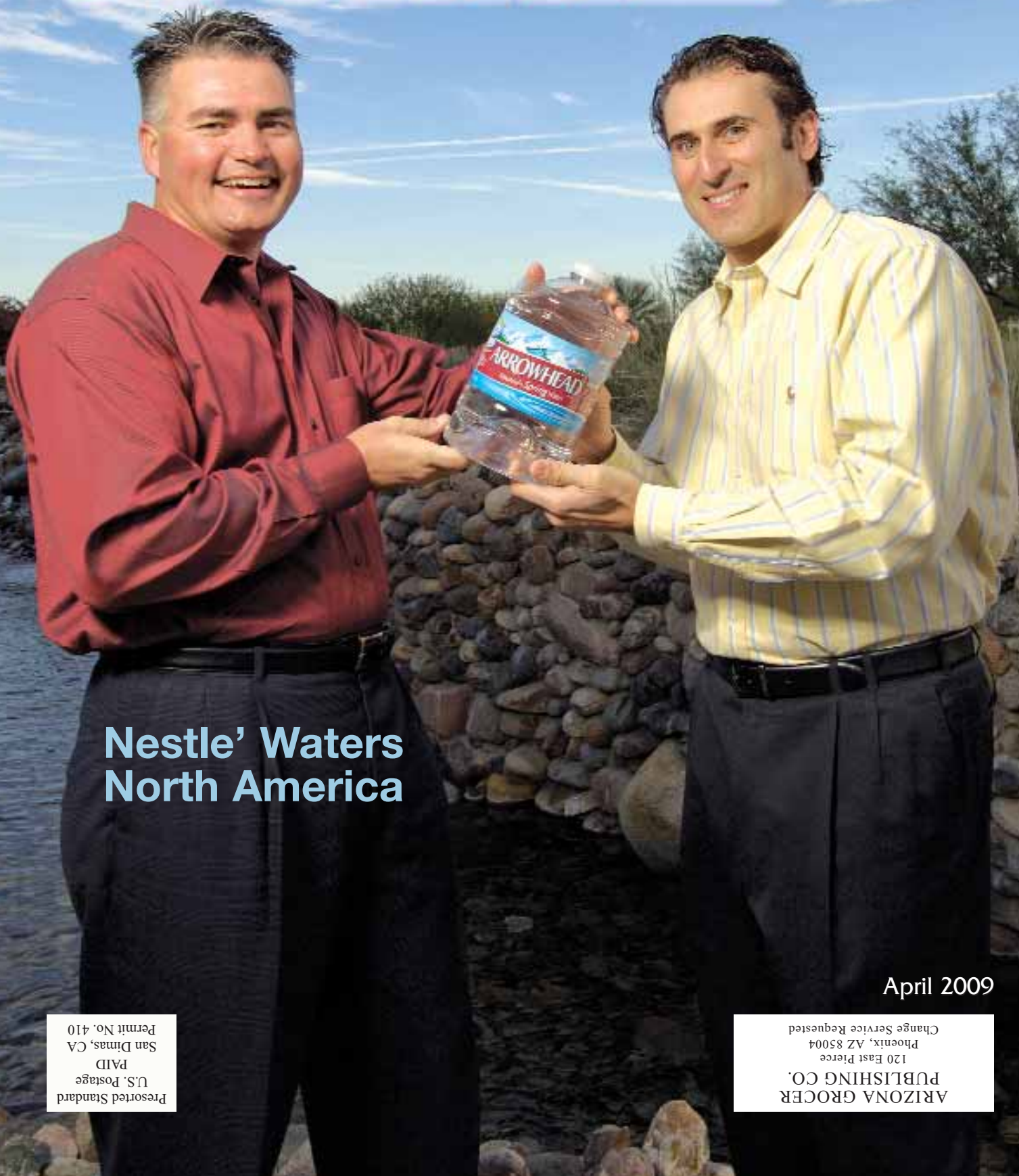


ARIZONA FOOD INDUSTRY **JOURNAL**



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North America**

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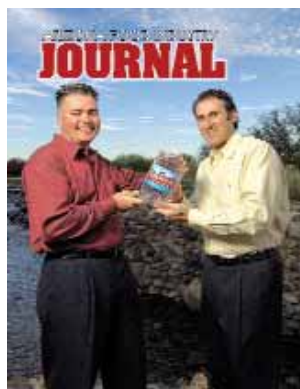
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ON THE COVER

(Left to Right)
 Key Customer Managers
 Reed Veralrud and Lee Bartolomeo

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INDUSTRY & GOVERNMENT

... a summary of the issues that affect your business.

"Nearly all men can stand adversity, but if you want to test a man's character, give him power."

—Abraham Lincoln



STATE ISSUES

Brewer's 5-Point Plan Includes \$1 Billion in New Taxes

Forty-two days after taking office, Governor Jan Brewer laid out the framework of a five-point budget-reduction plan that includes slashing state spending by \$1 billion and temporarily raising taxes to generate another \$1 billion dollars.

The Republican governor addressed a joint session of the Legislature March 4, speaking in broad terms and largely ignoring details, such as what type of taxes she wants lawmakers or voters to raise. Even though the speech included very little in terms of specific policy direction, it was the first public indication that the governor plans to close a budget shortfall estimated at \$3 billion using a combination of spending cuts and tax increases.

Brewer urged cooperation among conservatives and liberals, but made it clear the budget would represent the values of Arizonans, not any particular political ideology.

"All of us, Republicans and Democrats alike, must set aside our differences in this time of crisis. All of us have to make sacrifices, and only by working together can we build a better Arizona," she said.

The most controversial aspect of Brewer's plan is the suggestion that tax increases are necessary to bridge an estimated \$3 billion budget deficit next year and potential billions more in the following year. Prior to the speech, many Republicans made it clear they would oppose any effort to raise taxes during tough economic times.

The five-point plan includes:

- Temporarily raising taxes to generate \$1 billion in revenue; the proposal can either be sent to the voters or passed by the legislature with a 2/3 vote;
- Amending the Prop 105 Voter Protection Act of 1998 to allow more budgetary flexibility;
- Cutting more than \$1 billion from the FY '10 budget;
- Allowing more money to be stored into the rainy day fund and limiting uses of it;
- Reform the state tax structure, resulting in tax cuts by 2012.

Gov. Brewer said she is willing to work with the legislature to solve these economic problems using a multi-year approach rather than focusing only on the 2010 budget.

Here is a link to her plan:

http://azgovernor.gov/dms/upload/NR_030409_Address49thLegislature.pdf

H2302: LIQUOR LICENSES; DISTANCE RESTRICTION; WAIVER

The restriction against liquor licenses being issued to establishments located within 300 feet of a church, school or school playground is reduced to 100 feet if the establishment is located in a central business district and the municipality has submitted a waiver to the Dept of Liquor Licenses and Control.

H2331: FEDERAL IMMIGRATION LAW; ENFORCEMENT

Municipalities and counties are prohibited from enacting ordinances or adopting policies that in any way limit or prohibit the lawful enforcement of federal immigration laws.

H2338: ENERGY; FUELS; IDLING

Beginning January 1, 2010, the maximum idling time for heavy-duty commercial diesel vehicles is limited to 5 minutes in any 60 minute period, with some exceptions. School bus operators must immediately turn off the engine of a school bus when the bus arrives at a safe position at the school and cannot start the engine more than 30 seconds before departure from the school. Statute allowing a person to possess, use, manufacture, purchase, install, transport or sell chlorofluorocarbons is repealed. Beginning January 1, 2010, a person who knowingly vents or releases vehicle refrigerant into the environment is subject to civil enforcement by the Attorney General under air pollution control laws. The Dept of Environmental Quality and Dept of Weights and Measures must conduct a study on the feasibility and cost-effectiveness of reducing the life cycle greenhouse gas emissions from motor fuels shipped to and sold in Arizona, and must publish a report of findings and recommendations by December 31, 2011.

H2447: TEMPORARY LIQUOR TAX

Effective July 1, 2009, an additional tax is imposed on sales of beer, wine and hard liquor. The amounts of the new taxes are left blank in the original. Proceeds from the new tax are to be deposited in the state general Fund. Self-repeals on July 1, 2012. Because of the increase in state revenue, this bill requires a 2/3 majority in each chamber for approval (per Prop 108).

H2496: UNAUTHORIZED ALIENS; LICENSING

The state Attorney General or a county attorney is specifically authorized to take all legal steps to enforce the prohibition against employers hiring illegal aliens, including issuing subpoenas. The defense of entrapment is not available to a defendant who was "predisposed" to hire an illegal and law enforcement "merely" provided the defendant an opportunity to violate the law. An employer is not entrapped if law enforcement used a ruse or otherwise concealed their identity. An employer who does not use E-Verify to verify the immigration status of employees is not eligible for licensing in this state. If an employer gets a failed verification result from E-Verify, the employer is required to notify federal immigration officials and the county attorney. A violation is punishable by a civil penalty (amount is left blank in original).

H2519: PSEUDOEPHEDRINE PRODUCTS; PHARMACIES

The restrictions on pharmacies regarding the sale of products in which pseudoephedrine is listed as the single active ingredient are expanded to products that contain any amount of pseudoephedrine. A log must be maintained, and purchasers must present valid ID. Limits are placed on the amount that a permittee may sell to the

same person within one day and within a 30 day period. Various civil penalties are imposed for violation. Fine revenue is to be deposited in the Addiction Reduction and Recovery Fund established by this bill and used for regional detox and substance abuse programs. Emergency clause.

H2537: NOVELTY LIGHTER SALES; PROHIBITION

Sales of novelty lighters (defined as a lighter designed to resemble some other item) are prohibited. Punishment for violation is a civil penalty whose amount is left blank in original.

HCM2004: SECRET BALLOTS; PROTECTING FUNDAMENTAL RIGHT

The Legislature urges Congress to protect the right of Arizona workers to use secret ballots in any union organizing election. [Capitol Reports note: this measure is meant to oppose pending legislation that would obviate the requirement to hold a secret ballot election if a majority of employees in a bargaining unit sign cards authorizing the formation of a union. The "card check" provision being considered by Congress would still require a secret ballot election if less than a majority of workers sign authorization forms.]

S1177: UNAUTHORIZED ALIENS; EMPLOYMENT; TRANSPORTING

It is illegal for an illegal alien to apply for work, solicit work in a public place or perform work as an employee or independent contractor. Similarly, it is illegal for an employer to intentionally or willingly hire a person without first requiring completion of an employment application and present at least one form of ID. It is also illegal for a person to transport, conceal or shelter an illegal alien. If a law enforcement officer finds that a vehicle is being used to transport an illegal, the officer is authorized to impound the vehicle. Finally, the Gang and Immigration Intelligence Team Enforcement Mission (GIITEM) must establish a unit to investigate fraudulent ID documents.

H2092: COMPREHENSIVE TRANSACTION PRIVILEGE TAX

Beginning Jan 1, 2010, the state's transaction privilege tax (TPT, also called sales tax) is reduced to 3.5% from 5% but the list of taxable transactions is expanded to include services and leases. Other transactions currently taxed by the state at a rate different from 5% (e.g., transient lodging and mining severance) are set to 3.5%. The list of exemptions from TPT is reduced by deleting certain transactions and business.

H2165: VEHICLE AND USE FUEL TAXES

An additional six cent per gallon tax is assessed on more vehicle fuel (and use fuel) when the average price of unleaded fuel in the state is less than \$2.75 per gallon. Revenue goes to the state General Fund. Because of the increase in state revenue (per Prop 108), this bill requires 2/3 majority vote in each chamber for passage.

H2195: AIR QUALITY; STAGE II; TANKS

New stage I and II vapor recovery systems installed on gas pumps as well as fuel storage and delivery systems must include a tank management system and in in-station diagnostic system approved by the California Air Resources Board.

FEDERAL ISSUES

FMI Welcomes Legislation in Congress to Combat Organized Retail Crime

Three Bills Introduced to Thwart Gangs That Steal \$30 Billion in Merchandise a Year

FMI lauded U.S. Reps. Brad Ellsworth (D-IN) and Jim Jordan (R-OH) for introducing the Organized Retail Crime Act, House Judiciary Committee Chairman Bobby Scott (D-FL) for introducing the E-Fencing Enforcement Act and Senate Majority Whip Richard Durbin (D-IL) for introducing the Combating Organized Retail Crime Act. They originally authored all three measures late in the last Congress.

"The introduction of three bills on the same day by prominent lawmakers shows that Congress is serious about legislating a solution to these costly crimes that threatens the safety of Americans. All together, the bills would make organized retail crime a federal felony for all the perpetrators involved — from the boosters who sweep shelves clean of valuable items to the fences who increasingly resell them on internet auction sites," said FMI President and Chief Executive Officer Leslie G. Sarasin.

All three measures seek to control online criminal commerce, known as "e-fencing," by requiring large-volume sellers to identify themselves, provide contact information, and help retailers and police investigate suspicious sales activity. Currently, these sellers can operate with virtually complete anonymity and move large volumes of stolen goods at premium prices in the global internet marketplace.

Organized retail crime is a growing problem for food retailers. More than half of retailers (55.8 percent) reported that these crimes increased in their stores in 2007, according to FMI's Supermarket Security and Loss Prevention 2008 report. Companies of all sizes are dedicating more resources to combat the problem, and many large retailers have loss prevention units focusing exclusively on it.

States are victims as well, losing about \$1.6 billion each year in sales taxes not collected on transactions involving these stolen goods.

Use of Internet Coupons on the Rise

In the quest for new customers, manufacturers have invested in online coupons as a means to provide greater value in the products that they sell. But while the Internet has created a new channel for coupon distribution, it's also created a new venue of coupon fraud. With the state of the current economy and the abundance of readily available technology to change coupon values, this combination has paved the way for an increase in coupon fraud.

According to a statement released by the Coupon Information Corporation, companies and consumers are losing an estimated \$500 million annually because of coupon fraud. Reacting to increasing incidents of Internet coupon fraud, many retailers have started rejecting coupons that consumers obtain online and print at home. However, coupon redemption is on the rise. In the fourth quarter of 2008 coupon redemption grew nearly 10% compared to the fourth quarter of 2007, the first jump in redemption since the early 90s, this according to Inmar, the nation's leading promotions transaction settlement provider.

Arizona's "Dean of Inconsistency": Henry Fountain Ashurst

By Jack L. August, Ph.D.



"I love auriferous words, and nothing delights me more than to pluck gems from the dictionary that otherwise might never see the light of day." Henry Fountain Ashurst

Newly-minted Governor Janice Brewer, in an unexpected pronouncement that surprised several political pundits, floated the idea of a temporary tax increase—in some form—to a skeptical Republican-dominated state legislature that embraces tax cuts, all of which caused me to recall another politician from a bygone era. Arizona Senator Henry Fountain Ashurst (1874-1962). In his career as a Senator from Arizona, which spanned 1912-1941, Ashurst often practiced the politics of the unexpected and delighted in it. With the admission of Arizona into the Union in 1912, the Arizona legislature confirmed the thirty-eight year-old Ashurst, along with Marcus Smith, as one of the state's new U.S. Senators. Thus began what one Time Magazine columnist, writing in the summer of 1939 called, "The longest U.S. theatrical engagement on record." Democrat Ashurst, as senate colleagues soon learned, loved public speaking and his sesquipedalian vocabulary earned him numerous sobriquets, including "Five-Syllable Henry," "the Silver-Tongued Sunbeam of the Painted Desert," and the most accurate, "Dean of Inconsistency."



Ashurst was born on September 13, 1874 near Winnemucca, Nevada and was the second of ten children. The family soon moved to Williams, Arizona and at the age of ten he wrote into his journal, "Henry Fountain Ashurst, Senator from Arizona." At nineteen

he worked at the Flagstaff jail and developed an interest in the law. After working variously as a lumberjack and hod carrier in Arizona and California he studied law and was admitted to the bar in 1897, opening a law practice in Williams. He was elected to the Territorial House of Representatives that same year, was reelected in 1899, and became at age twenty-five the youngest Speaker of the House. In 1902 he won a term in the territorial senate, and later served as Coconino County Attorney from 1905-1908, when he moved to Prescott. In 1911 Ashurst presided over the state constitutional convention and demonstrated deft political skills. He won election to the U.S. Senate and

during his time there became Chairman of the Committee on Indian Affairs and the Judiciary Committee.

In a seemingly counterintuitive tactic, Ashurst cultivated political inconsistency. No biography on Ashurst exists, but future scholars should devote at least one chapter to this unusual public posture. His eccentric and flexible record on issues of great significance was a source of pride for the Arizona Senator and he dubbed himself "The Dean of Inconsistency." Further, he awarded "Degrees of Inconsistency" to other members of the Senate who demonstrated appropriately irregular voting patterns. As he put it, "there has never been superadded to these vices of mine the withering embalming vice of consistency. Whoever in the public service is handcuffed and shackled by the vice of consistency will be a man not free to act as various questions come before him...he will be a statesman locked in a prison house, the keys to which are in the keeping of days and events that are dead. As Emerson said, 'A foolish consistency is the hobgoblin of little minds adored by the statesmen.' Never have I let what I said yesterday bind me today. No senator can change his mind quicker than I."

In what historians refer to as President Franklin Delano Roosevelt's "court-packing scheme," Ashurst performed in requisite inconsistent fashion and played a large role in events surrounding the Judiciary Reorganization Bill of 1937. When rumors began circulating that FDR planned to "reorganize" the Supreme Court, Ashurst denounced the plan, claiming it was "a prelude to tyranny." Yet, when Roosevelt

introduced the plan Ashurst became its sponsor: "I'm for it, it's a step in the right direction." After its introduction, Ashurst reversed course again, delaying hearings in the Judiciary Committee with the quip, "No haste, no hurry, no waste, no worry—that's the motto of this committee." As a result, the bill was held in committee for five months and opponents to court packing credited Ashurst for the outcome which resulted in a political defeat for FDR. When he received a letter from an Arizona constituent praising his stand on the bill, Ashurst replied, "Which stand?"

Ashurst lost his seat in the Democratic primary of 1940 to Ernest McFarland but remained in Washington, devoting his post-Senate career to public speaking and reading the Classics. Senator Barry Goldwater, who grew up with Ashurst as one of his senators, was so fond of his speeches that he later crafted a book featuring fourteen of them entitled *Speeches of Henry Fountain Ashurst*. When Goldwater presented Ashurst with a copy, he commented, "But, Barry, I made over 5,000 of them." The retired Senator even appeared as a contestant on "The \$64,000 Question," where he won a Cadillac after he missed the last question. Also, he appeared in Otto Preminger's celebrated film *Advise and Consent*, where he played the role of "Senator McCafferty." Additionally he kept a journal from June 1910 to July 27, 1937 which, among other things, offers portraits of fellow senators. In 1962, George Sparks edited the journal under the title *A Many Colored Toga*. Ashurst passed away in Washington, D.C. at age 87 on May 31, 1962 after suffering a stroke.

Dr. Jack L. August, Jr. serves as Executive Director of the Barry Goldwater Center for the Southwest and Visiting Scholar in Legal History at Snell and Wilmer L.L.P. He has taught at the University of Houston, the University of Northern British Columbia, Prescott College, and Northern Arizona University, where his courses focused on the American West and environmental history. He is a former Fulbright Scholar, National Endowment for the Humanities Research Fellow, and Pulitzer Prize nominee for his volume, Vision in the Desert: Carl Hayden and Hydropolitics in the American Southwest (Ft. Worth: TCU Press, 1999). He is coauthor with former Arizona Senator Dennis DeConcini of Senator Dennis DeConcini: From the Center of the Aisle (Tucson: University of Arizona Press, 2006); and his most recent book is Dividing Western Waters: Mark Wilmer and Arizona v California (Ft. Worth: TCU Press, 2007).



AFMA GRASSROOTS NETWORK

Creating a member-based Grassroots program has been a long-time goal of AFMA. We now have a system in place that will allow AFMA members to receive E-mail Alerts concerning legislative issues affecting the Arizona Food Industry and more importantly, it will provide members the ability to easily communicate with their Legislators on issues affecting their business lines.

“Oftentimes during a Legislative Session, AFMA will be working an issue that requires timely input from members. This network will provide an opportunity for members who have signed up to voice their opinions and comments on issues being considered that impact the food industry in a bottom-line way,” said AFMA President Tim McCabe. “At a time when the influence of the Internet and blogs rule the day, Voter Voice provides easy access to get involved in the political process and have a direct say on policy and legislative decisions. For the food industry, sitting on the sidelines is not an option,” added McCabe.

By registering your home and office address, the system automatically matches your home and office addresses to corresponding political districts. Legislators are most interested in hearing directly from their constituents! They seek public input to help stay on top of important issues of the day, particularly when it relates to constituents in the districts where they were elected.

If you haven’t already registered, it’s easy! Simply log on to the following link and enter your information.

<http://www.votervoice.net/groups/afma/register>

Top management and employees at all levels should be encouraged to register with the Grassroots Network. This year’s Legislative Session gets underway in early January and with your help we can mobilize on key issues at the State Capitol.

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There are two kinds of people in this world.....

We have all heard this expression many times before. But have you ever thought about how much it relates to food? You are either a Coke or a Pepsi person. You probably eat exclusively either white or wheat bread. You choose either sugar or an artificial sweetener. It's likely either butter or margarine resides in your refrigerator. And it sits next to either non fat milk or whole milk. For breakfast you reach for orange juice with pulp or no pulp, but never one or the other. For lunch, your can of tuna was packed in oil or water, and you can't understand why anyone would buy it in the other way. And your last lunch meat purchase came from a package picked off a hook in the deli case or was sliced in person by a service deli clerk.

You buy low fat alternatives whenever you can or you probably never even consider buying a low fat item. You either love sushi or you hate it. You buy regular chewing gum or sugarless and wouldn't even consider the alternative. You love M&M's plain or you love M&M's peanut.....OK, some people tolerate both, but nobody loves both. You buy either regular charcoal or the instant light kind and you can't fathom buying the other one. Back in the day when everyone smoked, you either fancied the flip top box or you insisted on tearing open the top of the pack. Today hardly anyone smokes, but everyone has a preference for bottled water with either the regular cap or the sports cap. And you buy your lettuce by the bag or the old fashioned way, by the head.

Let's face it, you and everyone you've ever known drinks either regular or diet soda. People love canned peas or they can't imagine eating them. You regularly order either white wine or red wine. At Thanksgiving, you go for the white meat or the darker varieties. You prefer creamy or are a chunky peanut butter fan. You are a fan of whole kernel or creamed corn. Well, OK.....if you are under the age of fifty, you probably wouldn't

touch creamed corn. And from whatever generation, you either embrace or have disdain for supermarket self-checkout.

You like your potato chips regular or BBQ and your French fries regular or crinkle cut. Your deodorant is just that or its an anti-perspirant. Your yogurt is either fruit on the bottom or blended and your beer, regular or light. You purchase cereal exclusively pre-sweetened or not, your salsa is always medium or hot and your coffee and tea, brewed or instant! And all these choices are based on learned, yet casual personal preferences. Your tastes have been refined over time, but they haven't resulted in a hardened attitude. That generally applies to most of your options in the supermarket except for one category.....fresh vegetables.

Our relationship with fresh vegetables goes beyond simple personal preference. Fresh vegetable preferences are more like love/hate relationships. And nothing gets a more visceral reaction from people than a vegetable that they scorn. No one just dislike carrots, they hate carrots! (www.ihatecarrots.com) I think Brussel Sprouts are pretty good. But those of you that don't, likely agree with the website called "Brussel Sprouts R Sick!" (www.bebo.com) I could understand the disdain for mushy spinach when it was only available in a can, but when it became available in its fresh state, what was not to like about fresh spinach? Apparently, there is a lot to dislike, evidenced from "I Hate Spinach." (www.ihatespinach.com)

I did learn some reasons why people might hate broccoli and cabbage. Hating broccoli might be in your genes! An LA Times article called, "Hate Broccoli? Blame your Genes" (www.articles.latimes.com/2007/feb/19) says that hate for broccoli could be due to your being a genetic "super-taster." People with more taste buds

than the average person can have an aversion to certain bitter tastes, broccoli and spinach included. And a sure fire way to learn to hate cabbage is to go on the Cabbage Diet (www.cabbage-soup-diet.com). The cabbage diet consists of eating a cabbage soup recipe every day. Two things seem to happen to everyone who does the Cabbage Diet.....you lose weight and you hate cabbage from then on!

Besides web sites, there are also Facebook groups dedicated to hating vegetables online, like "I Hate Tomatoes, But I Love Ketchup and Other Tomato-Based Products." While looking for similar vegetable aversion groups, I stumbled upon the most inexplicable of vegetable bashers.....the Cilantro haters! I love cilantro. It is a refreshing, parsley-like green that has lime like flavor and a fresh musty aroma. There are plenty, though, who don't agree with me. Just ask the members of "People Who Hate Cilantro And Think There Should Be Laws Against Its Use" or "I Hate Cilantro: A Look Inside The Life of a Cilantro Hater and Food Lover" or "Youth Understanding Cilantro Kills" or "Y.U.C.K.", for short. These folks think cilantro tastes vile. Some think it tastes like soap, others think it has a rotten taste. And another large contingent of cilantro haters dislike it for its distinctive aroma. The only thing they all share is their passionate negativity for the poor little herb. By the way, if you are not on Facebook, you can get in on the act by joining I Hate Cilantro (www.IHateCilantro.com). You will be member number 2,520!

I felt compelled to start a group to defend cilantro. It turns out it isn't necessary because there are plenty of cilantro loving groups on Facebook already. Should I join "Cilantro is the paramount herb" or "Cilantro is totally sexy?" Which one would you join?

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Nestlé Waters North America

By Lisa Schnebly Heidinger



If a water taste test sounds odd, it's because you haven't talked to Reed Veralrud.

As a key customer manager for Nestlé Waters of North America, Veralrud knows water. It makes sense – Nestlé Waters has multiple brands, some sold in various regions of the United States, some sold nationwide. His vocabulary when talking about water, is like a connoisseur's discussing wines: still, bubbly, sharp, silky...he ushers a novice into the world of water with both patience and enthusiasm.

Patience, because there is so much to absorb: how many types of water there are: purified, spring, sparkling, drinking, mineral, flavored and distilled. Then there's how many brands of Nestlé Waters North America there are: Arrowhead, Nestlé Pure Life, Calistoga, Perrier, San Pellegrino, Acqua Panna. And that doesn't count the brand sold in regions outside the southwest. Add to that all the varieties in packaging and sources, and you begin to get a sense of how intricate and full of variety something like bottled water can be.

"If you were to drink one bottle in the morning, another at lunch, and a third at dinner, you would never notice a difference," says Veralrud. "But doing them all together, you can." Tall and charismatic with a breezy confidence, he talks a worker at a convenience store into small plastic cups and sets up the tasting. A bottle of Arrowhead, a bottle of Nestlé Pure Life, and one of Acqua Panna's competitors are poured from into separate tastes.

The cautious taster, hesitant that she will see a difference like the emperor's new clothes, caught up in the confidence of the company, worries no more after the taste test. They are different! The Arrowhead has a slightly earthier quality than the others. The Nestlé Pure Life is a little sharper, while the third is noticeably smooth. Veralrud's word is "silky."

This exercise shows that like everything, bottled water is a world of its own, with complexities, nuances and skills most of us know nothing about.

While Nestlé acquired Poland Spring Waters in 1980 and created the Nestlé Waters division in 2002, it occupies a huge segment of the bottle water industry.

Bottled water is young as products go, in comparison with root beer, for instance, or milk. But on its website, Nestlé Waters offers a different perspective, tracing the industry back 12,000 years ago, to when early tribes went to springs carrying animal skins to be filled with water. From there, the history moves up to Hannibal resting his troops at what became known as Source Perrier.

In the United States, bottled water history begins with Leif Erickson restocking longboats with water from New World springs in 1002. Nestlé Waters' Poland Springs division was founded in 1845 in Maine; its Deer Park line in 1873, at a western Maryland resort where President Taft honeymooned. Other bottled water companies around the nation were formed, and gradually brought under the umbrella of Nestlé Waters North America.

Proud of the regional products, Nestlé Waters sells Deer Park along the East Coast, Zephyrhills in Florida, Ozarka in Texas, Poland Spring in the New England states, Arrowhead in the west, and Ice Mountain the North Central states.

Other Nestlé Water products are imported and sold in all fifty states: San Pellegrino, Acqua Panna, and Perrier come from Italy and France. In addition, Nestlé's Pure Life is a national brand.

Veralrud got into the business shortly after moving to Arizona from Minnesota, where he grew up. He worked for Gene Sanford and Associates, spending long nights in Valley grocery stores, and has fond memories of the family atmosphere of the business. After moving to Cactus Beverage, he joined the Perrier Group of America, which became Nestlé Waters North America. He has been grocery sales representative, business manager, regional manager, and then key customer manager. Veralrud credits his first manager, Tom Klumker, for instilling dedication and passion in him, as well as a training session known as "Aspirations and Beliefs." It is not just a job. It's a way to make the world a better place.

He isn't the only one who resonates to the "Aspirations and Beliefs" ethos. Veralrud's co-worker is Key Customer Manager Lee Bartolomeo. Bartolomeo has been in the business since he was a 15-year-old Safeway employee. Working there while he earned his bachelors and masters degrees, he went to Hershey Chocolate and then ConAgra. But Bartolomeo says the culture of Nestlé attracted him.

"Nestlé's culture is stated very clearly for everyone upon entering the company, and is frequently brought up at meetings. It is the steadfast commitment to the customer and employee, by upholding the values of honesty, integrity and teamwork, and a respect for people, community, and the environment," says Bartolomeo.

These are not just words on a website. Nestlé Waters has plunged into good stewardship and good neighboring. Veralrud credits Kim Jeffries, the dynamic CEO, for this.

"He's amazing," says Veralrud. "I had a chance to meet him, and spend time with him at a dinner. He is a phenomenal thinker and leader."

Veralrud believes that banning plastic would cause more problems than it would solve, but that plastic containers can be both more environmentally responsible, and more widely recycled.

"Right now there's only a 23 percent return with plastic bottles. We have to figure out how to make it work better, so more people will join the effort."

To that end, Nestle' Waters partners with Wal-Mart, putting large recycling containers in most stores that look like large Arrowhead bottles, so customers can drop off their plastic bottles when they shop.

And Nestle' Waters continues to work on producing a bottle that uses less plastic, even though their new eco-shaped bottle uses 30 percent less plastic than the average half-liter bottle on store shelves.

"You want it to be light, but it still has to stand up to being stacked and shipped," says Veralrud.

Another bottle innovation has less to do with plastic usage than with getting children to become water drinkers. In a world where soft drinks are everywhere, Nestle' Waters wants to help keep kids healthy. That includes drinking water.

"We know obesity and diabetes are both rising problems, and that sugar plays a big role," says Veralrud. He adds that the average American gets several hundred calories a day from sugared beverages, which can mean the difference between being a healthy weight and overweight.

So Nestle' Water created the Aquapod – a round bottle holding 11 ounces of water, which is an easy size bottle for a young person to drink.

"I took some to a baseball game and I was throwing them out to the kids," says Veralrud. "They were catching them, and seemed to think it was pretty cool."

Another effort to help kids make a good choice is the Go Play! Campaign sponsored by Nestle' Pure Life. By collecting labels, schools can earn points that turn into money for students' fitness and sports gear. In 2007, Nestle' Waters donated \$288,000 to schools nationwide.

Being water bottlers, Nestle' is extremely sensitive to water use, and water waste. Veralrud proudly points out that it takes only about one and a third gallons of water to produce a bottle of Nestle' Waters, as opposed to three gallons for soda, and five for beer – and that doesn't include the water used on crops to grow some of the ingredients! Veralrud has a graph

showing how little of the total water supply Nestle' Waters uses in North America: .0003 percent of the freshwater withdrawals, compared to industry using 48 percent, agriculture using 41 percent, and domestic use coming in at 13 percent.

Another one of Nestle' Waters' myriad efforts to be ecologically responsible is a partnership with The Nature Conservancy, which began with Nestle' Waters contributing \$1 million to protect St. John River in 1999. Another \$1 million was pledged to protect freshwater rivers, lakes and wetlands in 2006, and Nestle' Waters now helps to protect and restore almost a half-million acres of natural lands and waters across the country.

Also, Nestle' Waters has five LEED (Leadership In Energy and Environmental) certified plants, and is planning more. These have already reduced energy use by 1.5 million KWH, emissions by 2.1 million pounds of CO2, and waste by 216 million pounds. There's a lot to be proud of.

Veralrud's eyes light up talking about all this, as well as products being developed with healthy ingredients. He is on his way to a new product unveiling, and then back to the office to do his less fun but equally necessary paperwork and administrative tasks.

Veralrud plays as hard as he works. He is enjoying racing season, and wasn't bothered by the fact that the opening race was on Friday the 13th.

"I got into stock car racing when I was a kid," he says. "Then my dad raced a '54 Ford back in 1968. Now, I have a '76 Camero, and it has my dad's colors, design and number." He describes his father visiting recently, and seeing Veralrud's car not only echoing his, but even carrying his sponsors.

"He drove it in the Winter Challenge at Canyon Speedway Park, and came in 6th, at age 66."

Veralrud has made a conscious decision to enjoy life thoroughly, working or playing. He describes a newspaper article he read recently by Harvey Mackay. "You can pick your friends, and I like to choose those who are positive and people who challenge me. Negative people see the difficulty in every opportunity, while positive people see the opportunity in every difficulty."

That's Veralrud's goal. As he strides off to his next appointment, having introduced a lot of information about conservation, health, and even the taste of water, it seems his mission so far is succeeding.



(Left to Right)
Key Customer Managers
Lee Bartolomeo and
Reed Veralrud

AFMA Golf Classic Is a Sell-out!



Dan Tennesen with Americus Logistics Emcees the Awards Luncheon



L-R Justin Ogburn, Fry's; Mike Fisher, Coke and Tim McCabe, AFMA President



L-R Danny Semerjibasian and Ian Yonushonis, MillerCo



AFMA Golf Classic Boasts a Packed House



First Place Team on the Faldo



Perennial Golfers (L-R) Steve Holman, Ken Helman and Wayne L...



Classic

We did it! The Arizona Food Marketing Alliance Golf Classic took place March 5 at the beautiful Wildfire Golf Resort in North Phoenix. With a sell-out crowd and then some, 293 golfers hit the links for a day of fun and camaraderie. Golfers were in high spirits as they competed for cash prizes at this annual desert classic.

This year's golf committee included Dan Tennesen (Americus Logistics); Justin Ogburn (Fry's); Bryon Roberts (Bashas'); Bruce Landini (Circle K); Joe Cotroneo (Crescent Crown Distributing) and Jeff Nelson (Co-Sales).

Bill Lewis from the Arizona Cardinals Organization was on hand to provide some very special raffle prizes which included tickets to the Packers, Vikings and Colts. In addition, one lucky winner received Cardinal season tickets.

By: *Debbie Roth*

Winners of the popular golf scratcher card included first place to the team of Kevin Fitzgerald, second place to the team of Rodney Mills and third place to the team of Bob Nelson.

Closest to the Pin cash prizes on the Faldo were awarded to: Jim Thibodeaux, Doug Mahoney and Rob Williams. Closest to the Pin prizes on the Palmer were awarded to: Scott Jacques, Mick Kapanicas and Doug Loftus.

Tournament winners on the Palmer included the following:

First Place: Dave Nichols, Tom Ford, Tony West and Brian Donaldson
Second Place: Jim McCluskey, Mark Nichols, Tod Solomon and Mike Kajiki
Third Place: Don Pharris, Tom Swanson, Terry Morrison and Sam Garcia

Tournament winners on the Faldo included the following:

First Place: Steve Brown, Matt Fleetwood, Charlie McCracken and Vito Berlingeri
Second Place: Rhonda Gangelhoff, Vinnie Iniguez, Mike Bleach and Cisco Echeverria
Third Place: Bill Sage, Brandon Sage, Don Patella and Bill Wall



Albertsons; Kirsten Gadd and
sors and Ken Diehl, Albertsons

"The AFMA Golf Classic is always my favorite event of the year. You all do an outstanding job. As soon as you get the new dates send them on and count on our support."

— Bryan Donaldson, Schiff Nutrition



omb, Bob Smyser,
Manning



(L-R) Gerald Boyd, Diane Davies, Pier Flemming
and "Big" Bill Lewis



CROWN IMPORTS

— By Lisa Schnebly Heidinger —

It's good to be the beer guy.

While Doug Loftus is technically the National Account Manager for Crown Imports, he's known to his clients as "the beer guy" for high-end, import beer.

Beer is both ancient and contemporary, with a rich history and heritage. Everyone from Plato to Frank Zappa can be quoted on beer. The first said, "I recommend bread, meat, vegetables and beer." The latter said, "You can't be a real country unless you have a beer and an airline – it helps if you have some kind of football team, or some nuclear weapons, but at the very least you need a beer." And of course there is the oft-quoted Benjamin Franklin's line, "Beer is living proof that God loves us and wants us to be happy."

Loftus takes pride in his grasp of beer lore and legend, and also allows himself to be described as an expert-level beer taster. Between conventions for clients, tours of the breweries and social gatherings for retailers, he has plenty of use for these talents.

He sketched a brief history of beer that reaches as far as Egypt, China and Germany, and up to the rise in microbreweries in the United States today.

"The craft breweries have changed both domestic and world beer consumption. They found their niche, and also do a fantastic job training the consumer to appreciate the higher end beers. So it's a good thing for us."

We see "trade up" across many different categories by consumers. Grey Goose, Mercedes even Starbucks has the ability to raise the profile of good coffee, getting consumers to be willing to spend several dollars on one drink.

"It creates a good-natured competitiveness, between the larger brewers like us and the smaller craft beers. We offer a little better profit margin, so it's good for the retailer and the category. There are some

smaller-volume beers that go beyond \$30 a case. Most high end beers are in the 24-to-28-dollar range. Domestic Sub-Premium beers offer lower profit margin, so when we approach a retailer; we always talk about the profitability and movement of our products."

Breaking down the types of beers between lagers, pale ales and specialty beers which include a variety of ingredients from wheat, yeast, choice hops, specialty malts and the purest water, Loftus explains that key ingredients like hops determine how a beer will taste and look. Terms like "sweet," "malty or hoppy" and "strong" are more subjective. Loftus describes how the experts taste a beer.

"Each beer has its own profile... smooth, hearty, light hop with crisp finish are just a few you might hear. What we have a consumer do when tasting is pour, see how it looks, then close your eyes. Smell the beer. The smell will actually change after it's been poured, from a hoppy, pungent scent to a sweeter scent. Each beer has its own individual characteristics. There are summer beers, heavy beers and easy-drinking beers. But so many people report different tastes or smells, it's hard to describe. Without a lot of technical jargon, it comes down to how a product is brewed." It's clear listening to Loftus that most of us are definitely amateurs in the field.

Loftus likes the variety in his job.

"Every situation is different. It's a matter of getting the right price, getting the product out on display, keeping in mind the chain's marketing and profit goals. You have to maintain a solid profit margin for the category, profit for the retailer, and still be consumer friendly."

Crown Imports does a lot to help Loftus accomplish these goals. Just in the past few months, campaigns have included Chinese New Year for Tsingtao, with "Year of the Ox" theme and displays ("That's when even non-Chinese beer drinkers drink Chinese beer"); the selection of the 2009 St. Pauli Girl who brings the German bar maid to life ("The first time the voting's been done over the internet") and a plethora of mainstay

advertising campaigns that embody what Corona is all about... relaxing at the beach and leaving all of life's problems behind!!

Loftus can speak to each product's strengths, from Tsingtao being an Olympic sponsor in China to St. Pauli Girl being the only beer with a human mascot, who is selected every year by popular vote and travels around the U.S. as an ambassador making public appearances.

As a college student, Loftus worked at Osco Drug and got to know the beer industry through the wholesaler network. He interviewed and was offered a job with an Anheuser-Busch wholesaler in Arizona.

"It worked well with my school schedule to be a merchandiser with the local wholesaler, and I worked my way into sales, category management, key accounts and finally management with an opportunity to manage a branch. I then had a great opportunity to interview and join Barton Beers, which became Crown Imports in January 2007." With Barton he lived in Albuquerque as the Region Manager responsible for New Mexico and Oklahoma. "When we became Crown Imports LLC, I relocated to Atlanta, Georgia before being able to move back to Tucson, where I grew up".

Crown Imports LLC is the U.S. importer of five Grupo Modelo beer brands (Corona Extra, Corona Light, Modelo Especial, Negra Modelo and Pacifico), as well as the St. Pauli Girl and Tsingtao brands. Crown Imports LLC is part of a joint venture with Grupo Modelo, the largest Mexican brewer. Four executives from Crown Imports and four from Grupo Modelo make up the eight-member board of directors.

Being a National Account manager means traveling from Arizona to such places as New Mexico, Utah, Nevada and parts of Texas to maintain solid business relationships with individual chain buyers. Loftus says he's equally comfortable flying and driving. Once there, his job includes developing and selling in programs, gaining display authorizations that are supported and promoted through key retailers that will drive traffic, volume and profitability for the category and retailer. Category Management is also critical for the success of the category. As a supplier Crown sales personnel work closely with the wholesalers to present layouts and ideas that make sense for all of the brands represented in a beer cooler. Specialty items and special promotions find their way into chain stores, but more than that, says Loftus, it means making sure everyone gets what he or she is looking for. It means being good at figuring out win/win situations. This is made easier by the fact that beer is involved in most aspects of having fun in life, from cookouts to baseball, and Crown Imports has popular products.

They include Corona Extra, the #1 import beer in the U.S. and Corona Light the #1 import light beer, which "delivers a unique fun, sun and beach state of mind. It's a brand that doesn't take itself too seriously or try too hard to impress," as the Crown Imports website says. There is also Modelo Especial, the #3 imported beer along with Negra Modelo a smooth, dark beer gaining in popularity with a distinctive bottle shape and gold foil wrap. Pacifico with its unique yellow cap and hearty flavor finishes off the Mexican beer portfolio. St. Pauli Girl offers three traditional lager beers that make up the brand... St. Pauli Girl Lager, St. Pauli Girl Special Dark and St. Pauli N.A. along with the aforementioned Tsingtao Lager and Tsingtao Pure Draft beers.

Sometimes Loftus' job means travel. Of all the places he's been, he gives Guadalajara the highest marks. That's where one of Grupo Modelo's seven breweries is located and it embodies everything the city is about.

"Guadalajara is the most beautiful city," he says. "Americans tend to have an image of Mexico based on border towns, but you have a different

appreciation for the culture in Guadalajara. It's clean and the city is vibrant with activity, restaurants, shops and lots of culture."

Loftus stresses that he couldn't succeed at his job alone.

"The social side can definitely wreak havoc on your life," he says, and credits his wife of 17 years, Lupita with her understanding and support. "She's a great teammate; she's always been there for me." Fortunately some of his trips do include room for spouses. When not working, he loves hanging out with his three sons, who range in age from five to 15. And he raves about his co-workers.

The Arizona Crown Imports team includes Region Manager Matt Henry, District Manager Bob Shannon, Hispanic Retail Specialist Julian Urbina and National Account Manager, C-Stores Jim Fuzi.

"They are why it all works," says Loftus. They are what Crown Imports and the beer business is all about...hard work, good times and life long friendships.



Doug Loftus



CRESCENT CROWN DISTRIBUTING

Offers the selection that will energize your beverage selection this summer!

LEAN BODY *On the Go!*



Lean Body (Protein Beverage)

WheyUP Protein Drink **ENERGY!**



Whey UP! (Protein & Energy Beverage)



DRINK. CHILL.
BE HAPPY!

VIB (Relaxation Beverage)



Go Girl (Energy Drink)

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OPENS WIDE
FOR GREAT TASTE

Bashas' to Open New, State-of-the-Art Grocery Store In Fountain Hills



With a gelato bar, Wi-Fi-equipped customer lounge, organic and natural food choices, and the convenience of a Cub House center for children while you shop, grocery shopping will soon be a one-of-a-kind experience at the brand-new Bashas' store in Fountain Hills.

After an 11-month complete rebuild, Bashas' new, state-of-the-art grocery store opened to the public at 4 p.m. on Tuesday, March 31. A large turnout was expected, as loyal Bashas' customers have been anxiously awaiting the opening of their new store, located in Fountain Hills Plaza (16605 E. Palisades, at the southwest corner of Palisades Blvd. and La Montana Dr.).

"Families have been counting down the days for this new store to open," said Bashas' Store Director (and longtime Fountain Hills resident) Ken Fett. "There's a lot of excitement out there, and we're looking forward to celebrating this arrival in a big way."

The reason for the overwhelmingly positive response to this new store goes back more than 30 years. In 1974, Bashas' was the first grocer to serve Fountain Hills. When Bashas' opened the first modest-sized supermarket in Fountain Hills, the company made a commitment to grow with the community. As the local population ballooned, customers outgrew the original store. So Bashas' closed its first Fountain Hills location on April 15, 1986, and opened a new, larger store the very next day at 16605 E. Palisades. To revitalize the area and contribute to the neighborhood's stability, the 21-year-old store was demolished in April 2008 and rebuilt from the ground up, presenting the grocer's new prototype design – a contemporary neighborhood store with a fresh appearance.

"During the last 77 years, we've opened a lot of stores," said Johnny Basha, vice chairman of Bashas' Family of Stores. "We've closed a few, too. But it's rare for us to close a store and rebuild a completely new store in the same spot. When this new store opens, we believe that the Fountain Hills community will agree that it was worth the wait."

The town's new neighborhood Bashas' aims to exceed expectations with several convenient, cutting-edge features:

- **Customer lounge area** with a 42-inch flat-screen television and free Wi-Fi access;
- A **Community Room**, designed to be a meeting and gathering place for civic and non-profit organizations;
- A **Cub House**, a free supervised play center (equipped with a Sony PlayStation, arts and crafts, and board games) for children ages 2-10;
- An extensive selection of **organic and natural choice foods**;
- An **Italian kitchen**, equipped with a gelato bar;
- A **new bakery** with fresh products made from scratch on site;
- New **full-service deli** offering Boar's Head brand meats and cheeses and as well as chef-prepared, hot entrees;
- **Larger produce** department, **meat & seafood** section, **frozen food** section and expanded **wine/liquor/beer** department;
- Full-service **United Drugs Pharmacy**; and

- **Front-end self-checkout lanes.**

The rejuvenation of the grocery store was led by The Pederson Group, a Phoenix-based company well known for redeveloping several Valley shopping centers, including the Bashas'-anchored center at the southeast corner of Hayden and Indian School Roads in Scottsdale. Jim Pederson, chairman of The Pederson Group, said the redevelopment of the Fountain Hills center resulted from numerous conversations with Bashas' officials who expressed the need to provide a modern, state-of-the-art supermarket and shopping center to serve the needs of Fountain Hills' residents.

Bashas' new store in Fountain Hills Plaza is 49,967 square feet – more than triple the size of the first grocery store that served the Fountain Hills community in 1974. Bashas' will employ approximately 100 cashiers, courtesy clerks, managers and other members at the new store. Store hours will be from 6 a.m. to 11 p.m.

About Bashas' Family of Stores

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Fine Wines & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With 13,000 members and 160 grocery stores, it is the 8th-largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit www.bashas.com.

Sanderson Farms Encourages Families to Pull From The Pantry

Sanderson Farms launches new program helping families to save time and money



With the holiday season over and extracurricular activities back in full swing, families are juggling packed schedules. The slow economy is also forcing most families to look for creative new ways to save money. With that in mind, Sanderson Farms has developed the PULL FROM THE PANTRY program encouraging families to prepare meals at home with basic ingredients currently found in their kitchens.

Children racing out the door to catch the school bus with Pop-Tarts in hand and cafeterias serving lunches with dishes resembling fast food, school day meals often lack the healthier options that parents value for their kids. However after a day of school, work and activities, it's easy for families to lose the motivation to prepare a home-cooked meal. Sanderson Farms has developed quick recipes to help families unwind while sharing dinner during the week.

By utilizing inexpensive ingredients commonly found in most kitchens, Sanderson Farms' Pull From The Pantry program is helping families stay on schedule and on budget. From Italian breadcrumbs and pasta to rice and frozen vegetables, Sanderson Farms' quick recipes incorporate household food staples.

The whole family will enjoy Sanderson Farms' Asian inspired Chicken and Basil Stir Fry or classic Italian Chicken Parmesan. For a new take on sandwiches, Sanderson Farms has developed Chicken Lettuce Wraps and updated the traditional American Chicken Pot Pie, with recipes starting as low as two dollars per person.

These timesaving recipes feature Sanderson Farms 100 percent natural chicken as a lean and healthy, center of the plate ingredient. While some other companies are injecting their chicken with additives, such as salt and seaweed extract, Sanderson Farms offers, and always has, truly 100 percent natural chicken. Sanderson Farms chicken is available at Phoenix Bashas', Safeway, Food City and Albertson's stores

To sample Sanderson Farms' **Pull From The Pantry** recipes, please visit www.pullfromthepantry.com.

Based in Laurel, Miss Sanderson Farms is engaged in the production, processing, marketing and distribution of fresh and frozen chicken and other prepared food items. Its shares trade on the Nasdaq Stock Market under the symbol SAFM.

Crescent Crown Earns Fleet of the Year Honors



Serving the metro Phoenix market, Crescent Crown Distributing has been rapidly growing and evolving. Dramatic changes in product and packaging mix prompted the nearly century-old company to re-evaluate every facet of its delivery operations, from load configurations, to route planning, to equipment configurations.

Successfully trimming costs while improving service in an expanding market has earned Crescent Crown Distributing the honor of being named Beverage World's 2008 Fleet of the Year.

3D Secures Distribution Deal with Hensley



Local beverage company, Revolution, announced the distribution deal for its newest product 3D with Hensley, one of the largest beverage distributors in the country.

The agreement will provide wider exposure for 3D into previously untapped markets. 3D is the newest ready-to-drink beverage developed by Revolution that combines super fruit juice, multi vitamins and white tea. The addition of 3D will expand Hensley's diverse portfolio of world-class products.

"Our team is thrilled to partner with a distributor with such a high-caliber reputation in the beverage industry," said David Watson, president of Revolution. "3D will now be included among Hensley's impressive product line-up."

Revolution debuted 3D in four flavors in 2008 and has already secured several key retail deals in Arizona, California and Texas. Hensley will add 3D to its product offerings among grocery, retail and foodservice outlets throughout Arizona.

"This partnership will afford 3D a very high level of exposure," said Roger Sherrick, regional 3D manager. "3D can now be introduced wherever Hensley's products are distributed."

3D is available in four all-natural flavors: 3D Pomegranate, 3D Blueberry, 3D Mango and 3D Green Apple. The beverage provides a light and refreshing, non-alcoholic alternative for Hensley's customers.

About 3D:

3D blends one dimension super fruits, one dimension essential vitamins and one dimension premium white tea for a 3-dimensional beverage for people with busy, multi-dimensional lives. Revolution has been transforming the beverage industry and the way we drink tea since 1998. With its premium full-leaf teas and distinguishable packaging, this award-winning company produces only the finest beverage experiences.

For more information on 3D and the full line of innovative Revolution products call 1.877.37REV3D or visit www.drink3d.com.

About Hensley:

Hensley is the greater Phoenix and Prescott area distributor of Anheuser-Busch InBev beers and other fine beverages. With three operations and more than 660 employees, Hensley is one of the largest beverage distributors in the country and has been serving the Valley of the Sun since 1955.

Fresh & Easy Introduces Additional Family-Sized Products



In response to customers trying to feed their families on a budget, Fresh & Easy Neighborhood Market launched six new prepared meals which feed a family of four for only eight dollars. Over the next several months Fresh & Easy will introduce additional larger sized products to meet growing customer demand.

Earlier this year, following increased customer interest, Fresh & Easy added bigger packs to stores including diapers, laundry detergent, produce, and cereals. The company plans to introduce family-sized egg cartons (eighteen eggs), a jumbo-sized fresh pizza, larger packs of fish, and family-sized snacks and hot dogs.

"Customers are telling us they are looking for larger sizes to feed their families on a budget. Our kitchen products have been very popular - like our chicken alfredo and macaroni & cheese - so we are introducing portions that are large enough to feed a family of four for only \$8," said Simon Uwins, chief marketing officer. "As always, we will continue to listen to our customers and respond accordingly."

Fresh & Easy's new family-sized meals introduced include:

- Lasagna with Meat Sauce, 44 oz.
- Chicken & Broccoli Pasta Alfredo, 40 oz.
- Spaghetti with Turkey Meatballs, 45 oz.
- Chicken Teriyaki with Rice & Vegetables, 45 oz.
- Chicken & Bacon Macaroni & Cheese, 40 oz.
- Chicken Burritos with Green and Red Sauce, 40 oz.

Fresh & Easy's kitchen products are developed by a team headed by Chef Mike Ainslie and are prepared fresh daily. All Fresh & Easy products contain no artificial colors or flavors, no added trans fats and only use preservatives when absolutely necessary.

WIC PROGRAM

The Regional Vendor Training will be hosted by the Arizona and Inter Tribal Council of Arizona, Inc. (ITCA) WIC Programs. Vendors and/or applicants for the Arizona and the ITCA WIC Programs may attend any location and will receive training credit for both programs. Each session will last 2-3 hours and will start promptly at the time listed. Please arrive 15 minutes early.

2010 MANDATORY TRAINING SCHEDULE

June 2, 2009

Radisson Woodlands
1175 W. US 66
Flagstaff, Arizona
9:00 a.m.
1:30 p.m.

June 18, 2009

Viscount Suites
4833 E. Broadway
Tucson, AZ 85711
9:00 a.m. (Fry's, Albertsons & Wal-Mart)
1:30 p.m. (Bashas' & Safeway)

June 4, 2009

Mesa Convention Center, Bldg A
263 N. Center Street
Mesa, AZ 85211
9:00 a.m. (Fry's, Albertsons & Wal-Mart)
1:30 p.m. (Bashas' & Safeway)

June 23, 2009

Apache Gold Resort
Hwy. 70 (5 miles East of Globe)
San Carlos, AZ 86001
9:00 a.m.
1:30 p.m.

June 9, 2009

Viscount Suites
4833 E. Broadway
Tucson, AZ 85711
9:00 a.m. (Bashas' & Safeway)
1:30 p.m. (Fry's, Albertsons & Wal-Mart)

July 14, 2009

Viscount Suites
4833 East Broadway
Tucson, AZ 85711
9:00 a.m.
1:30 p.m.

June 11, 2009

Glendale Civic Center
5750 W. Glenn Dr.
Glendale, AZ 85301
9:00 a.m. (Bashas' & Safeway)
1:30 p.m. (Fry's, Albertsons & Wal-Mart)

July 16, 2009

Radisson Woodlands
1175 W. US 66
Flagstaff, AZ 86001
9:00 a.m.
1:30 p.m.

June 16, 2009

Mesa Convention Center, Bldg. A
263 N. Center St.
Mesa, AZ 85211
9:00 a.m. (Fry's, Albertsons & Wal-Mart)
1:30 p.m. (Bashas' & Safeway)

July 21, 2009

Mesa Convention Center, Bldg. A
263 N. Center St.
Mesa, AZ 85211
9:00 a.m.
1:30 p.m.

INDUSTRY CALENDAR

April 21, 2009
Day at the Capitol
Phoenix, Arizona

April 25-29, 2009
W AFC Convention
JW Marriott Desert Ridge
Phoenix, AZ

May 8-9, 2009
City of Hope
Sheraton Wild Horse Pass
Phoenix, AZ

June 7-9, 2009
IDDBA's Dairy-Deli-Bake 2009
Atlanta, GA

September 1-4, 2009
League of Cities and Towns
Oro Valley, AZ

September 19, 2009
Pioneer Golf Classic
Hosted by Alliance Beverage

November 20, 2009
Excellence in Leadership
Awards Banquet
Downtown Sheraton
Phoenix, AZ



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DRINKABILITY

Bud Light is now dressed to refresh with a bold new look for the just-right taste you've always loved. Easy to drink, never too heavy and never too light - that's Drinkability. It won't fill you up and never let's you down. So, when you're looking to keep the good times going, look for the fresh new label on a cold Bud Light. **THE DIFFERENCE IS DRINKABILITY.**

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ARIZONA FOOD

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MARKETING ALLIANCE

**Cordially Invites You and Your Staff
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Ice Cream Social & Hot Dog/Brats Lunch**

Day at the Capitol Event
April 21, 2009
11:00 a.m. to 3:00 p.m.

Join us on the House Lawn at
the Arizona State Capitol



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For More Information
Contact Debbie Roth at
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