and

Double Maestro Cigarillos and Palma, which are both natural leaf products.

The good news that Good Times brings to the marketplace is a distributor does not have to make a huge capital investment to see optimal returns with their products. They have a great product line, and a great core group of

employees who share the vision of Good Times and are dedicated to the success of the company. Resulting in one of the best values in the tobacco industry for consumers and distributors alike.

For more information, stop by booth 108.

**BIC (Con't. from p. 4)**

stated, "BIC has always promoted long-lasting products—about 10 shaving days per shaver—and the use of a minimum amount of raw materials for both products and packaging. With this recycling operation launched in France, BIC goes further and confirms its will to commit to

innovative environmental solutions."

A precursor in the area, the Group, which manufactures all its shavers in its own plants located in France, Greece and Brazil, implemented in 2004 a sustainable development program in order to reduce its environmental impacts and strengthen its social commitment through quantified objectives. In 2009, BIC also

launched the 3-Blade shaver BIC Ecolutions™, the first shaver made from bioplastic, a form of plastic derived from renewable biomass sources.

Beyond the environmental perspective, this recycling initiative offered by BIC will take an economic and social dimension through the mobilization of reinsertion centers for disabled workers

as well as a small French company specialized in recycling.

Shaver collection and recycling will start in France in April. The launch of the operation will be accompanied by in-store communication and relayed on a dedicated website, [www.bicrecycle.com](http://www.bicrecycle.com), in order to raise public awareness on the collection and recycling.

**Slurpee (Con't. from p. 6)**

flavors. Add to that the frozen element and you have an even greater challenge. To replicate a carbonated beverage, the flavor concentrate has to be many times stronger for the frozen version."

How hard can it be to create a single flavor like orange? Thomas said the first question is what kind of orange flavor is desired. Even the actual fruit's flavor can vary, from sweet to tart. The decision must be made whether the target is that of a fresh, juicy orange, sweet like marmalade or replicates a mouth-puckering sour candy. To that end, hundreds of small brown bottles line the shelves in the flavor lab, which lies at the core of the R&D Center. Each holds a different flavor key that, when combined in appropriate levels, creates the ideal blend. An orange flavor profile might include 12 different compounds.

Product developers and flavorists are considered to be both scientists and artists. Creativity is a job requirement. Flavor science incorporates a multitude of sensory perceptions. To come up with a "bullet-proof formula," as Thomas calls it, product development scientists create numerous prototypes and test them with consumers. This consumer-focused design can go through many iterations before an optimum product is developed. To be selected, a new product must surpass specific hurdle rates during consumer testing, often using a nine-point Hedonic scale. In taste tests, the Hedonic scale measures how much participants like or dislike a food or beverage.

But flavor is not all that the DPS scientists test. Once the flavor has been created and perfected, the scientists turn their attention to another important Slurpee characteristic—color. The color of the frozen drink swirling around in the Slurpee machine barrels plays a critical role in consumers' purchase decisions. So much so that the DPS R&D Center's product development lab has its own four-barrel Slurpee machine to see how the product will look to real-world customers. The brighter, the better, although

brown is the accepted color for long-time favorites like Dr Pepper and cola Slurpee drinks. With new flavors, however, the beverage color may not necessarily match the featured fruit flavor—like blue. Although not the color of fruit one might find on a tree or vine, blue is always a hit with consumers.

In further testing, consumers are asked their preferences about flavor and color, whether they like them and if they like them together. The flavor and color profile of Invincible Orange, created by DPS is similar to an orange ice cream float. The Slurpee was named to reflect the retailer's promotional tie-ins with the movie "Iron Man II," the sequel to last year's runaway hit starring Robert Downey Jr."

Once the flavor and color are finalized, the DPS development engineers "scale up" production, according to Thomas. "Producing a flavor concentrate in a beaker can be very different from running it on a large-scale manufacturing line," he said. "So it's important that we create product formula and manufacturing specifications that meet our requirements for large-scale production."

Scaling up the product takes the flavor concentrate production from beaker...to gallon...to hundreds of gallons at DPS' pilot plant...to production line, with testing at each step to ensure that it's meeting original specifications. The process to create a new Slurpee flavor can take from weeks to months depending on the complexity of the design requirements and the need to optimize the flavor, color and sensory attributes of the product. Throughout the process, DPS works with the 7-Eleven merchandising and marketing staff. As frozen beverage category manager for 7-Eleven, Stefanie Olson knows just how much is riding on flavor creation and selection. "Flavor always comes first," she said. "Bottom line, if the taste of the product doesn't meet customers' expectations, all the cool promotions in the world won't keep them coming back. So that's where we start, making sure we deliver at the Slurpee machine."

That means staying ahead of the flavor trend curve. Food trends don't change immediately but progress over time, according to Olson. "People's food choices are broader, and today's consumers, especially young ones, are introduced to more flavors than ever before," Olson said. "New and exotic fruits—like acai, litchi, dragon fruit, blood orange, black currant and yumberry—have been gaining in popularity. Mango and pomegranate were the exotic fruit leaders a few years ago. Now they're considered mainstream."

The challenge is to create a flavor that customers will try. Exotic or unknown fruits, which may score high on a blind taste test, might not do so well on the Slurpee machine because they're unfamiliar. Just the names might cause consumers to shy away from trying them. Olson said her approach is to try to marry old favorites like strawberry, citrus and cherry with new exotic flavors—or change the name altogether to one that reflects a promotion rather than a flavor. Slurpee flavors that will be featured in 2010 were tested last summer at the height of the Slurpee selling season; Invincible Orange, created by DPS, was one of the favorites. Although flavors are selected up to a year in advance of being introduced in the store, much work is left to be done by the 7-Eleven team—flavor names, cups, straws, promotions, property tie-ins and sweepstakes.

"The trick is to be forward-looking when picking next year's favorite flavors," Olson of 7-Eleven said. "Any time you try to predict what's going to be a hit with future consumers, there's an element of risk. That's why it is so critical to test new flavors every step of the way, first internally with the food science experts, then externally with the people who ultimately will decide whether to buy an Invincible Orange Slurpee drink at 7-Eleven."

With its state-of-the-art R&D Center, DPS has made a strategic investment in flavor development, Thomas said. "Flavor creation is the heart of any brand, from the unique flavor of our top-secret Dr Pepper formula to our newest Snapple

offerings. Flavored beverages are growing and our portfolio of brands reads like a who's who of flavors."

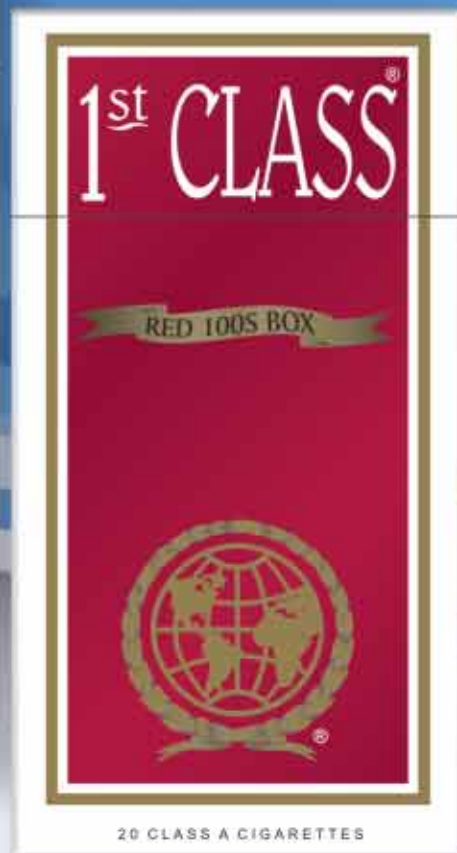
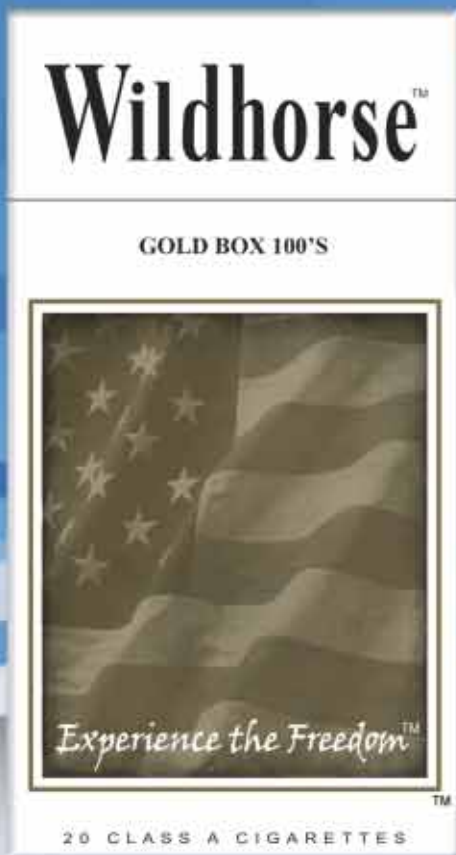
**About 7-Eleven Inc.**

7-Eleven Inc. is the premier name and largest chain in the convenience retailing industry. Based in Dallas, Texas, 7-Eleven operates franchises or licenses close to 8,200 7-Eleven stores in North America. Globally, 7-Eleven operates, franchises or licenses more than 38,000 stores in 16 countries. During 2009, 7-Eleven stores worldwide generated total sales of more than \$58.9 billion. 7-Eleven has been honored by a number of companies and organizations recently. Accolades include: No. 3 spot on *Entrepreneur* magazine's Franchise 500 list for 2009, No. 3 in *Forbes* magazine's Top 20 Franchises to Start, No. 3 among Top 100 Global Franchises by Franchise Direct, No. 3 in Store Growth by *Convenience Store News*, No. 2 in Franchise Times Top 200 Franchise Companies and No. 29 among Top 100 Chains in Food Service. In addition, *Hispanic Magazine* named 7-Eleven in its Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. Find out more online at [www.7-Eleven.com](http://www.7-Eleven.com).

**About Dr Pepper Snapple Group**

Dr Pepper Snapple Group Inc. (NYSE: DPS) is the leading producer of flavored beverages in North America and the Caribbean. Their success is fueled by more than 50 brands that are synonymous with refreshment, fun and flavor. They have six of the top 10 non-cola soft drinks, and nine of their 12 "power brands" are No. 1 in their flavor categories. In addition to their flagship Dr Pepper and Snapple brands, their portfolio includes Sunkist soda, 7UP, A&W, Canada Dry, Crush, Mott's, Squirt, Hawaiian Punch, Peñafiel, Clamato, Schweppes, Venom Energy, Rose's and Mr & Mrs T mixers. To learn more about their iconic brands and Plano, Texas-based company, please visit [www.drpeppersnapple.com](http://www.drpeppersnapple.com).

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MANUFACTURING INC

**M&M'S (Con't. from p. 1)**

able to choose the color of one of Diddy's legendary events. The guest list? One M&M'S-loving American and 20 friends who can win by registering for the "Party Like Diddy Sweepstakes." Diddy will also meet the winner in advance to help plan his first-ever Red or Green or Yellow or Orange or Blue Party.

"This year, I'm touring North America and Europe to promote my new album, *Last Train to Paris*, so unfortunately I can't throw my annual White Party," said Sean "Diddy" Combs. "But I wanted to make sure there was at least one colorful affair on the calendar this summer, so I'll be producing the M&M'S Color Party, in honor of

America's favorite M&M'S character. It's the first time people can pick the color of one of my parties."

Eligible U.S. residents can enter for their chance to win the M&M'S Color Party produced by Diddy by registering for the "Party Like Diddy Sweepstakes" at [www.mms.com](http://www.mms.com) between noon on May 13 and noon on July 6, 2010. In addition to the once-in-a-lifetime party experience, the winner will receive travel and accommodations for them and a guest to meet Diddy to help plan the party, as well as travel and accommodations for 20 of their friends for the party.

Fans can also register to win other amazing prizes while casting their vote for their favorite M&M'S character, including a \$50,000 cash prize, a special M&M'S

branded guitar and a \$25 M&M'S Discover® debit card—among other prizes. For more information about M&M'S character vote, visit [www.mms.com](http://www.mms.com) or [www.facebook.com/mms](http://www.facebook.com/mms).

**About Sean "Diddy" Combs**

Sean Combs, the CEO and Founder of Bad Boy Worldwide Entertainment Group, is a multifaceted entertainment powerhouse. Sean "Diddy" Combs was recently declared "One of the Most Influential Businessmen in the World" by *Time Magazine* and CNN. Combs, 40, oversees one of the world's preeminent urban entertainment companies, encompassing a broad range of businesses including recording, music publishing, artist management, television and film production, recording facility, apparel,

fragrance and restaurants.

**About Mars Chocolate North America**

Mars Chocolate North America is the North American chocolate operations of Mars Incorporated. Mars Incorporated is a private, family-owned company founded in 1911 and employing more than 65,000 associates at more than 230 sites, including 135 factories, in 68 countries worldwide. Headquartered in McLean, Va., Mars Incorporated is one of the world's largest food companies, generating global revenues of more than \$28 billion annually and operating in six business segments: Chocolate, Petcare, Wrigley Gum and Confections, Food, Drinks and Symbioscience.

For more information, please visit [www.mars.com](http://www.mars.com).

**Ai2 (Con't. from p. 1)**

entry programs, it's a solution that will put the right information in the right person's hand at the right time to increase sales. Apollo can run mobile in the field, and we offer it in a SaaS model. That means we manage the infrastructure so our clients don't have to. Apollo is also a fraction of the cost of other BI systems.

**CRSE:** What would you say makes your company unique?

**DK:** There are many aspects, but two stand out: our longevity, 24 years in business as a solutions provider, and our

ability to deliver these solutions to meet each customer's requirements and achieve the expected return on investment.

**CRSE:** Where is your current product emphasis?

**DK:** Ai2 is all about delivering, on time, a total solution for sales force and customer order entry automation that works. Although we are a software solutions developer first and foremost, we have resident experts who provide the consultation required so our customers can make informed business decisions on all aspects of the project including mobile computer hardware and communication methods.

**CRSE:** What distinguishes your products from the competition?

**DK:** Many hardware resellers will offer the cheapest solution to solve a business problem. We understand the convenience distribution business and we offer a long term partnership approach. Ai2 solutions provide a growth path for the future as well as ongoing service and support. The goal for any distributor is to increase sales. We are proud to deliver solutions that enable our partners to achieve their sales goals.

**CRSE:** Please assess the marketplace as it relates to your product line.

**DK:** Convenience store distributors are faced with increasing competition and decreasing profits. If the distributor can offer their customers business information and technology to make better business decisions, that distributor will foster a win/win business partnership. Automating your sales and customer order entry processes will empower your organization to cut costs, improve productivity and increase sales and profitability. These are the keys to successful selling in the 21st century.

For more information, call 800-835-3200, e-mail [sales@ai2.com](mailto:sales@ai2.com), visit [www.ai2.com](http://www.ai2.com) or stop by booth 112.

**CROSSMARK (Con't. from p. 1)**

convenience store channel business capabilities. This acquisition will allow CROSSMARK to take the lead as the sales agency of preference in the convenience store channel.

**CRSE:** What prompted the decision to join forces?

**KG:** From CROSSMARK's perspective, TNT Marketing proved an attractive target for acquisition because of its leadership position as a national convenience store broker servicing top brands in each

category, its maturity as a 16-year-old company with established relationships with retailers and distributors, and its ability to accomplish its clients' goals and grow the business.

From TNT Marketing's perspective, CROSSMARK offered the best solutions to business challenges by means of enhanced resources and capabilities—but moreover, we focused on TNT's people first and foremost. We pride ourselves on a strong service culture to both internal and external clients, and that means taking care of our people. It was important to us that anyone we brought on board

would be happy.

**CRSE:** What are CROSSMARK's plans for integrating TNT Marketing?

**KG:** Kenneth Fries, who has served as President of TNT Marketing for the past six years, has been named Vice President of Convenience within CROSSMARK. Fries brought 26 years of experience with 7-Eleven to TNT, helping to solidify their leadership position within the convenience store class of trade, and will now lead integration efforts with CROSSMARK. By keeping TNT leadership largely intact, CROSSMARK will be

able to capitalize on this expertise.

**CRSE:** What will this acquisition mean for your clients and customers?

**KG:** Our combined efforts will create a remarkable force by means of the depth of TNT's depth of convenience store industry expertise and CROSSMARK's breadth of resources. This will allow us to provide tremendous service to our clients and customers.

For more information, call 469-814-1139, e-mail [ken.gomez@crossmark.com](mailto:ken.gomez@crossmark.com) or visit [www.crossmark.com](http://www.crossmark.com).

**Harris Interactive (Con't. from p. 8)**

a household income of \$75,000 a year or more (39 percent). Also, those who are more educated are more likely to support a tax on fast food and soft drinks. One-quarter of those with a high school education or less (24 percent) support the "obesity tax" compared to 34 percent of those who have attended some college and 41 percent of those with at least a college degree.

**So What?**

The issue of childhood obesity is not new, but it has become much more high profile with the White House and First Lady Michelle Obama's focus on healthy eating. These taxes are being hard fought and it is not just those in the industry who are against them. At the moment, supporters of the taxes on fast foods and soft drinks need to convince the American public that they are both necessary and that they will help curb this problem.

**About Harris Interactive**

Harris Interactive is one of the world's leading custom market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for the Harris Poll and for pioneering innovative research methodologies, Harris offers expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial

services, insurance, media, retail, restaurant and consumer package goods. Serving clients in more than 215 countries and territories through their North American, European and Asian offices and a network of independent market research firms, Harris specializes in delivering research solutions that help them—and their clients—stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

**JELL-O (Con't. from p. 8)**

people smile and when paired with Mr. Cosby, the joy of JELL-O and the message of fun and smiles are amplified. We are thrilled to be teaming with Mr. Cosby again to bring about smiles in everyday lives."

Television and Print Themed around bringing the happy to America, the television creative is shot in a

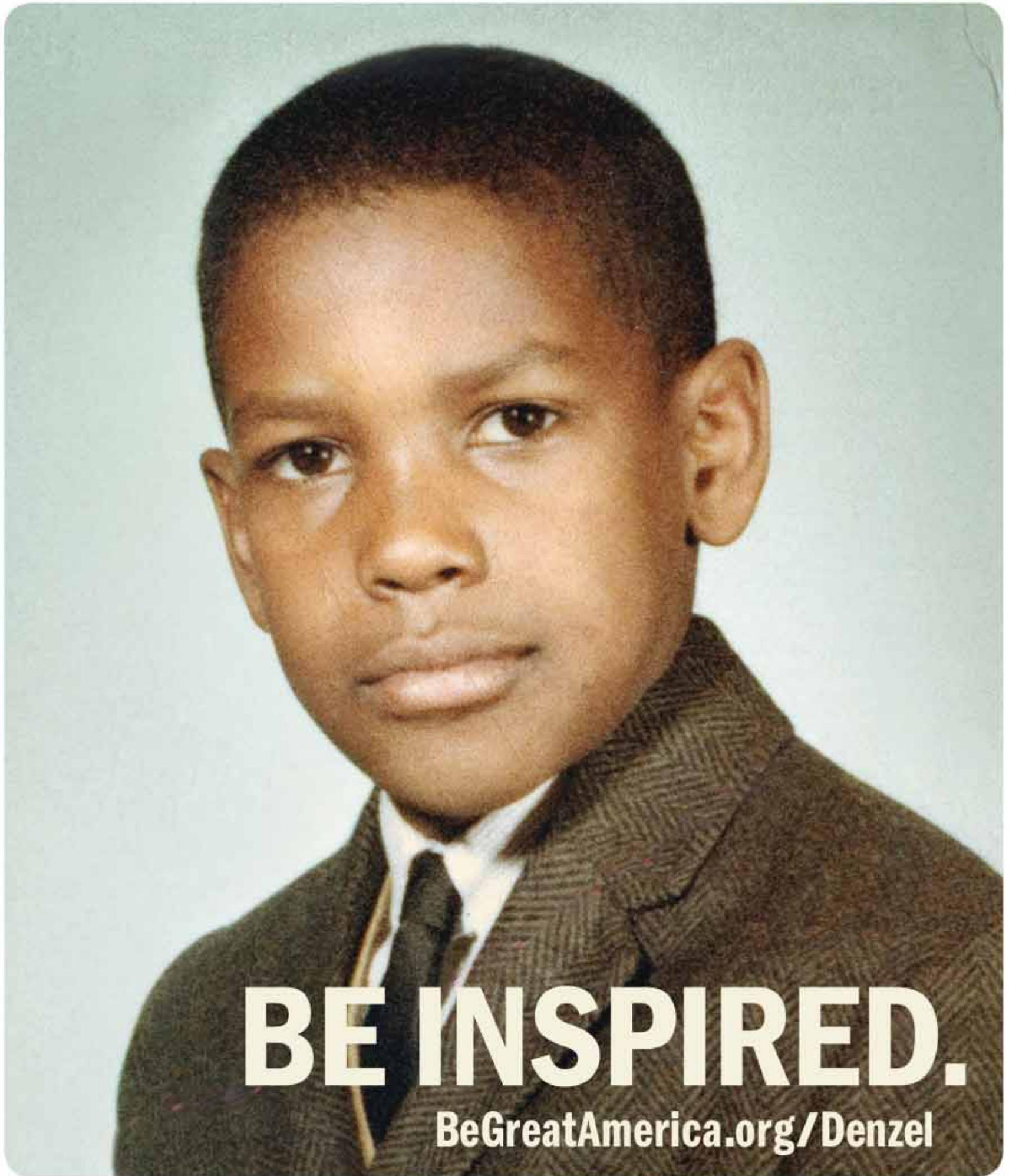
fresh, bright, documentary style, features JELL-O ambassadors showing up in different towns and cities, interrupting the mundane and the everyday by handing out a little bit of joy in a cup. Driven by an infectious, modernized reworking of the classic JELL-O jingle, each spot lays it all out in simple fashion. Say Hello JELL-O. And say hello happy. Hand someone a cup of JELL-O gelatin or pudding and they

can't help but smile.

**About Kraft Foods**

With annual revenues of approximately \$48 billion, Kraft Foods is a global powerhouse in snacks, confectionery and quick meals. The company is the world's second largest food company, making delicious products for billions of consumers in more than 160 countries. The portfolio includes 11 iconic

brands with revenues exceeding \$1 billion—Oreo, Nabisco and LU biscuits. Milka and Cadbury chocolates, Trident gum, Jacobs and Maxwell House coffees, Philadelphia cream cheeses, Kraft cheeses, dinners and dressings, and Oscar Mayer meats. Approximately 70 brands generate annual revenues of more than \$100 million. For more information, visit Kraft Foods at [www.kraftfoodscompany.com](http://www.kraftfoodscompany.com).



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**BOYS & GIRLS CLUBS**

Help another child **BE GREAT.**

**Nature's Pride (Con't. from p. 1)**

and contain no artificial preservatives, colors, flavors, trans fats or high fructose corn syrup.

To accommodate different tastes and serving occasions, Nature's Pride Premium Harvest buns and rolls are available in three delicious varieties:

- 100% Whole Wheat Bakery Buns (21 oz.) provide a good source of fiber, 34 grams of whole grains in each bun and have 25 percent less sodium than regular 100 percent whole wheat buns.
- Country White Bakery Buns (21 oz.) provide seven grams of protein in each bun and have 25 percent less sodium than

regular white buns.

• Country White Deli Rolls (16 oz.) provide seven grams of protein in each roll and have 25 percent less sodium than regular white rolls.

"Nature's Pride Premium Harvest buns and rolls are the newest tasty additions to our growing brand of 100 percent natural breads," said Laura Pitlik, Director of Marketing for Nature's Pride. "As grilling season heads into high gear, Nature's Pride Premium Harvest buns and rolls are perfect for cookouts all summer—and beyond."

Nature's Pride is committed to baking the best-tasting all natural breads using the purest, most delicious ingredients

nature has to offer. The brand has drawn rave reviews and earned high praise from a number of consumer and industry publications highlighting Nature's Pride's great taste including being named the best tasting sliced bread by *Fitness Magazine*. In addition to Premium Harvest buns and rolls, the Nature's Pride product line includes the following hearty and traditional soft bread varieties:

- Premium Hearty Breads (24 oz.)—100% Whole Wheat, 12-Grain, Healthy Multi-Grain, Double Fiber, Nutty Oat, Country White, Stone Ground Whole Wheat with Honey, Country Potato and Buttermilk.
- Traditional Soft Breads (20 oz.)—

100% Whole Wheat, Honey Wheat.

Nature's Pride OvenClassics™, another new 100 percent natural variety from the brand, offers flavors packed with whole grains and fiber, and is currently available regionally. OvenClassics are shaped like a loaf baked in your own oven and deliver a delicious taste and smooth texture the entire family will enjoy with flavors that include 100% Whole Wheat, Oatmeal, Honey Wheat with Fiber and Potato.

For more information on the brand, its varieties and recipes using Nature's Pride visit [www.naturespridebread.com](http://www.naturespridebread.com). Follow them on Twitter at [http://twitter.com/natures\\_pride](http://twitter.com/natures_pride).

**Wholly Queso (Con't. from p. 1)**

with real cheese and vegetables and is refrigerated—making it a fresh-tasting and healthier cheese dip. Wholly Queso can be served alone as a dip at any pop-up party but also works as a zesty topper for grilled chicken, hot dogs, nachos and enchiladas.

Now available in two flavors including "Classic" (cheddar) and "Blanco" (Mexican-style), the chef-inspired queso packs real cheese, fresh vegetables and zesty spices into every dip. Wholly Queso comes packaged in a 14-ounce tub and sells for \$3.99-\$4.49 nationwide. Find Wholly Queso in the fresh produce or deli refrigerated sections of major grocery and club

stores along with other Wholly products.

"Consumers are demanding quality products that are both easy and fresh and flavorful," stated Tracey Altman, Vice President of Marketing, Fresherized Foods. "Wholly dips deliver a fresh, 'made-from-scratch' taste without time spent in the kitchen, giving you more time for yourself and guests."

The Wholly Brand is owned by Fresherized Foods, a fresh food manufacturer and leader in food safety, quality and innovation. Fresherized Foods uses Ultra High Pressure Preservation (HPP or Fresherization™) to create its line of fresh dip products. For more information, visit [www.eatwholly.com](http://www.eatwholly.com) and [www.fresherizedfoods.com](http://www.fresherizedfoods.com).

**Meyercord (Con't. from p. 1)**

install equipment, train machine operators, provide regular preventive maintenance and promptly attend to any emergency calls.

Recently, the Commonwealth of Massachusetts became the second state to adopt encrypted tax stamp technology which will provide a closed loop secure

system to help reduce the amount of illicit cigarette trafficking. Meyercord's new SSMC Encrypted Stamp Platform was specifically designed to meet the requirements of this new technology.

In response to a recent trend in the needs of their distributors, Meyercord Tax Stamping Equipment also developed the VL-10 Tax Stamping Machine. The VL-10 is the original primarily

post-stamp tax stamping machine and continues to be the only machine that requires zero adjustments for continuous, consistent and easy stamping.

The HCC-612 "Half-Sized" Case Cutter can be modified several ways to better fit into your current or future operational needs. They have several models that can be adapted for either off-line or in-line cutting. The HCC-612 offers

minimal disruption to your current warehouse spatial requirements while providing benefits that mirror the full-sized CC-612 Case Cutter. All of their cutters reduce the damage caused by hand-cutting cases and maximize labor efficiencies.

For more information, call toll-free 800-639-3799, visit [www.meyercordequipment.com](http://www.meyercordequipment.com) or stop by booth 407.



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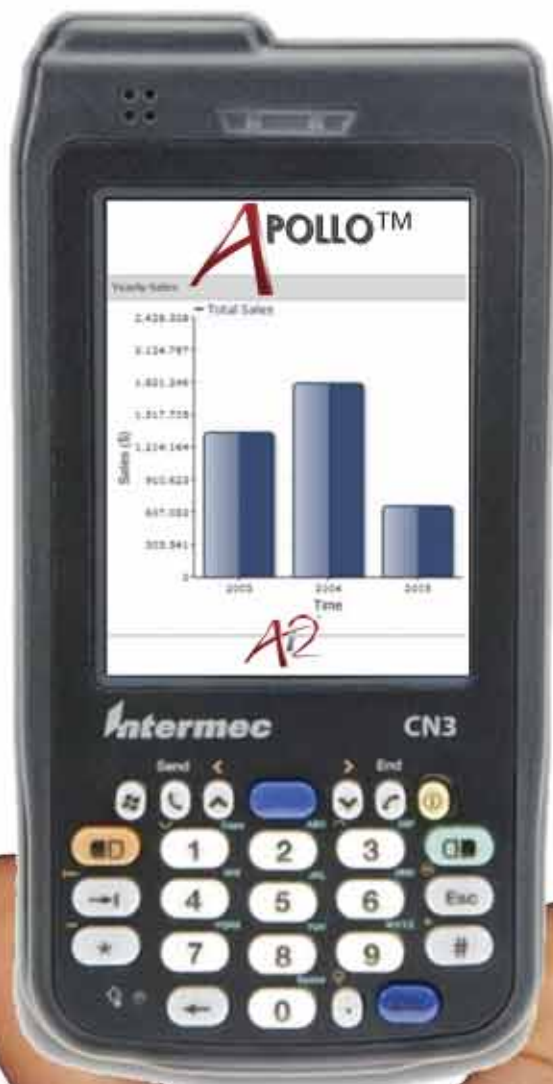
Find *Convenience Retailer Show Daily* at the **NACS Show** and *Convenience Retailer* bi-monthly in your mailbox.  
Find *CR Show Extra* at the **SAWD 2010 Annual Meeting & Exposition** and at the **IPCPR Annual Convention & Trade Show**.  
Find *Sweets & Treats Show Extra* at **SWEETS & SNACKS EXPO** and *Convenience Retailer Show Extra* at **NACStech**.

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