HENSLEY DISTRIBUTING Celebrates 60 Years
ELIGIBILITY
- Must be employed by an AFMA member company
- Must attend an Arizona accredited college or university
- Food Industry professionals must demonstrate that they are pursuing a degree that will enhance their work situation… Business Degree, Pharmacy Degree, etc…
- The children of Food Industry professionals are eligible and can major in anything
- All applications can be found on the AFMA website at www.afmaaz.org

SCHOLARSHIP
- Industry professionals must provide a completed application with a letter of recommendation from their immediate supervisor
- The children of Food Industry professionals must provide a completed application with a letter of recommendation from a teacher, neighbor, minister, etc.
- Scholarship requests are due in the AFMA office April 1 in any given year… no exceptions.

Student must be registered for a minimum of nine credit hours
- Scholarships are renewable every year
- Half of scholarship is paid to college up front. Second half of funding is released when student provides evidence of a “C” or better at the end of the semester.

TUITION REIMBURSEMENT
- Available to Food Industry professional students only
- Pays a maximum of $600 for six credit hours with a ceiling of $1200 in a calendar year. May register for 3 to 6 credit hours as work schedule allows
- Application due in AFMA office 30 days prior to the start of class
- Student reimbursed at end of semester pending a grade of “C” or better

RETAIL MANAGEMENT CERTIFICATE SCHOLARSHIP
- Available to Food Industry professional students only
- Pays a maximum of $650 for six credit hours with a ceiling of $1300 in a calendar year. May register for 3 to 6 credit hours as work schedule allows
- Scholarships are renewable every year
- Half of scholarship is paid to college up front. Second half of funding is released when student provides evidence of a “C” or better at the end of the semester.

Applications can be found on AFMA website at:
http://www.afmaaz.org/edufoundation.asp

Contact Debbie Roth at
602.252.9761 or droth@afmaaz.org
Students MARKET ARIZONA GROWN PRODUCT

By Renee Hughner Ph.D.

Students from Arizona State University’s Morrison School of Agribusiness participated in the National Agri-Marketing Association’s (NAMA) national marketing competition held April 15 – 16 in Kansas City, Missouri. The competition involves developing a marketing plan for an agricultural product or service. Students spent the spring semester conducting market research, writing the marketing plan and developing a presentation.

Students decide on a project and develop a plan to successfully bring the product or service to the marketplace. In developing their marketing plan, students follow the same practices and principles used by today’s marketing professionals. Teams submit a written plan summary prior to the competition and then make a formal presentation of their marketing plan to a panel of judges at the competition. The judges’ panel consists of marketing and agribusiness professionals.

“Every team participating in the marketing competition does an excellent job of developing a thorough marketing plan,” said Randy Happel, NAMA Careers Committee Chair. “This competition is a great opportunity for marketing students to put their education into practice. Each year I am amazed by the talent of these teams. They’re truly an awesome group that we hope will continue in Ag marketing as they begin their professional careers.”

Overall, 28 student NAMA teams/universities participated in the marketing competition. The competition is part of the National Agri-Marketing Association’s annual conference and trade show. Nearly 400 students attended the conference.

“The marketing competition is a great learning experience for students and provides them with some really good practical experience,” said Renee Hughner, the ASU team’s advisor and professor in ASU’s Morrison School of Agribusiness.

The Arizona State University NAMA team had five students, comprised of Agribusiness and Food Industry Management majors, who worked on this year’s project, which entailed developing a marketing plan for a packaged, heat-graded, fresh jalapeño pepper. Knorr Farms, a local chili pepper grower based in Maricopa, Arizona, provided this year’s new product idea. Knorr Farms, already a large supplier of jalapeño peppers to the food manufacturing industry, is seeking to expand into the retail channel. They shared their plans with the students and charged them with the task of developing a marketing plan.

The students, excited about the product’s potential and believing strongly in their plan, worked with AFMA to set up an actual sales call to Bashas’. “This is an incredible experience. I love the idea of being able to help a local grower and have the opportunity to present what we’ve worked on all semester.” stated Colton Hernandez, a senior Agribusiness major and member of the ASU NAMA team.

Director of Produce Operations for Bashas’, Scott Schuette, was duly impressed. Arizona consumers may just be seeing a new product in the produce section. The tagline the ASU students developed for the jalapeños, “How hot? You decide.” represents the product’s value proposition – and soon Arizona consumers may get the opportunity to decide just how hot they want their jalapeños!
EVERY JACKPOT IS LIFE Changing

Jackpots start in the millions.
Sell your customers on Powerball and Mega Millions’ life-changing jackpots and watch your commissions grow.

ArizonaLottery.com  Facebook  Twitter  Instagram

Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final. In accord with ADA, these materials may be made available in an alternative format. Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783). Please Play Responsibly.”
NEW MENU LABELING LEGISLATION EMERGES

NACS supports a bipartisan bill that addresses retailer concerns, providing measure of flexibility for retailers.

A bipartisan group of lawmakers held a press conference to tout the recently introduced Common Sense Nutrition Disclosure Act (H.R. 2017), a bill NACS supports. The legislation, sponsored by Reps. Cathy McMorris Rodgers (R-WA) and Loretta Sanchez (D-CA) is a thoughtful, well-crafted approach to requiring convenience stores and other retail food establishments to provide nutrition information to their customers.

The bipartisian legislation is designed to address concerns that food retailers have with the final menu labeling regulations issued by the Food and Drug Administration (FDA) last year. The legislation was developed “in such a bipartisan manner,” Sanchez said at a press conference. “You don’t see a lot of that going on in the United States Congress today, but this is something that Cathy [McMorris Rodgers] and I definitely agree on.”

Under the regulations issued last year, retail chains with 20 or more locations must post caloric information for standard menu items on menus or menu boards or, for self-service items and foods on display, on signs adjacent to the items. They also must provide additional written nutrition information to consumers upon request. Covered retail food establishments are required to comply with those regulations by December 1, 2015.

The legislation introduced by McMorris Rodgers and Sanchez would, among other things:

- Require covered establishments to only identify one menu in the store to include calorie information. Under the existing regulations, every self-service location (including soda fountains and coffee bars) and every area where food is on display must each include calorie information for every item sold there. The proposed legislation would permit stores to identify a single menu as the “primary menu” and, provided that menu complies with the requirements, stores would not need to include labeling in other areas of the store.
- Clarify that advertisements and posters do not need to be labeled.
- Provide flexibility in disclosing the caloric content for variable menu items that come in different flavors or varieties, and for combination meals.
- Ensure that retailers acting in good faith are not penalized for inadvertent errors in complying with the rule.
- Stipulate that individual store locations are not required to have an employee “certify” that the establishment has taken reasonable steps to comply with the menu labeling requirements. This provision mitigates the fear that store owners/operators could be charged with violations (including potential felonies).
- Provide stores 90 days to correct any alleged violation without facing enforcement action.
- Delay the date by which retailers must comply with the regulations for at least two to three years.

The legislation has been referred to the House Energy and Commerce Committee and NACS will remain active on Capitol Hill as Congress considers this important legislation.

ARIZONA ENACTS THE VOLUNTARY VETERANS’ EMPLOYMENT PREFERENCE POLICY ACT

On April 6, 2015, the Governor of Arizona, Doug Ducey, signed into law the Voluntary Veterans’ Employment Preference Policy Act (A.R.S. § 23-495). Arizona becomes the 19th state to enact this type of law, which allows private sector employers to give employment preference to veterans. In order for an employer to provide this preference the employer must adopt a written policy and must uniformly apply the preference to employment decisions regarding hiring, promotion, and retention during a reduction-in-force. The preference only applies to individuals that served in the United States Armed Forces that were honorably discharged. An employer can require that the veteran produce a Form DD-214 to be eligible for the preference. A DD-214 is a document issued by the U.S. Armed Forces at the time of discharge indicating an individual’s status as a veteran. If an employer decides to provide veterans’ preference in accordance with this Act, they will not be in violation of any state or local civil rights laws.

Public employers have been required to provide employment preference to veterans pursuant to A.R.S. § 38-942.

CONSUMERS TURNING TO FRESH ITEMS IN CONVENIENCE STORES

More than six in 10 American consumers (61%) say convenience stores are offering healthier, nutritious products, according to NACS data.

More than one in three Americans (34%) say they have purchased more snacks that are considered “healthy choices” over the past year, and they are increasingly turning to convenience stores for these healthy purchases, according to survey results released by NACS.

More than six in 10 American consumers (61%) say convenience stores are offering healthier, nutritious products and serving sizes. This was the third consecutive year that a majority of Americans said convenience stores are providing more better-for-you items.

Sales reflect growing consumer choice for food items in convenience stores. Nearly six in 10 consumers (59%) and seven in 10 of those age 18-34 (70%) say convenience stores offer food that they feel comfortable eating. Foodservice sales at convenience stores increased 9.7% in 2014, according to NACS data.

In particular, consumers are purchasing more fresh and nutritious food in convenience stores. Overall, 44% of Americans say convenience stores offer nutritious items, which is a strong increase from the 30% who felt that way in 2013. In addition, 43% say convenience stores are a place to get fresh food items. Convenience stores sales of fresh fruits and vegetables (whole commodities like apples, bananas and oranges as well as fresh-cut/value-added produce like prepared salads, fruit cups and other packaged produce) increased 10.3% to $362 million in 2014, according to Nielsen data.

“Convenience stores are increasingly becoming food markets for time-starved consumers seeking snacks, meals and grocery items that are both fast and healthy,” said NACS Chairman Steve Loehr, vice president of operations at LaCrosse, Wisconsin-based convenience store chain Kwik Trip.
GROCERY SALES TRUMP RESTAURANTS AS LANDSCAPE CHANGES

Americans are not spending more dining out than for groceries, contrary to a report by Bloomberg. They are, however, not always doing so at their local supermarket. The 87-year old Food Institute has been tracking retail sales of food for decades and restaurant and bar sales in March did outpace sales at grocery stores by about $2.54 billion. However, consumers spent about $25 billion more for groceries at other retail venues selling food and confidential products that were not included in the numbers used in the Bloomberg article.

Breaking it down, The Food Institute estimates $17 billion more was spent for groceries at warehouse clubs and supercenters, another $6 billion at other food retailers like butchers, bakers and specialty food stores, approximately $1.5 billion at drug stores, and nearly half a billion online.

Adding the above into the mix puts actual grocery sales at around $75 billion in March - 42% more than eating and drinking place sales. And that doesn’t even include groceries sold at mass merchandisers like Walmart and Target’s traditional locations.

In 2014, 30% of shoppers said their primary store for food shopping was not a grocery store, but rather a supercenter, a warehouse club or a discount store reported FMI. And that is exactly what is being reflected in the data but unfortunately it makes it more difficult to track the food retailing industry as a whole.

FUEL CONTRIBUTES TO A SUCCESSFUL, HISTORIC YEAR FOR CONVENIENCE

Buoyed in part by low fuel prices, the U.S. convenience store industry had record in-store sales of $214.9 billion in 2014, higher than overall industry sales in 1998, according to figures released today by NACS. Overall industry sales for 2014 reached $697.5 billion, evidence that the value of convenience continues to resonate with consumers.

The industry’s 2014 numbers were announced at the NACS State of the Industry Summit, a two-day conference that reviews and analyzes the industry’s key economic indicators.

The industry’s in-store sales of $214.9 billion represent an increase of 4.6% over 2013, which was itself a record year. Although more gallons of fuel were sold in 2014 than 2013, total industry fuel sales decreased by 1.8%, due to gasoline prices that were 4% lower in 2014 than the previous year.

Even though fuel sales decreased, the link between fuels and convenience retailing continues to grow. Overall, 83.3% of convenience stores (127,588 total) sell motor fuels, a .7% increase (930 stores) over 2013, according to the 2015 NACS/Nielsen Convenience Industry Store Count. The growth of convenience stores selling motor fuels is double the overall growth in the industry, as fuel retailers add convenience operations and convenience retailers add fueling operations. The U.S. convenience store count increased to 152,794 stores as of December 31, 2014, an almost 1% increase (1,512 stores) from the year prior.

Convenience stores also account for 33.9% of all retail outlets in the United States, according to Nielsen, which is significantly higher than the U.S. total of other retail channels including drug stores (41,799 stores), supermarket/supercenter (41,529 stores) and dollar stores (26,572 stores).

In-store sales growth in 2014 was driven by sales gains in both foodservice and merchandise, with the highest growth in commissary (e.g., packaged beverages): 19.4%

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Meanwhile, foodservice accounted for 33.5% of gross profit dollars, a 4.4 percentage point increase over 2013. While tobacco products constituted 35.9% of in-store revenue dollars, they accounted for only 17.3% of gross margin dollars. Packaged beverages were third, accounting for 18.5% of gross profit dollars.

PROGRESSIVE GROcer RELEASES 82ND ANNUAL REPORT OF THE GROCERY INDUSTRY

Exclusive survey reveals retailers’ expectations for the coming year

Grocery retailers tell Progressive Grocer they’re upbeat about their prospects for a successful 2015, according to their responses to an exclusive survey that’s the underpinning of PG’s 82nd Annual Report of the Grocery Industry.

“Grocers are clearly bullish on the year ahead,” says Jim Dudlicek, PG’s editor-in-chief. “Despite fierce competition, grocers aim to exert their strength as an important and relevant part of the ever-evolving retail scene. And it’s clear they grasp what they have to do to stay at the top of their game.”

On a 100-point scale, retailers scored their confidence in 2015 at just above 72, six points higher than their 20/20 hindsight rating for 2014, which a year ago they gave a 71.8. Nearly half of responding retailers expressed significantly more optimism for 2015, up from the 39 percent who said they felt that way last year about 2014.

Among “issues keeping you up at night,” grocers put data security in first place, up from fifth after a year of widely publicized breaches hitting several prominent retailers. Meanwhile, a perpetually competitive retail climate, continued channel-blurring and the advancement of e-commerce have made grocers more mindful of exclusive products, customization and in-store services geared toward rewarding shopper experience that can’t be had merely by clicking and dragging.

PG’s annual report features exclusive, comprehensive research covering industry information, insights from retailers and industry experts, and strategies for competing in an evolving and often challenging grocery industry. Addressing key issues facing retailers, the report includes an in-depth look at the current retail climate, ideas to support revenue growth, the most effective departments and strategies for enhancing the shopper experience, and a summary of 2014 supermarket sales and store count benchmarks.

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Guest Rogue Columnist

Raul H. Castro: Selected Memories and Musings

In 2007, then-91 year-old Raul Castro addressed a packed auditorium at Arizona State University. He opened with a story from his childhood that showed the indomitable spirit he was known for throughout Arizona history.

On the occasion of his 91st birthday, I launched into a one-hour presentation that seemed like ten minutes, telling his life story, touching upon the role that education played in his life, his years as a “Hobo” riding the rails, his undefeated professional boxing career, and his countless experiences of prejudice and adversity. But the overarching theme in his talk was the promise that America held for all its citizens. When he finished the audience exploded in applause and stood on their feet clapping for several minutes. It was a stunning performance.

Castro’s distinguished professional career stood in stark contrast to the adversity inherent in his humble beginnings, which only hardened his resolve and strengthened his determination. As Governor Castro and I noted in our book Adversity is My Angel: The Life and Career of Raul H. Castro (Pt. Worth: TCU Press, 2009), he was born into grinding poverty and minority status on the U.S.-Mexico border but overcame those obstacles to become, among other titles, Arizona’s first, and only, Hispanic governor. His story suggests much about the human spirit and the hope of the American Dream.

Some of his earliest memories were of his poor immigrant mother sending him into the southern Arizona desert to collect cactus fruit to feed the family. During his childhood he heard repeatedly that he would spend his life in the copper mines of southern Arizona. His childhood stood as a metaphor for Mexican and American attitudes of mutual suspicion and distrust along the border.

In the few days since his passing, I have recounted several times my favorite anecdote from the time I was able to spend with Governor Castro. In 1926 Arizona Governor George W. P. Hunt traveled to Douglas, where the then-ten-year-old Raul Castro lived. It was the Fourth of July and Hunt delivered a speech at the bandstand where Castro and his friends watched him stride to the podium; he had no notes. He launched into a one-hour presentation that seemed like ten minutes, telling his life story, touching upon the role that education played in his life, his years as a “Hobo” riding the rails, his undefeated professional boxing career, and his countless experiences of prejudice and adversity. But the overarching theme in his talk was the promise that America held for all its citizens. When he finished the audience exploded in applause and stood on their feet clapping for several minutes. It was a stunning performance.

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Yet despite such a disadvantaged beginning, Castro found a way to secure a college education at Arizona State Teachers College in Flagstaff. Later he attended law school at the University of Arizona, where he graduated in the late 1940s. He then embarked on his career as a lawyer, Pima County attorney, superior court judge of Pima County, the governor of Arizona, and American ambassador to El Salvador, Bolivia, and Argentina. Though Castro suffered innumerable instances of social and racial discrimination he overcame institutional and personal prejudice to attain the livelihood he desired. His life and career serve as dual role models, not only to Mexican Americans but to all Americans.

As he stated in the conclusion of Adversity is My Angel, “I love this country in spite of its imperfections, blemishes, and shortcomings. Together we should constantly strive to make it better and appreciate what we have in this remarkable, hopeful, and productive land of opportunity. In the United States a poor immigrant Mexican child can rise as far as his mental acuity and industriousness will take him. But it takes work—not excuses—hard work. My years in public service were humbling, rewarding, and unforgettable and for that I am thankful. Thank you, America, and all of those kind people who have helped me along the way.”
In 1980, while in graduate business school, I had a marketing project where a team of us had to create a new product. We had to invent it, figure out how to produce it and do the financials on its viability. Then, we had to present it to a jury of business professors for judging. This was much like the popular television program, Shark Tank. Our new item proposal was a jam/jelly item called Jam-eezy…jam in a dispensing can, similar to the product Easy Cheese. While I was researching Easy Cheese for this project, I was surprised to discover that it wasn’t dispensed from an aerosol can, but from a nitrogen pressure compartment at the bottom of the can that literally pushes the cheese out. In our case, it pushed the jam out. I’ve been fascinated by these kinds of discoveries ever since.

The artificial fire log that supermarkets sell has many surprises. On one hand, half of its weight is wax, so you really are burning a big candle lying on its side. On the other hand, it’s called an artificial log, but 40 percent of it is some form of plant-based substance like sawdust, bark cardboard, peanut shells or coffee grounds. So it’s more technically log-like than you might have thought. Artificial logs have a bunch of other ingredients, including potassium chloride, which is the lethal part of a lethal injection. On a less unsettling note, you will get a kick out of what makes those real fireplace log crackling sounds in a fake log – many different types of bird seed, including flax, hemp, millet and coriander. Birdseed pops when it burns!

I often wonder how things work. And sometimes when I find out, I kind of wish I hadn’t. One such situation resulted when I was curious about how antiperspirant works. The active ingredient that causes you not to sweat is aluminum zirconium tetrachlorohydrexgyl. This stuff basically causes your underarm pores to swell shut, thus making them unable to sweat. That doesn’t seem like a good thing, does it?

Another mystery I wanted to solve was how does fabric softener soften fabrics? The result of this research will have you asking why we use fabric softener at all. The answer to how it works is straightforward chemistry. You render fat from livestock (yes, cattle, sheep and horses), mix in some ammonium and you get dihydrogenated tallow dimethyl ammonium chloride. This stuff goes through chemical steps until it coats your laundry with a layer of fabric less absorbent. And isn’t absorbency why you use a towel or a diaper in the first place. That doesn’t seem like a good thing, does it?

I also wonder about what things mean and how they got named. I noticed that the word poultry is often used as an ingredient of pet food and not chicken or turkey. I suppose that meant it could be either of them, thus it didn’t specify. In reality, the word poultry qualifies the content to be any combination of chicken, turkey, duck, goose, pigeon, hen, ostrich, squab, partridge, pheasant, grain or emu. I’m sure the cat could care less, but I would just as soon not know this.

Cheese seems like a straightforward food, doesn’t it? There are different varieties and different flavors, all with a long history. But America had to change all that with American cheese, which is a processed cheese. This means, unlike all the other previous cheeses, it really isn’t cheese. Processed cheese is the result of heating mixtures of actual cheeses, adding a few chemical emulsifiers and pouring it into a mold. Preservatives and coloring agents are added for appearances. Then, America took it another level deeper by inventing cheese food, a processed cheese without much cheese. It’s 51 percent cheese and the rest is dairy stuff like whey, cream, albumin skim milk and lecithin. Then there is cheese spread, which is cheese food with more moisture. But the more spreadable the cheese, the more unstable it becomes, so you have to add emulsifiers to cheese spread. But didn’t we already put emulsifiers in, in the beginning to make processed cheese? I am confused again.

How did spam become the word to mean useless, unwanted emails? SPAM is actually an immensely popular canned meat product that is Hormel’s number one selling item. How did it end up being the word associated with junk email, like Kleenex is to facial tissue and Jell-O is to gelatin? During WW II, because of rationing, SPAM was practically the only available meat in England. It was such a factor in English society at that time, that year’s later the comedy group Monty Python did a spoof routine on the pervasiveness of SPAM. They say SPAM 132 times in the two-minute bit. Eventually, when early English computer specialists were struggling with how to describe computer input one couldn’t escape from – they termed it Spam, as a nod to the Monty Python comedy sketch. What I now wonder is what the folks in the Hormel headquarters call their unwanted emails. You can bet they don’t call them Spam.

So there are the answers to a few things I have questioned. But I still don’t know why a jam/jelly manufacturer never produced a product like my creation, Jam-eezy. It comes in a can so it’s unbreakable. Its dispensing method spreads the jam without the need for a utensil. It doesn’t require refrigeration after opening. It’s perfect for traveling purposes. Its applicator and cap doesn’t get sticky like jam in a jar does. Here is the original label design from 35 years ago…I am thinking of taking it to Shark Tank.

hormel.com
foodreference.com
wikipedia.com
eathis.com
telegraph.co.uk.com

This is What You Put in Your Mouth
Patrick Di Justo
Your freezer aisle never tasted so good!
In 1997, Andrew McCain left a good job in banking. The money may be kept in banks, but McCain, Chief Operating Officer and Chief Financial Officer for Hensley Beverage Co., says distributing cans and bottles of cold stuff is better.

Why?

“Beer is more fun.”

It also has its financial rewards. Sixty years after Jim Hensley began distributing bottles and cans with just a dozen employees and a $10,000 loan, the company peddles about 850 different brews, wines and non-alcoholic products to grocers, retailers and ultimately to homes across the state. As Arizona’s largest distributor in terms of volume of cases sold within the state, Hensley chugs hundreds of millions a year into the economy.

In other words, the business of catering to our unquenchable thirsts has helped Hensley enjoy record revenue. As they look to the next few years, Hensley sees nothing but better times – not just for the beer and beverage business, but for Arizona as a whole.

“Our state has incredible attributes,” says Robert M. “Bob” Delgado, Hensley’s President and CEO. “Arizona is a place where people want to live. We have a new governor that understands the importance of promoting the positive attributes of our state and creating a welcoming environment for attracting business.”

Delgado’s optimism carries influence. He is a former board chair of Greater Phoenix Leadership and the Arizona Community Foundation, and currently serves on the board of Phoenix Children’s Hospital, to name a few of his contributions to public service.

So when he says good times are coming, people listen.

But don’t pop the corks yet. Too much economic recovery is bunched toward the top, Delgado says. People who can afford high-end products – such as fine wines and craft beer – are opening their wallets. Not enough prosperity is reaching the Arizonans; the people who go to work every day, pay most of the taxes, and raise the next generation.

“For Arizona to fully recover, all sectors of our economy need to thrive,” Delgado says.

Still, Hensley is in the midst of good times. Sales are being nourished by its 60-year celebration, a high-profile role in such high-profile events as the Super Bowl, and renewed consumer confidence that the state is finally emerging from a long period of lagging growth.

And they like to share the fruits of that success. Every Hensley executive is encouraged to make a commitment to public service.

“We take our role seriously as good corporate citizens,” says Delgado.

Company leadership is tightly interwoven into the state’s economic fabric. The company contributes generously to a number of...
organizations and causes. Andrew McCain has served as former Chairman of the Fiesta Bowl and as a member of the Super Bowl host committee. Delgado has served on the boards of countless business and economic development groups. He, McCain and other leaders also support public-service organizations such as UMOM, whose mission is to end homelessness. Hensley donates to scholarships for Latinos and other minorities, and it proudly backs human rights efforts on behalf of equal rights, including LGBT groups. Doug Yonko, Hensley’s Vice President of Communications, is Past Chairman of the Arizona Chamber of Commerce and the current Chairman of the Hispanic Chamber of Commerce.

This expectation extends far beyond Hensley’s boardroom. All employees are encouraged to seek out worthy causes. Hensley takes as much pride in its diverse portfolio of good works as it does in the products it distributes.

And let’s not forget that the daughter of company founder Jim Hensley is Cindy McCain. As a major Hensley shareholder she sets the standard for good causes. She has devoted decades to public service and continues to be an active philanthropist. Most recently, she is bringing a high level of awareness to issues associated with sex trafficking.

For all its accomplishments, Hensley leadership says the 800-plus Hensley employees bring pride, loyalty, and careful attention to quality to the job, making them the company’s most important business asset.

And that’s why Hensley leaders probably should hoist a beer in the name of W. Edwards Deming.

“The result of long-term relationships is better and better quality, and lower costs.”
— W. Edwards Deming (1900-1993)

For most of his life Deming was little known by American Business. In the 1970s, his fame began to spread throughout U.S. businesses, and the W. Edwards Deming Institute, based in Washington D.C., has become a major source of economic research.

In Japan, Deming is the stuff of legend, a business icon worthy of near-reverence. When World War II ended General Douglas MacArthur, charged with administering a war-shattered nation, grew tired of the country’s infrastructure woes. He would complain about being unable to
complete a phone call without the line going dead.

So he turned to Deming to help get Japan back on track. Deming didn’t just get the phones working; He created an economic blueprint that turned Japan into an industrial giant in less than two decades, expounding a spirit of teamwork that starts with most Japanese CEOs and extends throughout the workforce – and in the process, making a commitment to quality products that are efficiently produced.

In the 1960s, for example, engineers at Ford Motor Co. were puzzled. Many of their customers preferred transmissions made in Japan to those from U.S. factories – even though designs were the same.

Ford investigated. It discovered that American-made car parts were produced within specified tolerance levels, but Japanese car parts were much closer to perfect. This made Japanese-built transmissions run more smoothly. Customers experienced fewer problems.

In other words, the quality was better, and the customers noticed.

That same commitment is clearly seen in Hensley, where high service standards are a company hallmark, and adhering to quality is demanded.

As a result, at a time when many think they must move to a different organization to improve their lot in life, Hensley rewards longevity. Salaries are good. Benefits are excellent. There are scholarships for kids, and perks for those who earn them.

Every year, for example, Hensley holds a glitzy ceremony at various and unique locations to celebrate employee accomplishments. One of the highlights is always presentation of the coveted “Bud Man” sculptures.

These bronze statues, designed by sculptor Dora Perry, were commissioned by Jim Hensley in 1990 to recognize employees who celebrate their 20th anniversary. The statue is both majestic and modest. It depicts a guy pushing a hand truck piled high with cases of beer, merging pride and commitment with the dignity of putting in a long day’s work. More than 190 current and former Hensley employees have earned a Bud Man, and many more aspire to put that statue on their mantle.

“The characteristics often found among those who mark their 20th year are humility, patience, perseverance, professionalism, resilience, cooperativeness, salesmanship, and attention to detail,” the company website proudly states.

“We recognize the commitment these individuals have made to themselves and to Hensley. They have helped us to create the foundation of our solid, admired company and give us inspiration as we look to the future.”

Hensley Beverage, in turn, believes it has an obligation to take care of its employees – even when times are lean, and sales are drying up.

Hensley Beverage took another route. Instead of closing warehouses and shuttering beer coolers, it chose to pursue new business lines. The challenge: how to develop new products without threatening the Anheuser-Busch relationship.

Bud, Bud Light and so many other elixirs hauled by the Budweiser Clydesdales keep the profit flowing. Hensley is one of the largest distributors within the Anheuser-Busch distribution network. Delgado and McCain are past Chairmen of Anheuser-Busch’s National Wholesaler Panel and Bob Delgado is past Chairman of the Beer & Wine Distributors of Arizona. Company posters proclaim that “Protecting Big Blue and Anheuser-Busch” is priority No. 1.

So as Hensley began to develop new product lines, it had to be strategic in its approach. It invested in Quench Fine Wines to distribute quality domestics from California, Oregon, Washington, and of course from Arizona. Its products include imported wines from Europe, South Africa, New Zealand and just about every corner of the globe.

Hensley also put a lot of resources into its non-alcoholic portfolio of energy drinks, juices, sodas, protein drinks and waters. And of course, it invested heavily in developing a line of craft beers and ciders imported from every nook and cranny where quality is brewed - various Mexican beers, IPAs of diverse flavors, and gluten-free brews.

This expanded product reach was done without neglecting – or damaging – the all-important relationship with Anheuser-Busch or its Belgium-based parent company, InBev.

As a result, Hensley was able to flex rather than shrink. “Constructing those (beer, wine and non-alcoholic) portfolios was something we did very carefully,” said Delgado. “We wanted people to remain proud of what we sold.” And of course, Hensley wanted to keep retail customers and suppliers – especially Anheuser-Busch – happy too.

And by continuing operations without cutbacks or layoffs, more Hensley employees have an opportunity to earn a 20-year Bud Man.

So now, having weathered six long years of comparatively lean times, Hensley is poised to reap the fruits of patience, innovation and careful planning.

The trend toward better times is national as well as local. After a few years of declines, overall U.S. beer sales grew by a modest 0.5 percent in 2014, according to the National Brewer’s Association. However craft beer sales grew by 17.6 percent and now account for 11 percent of the overall beer market.

Like most privately held companies, Hensley only talks about sales numbers in general terms, but Delgado says Hensley sees similar trends in Arizona. That is both good and cautionary.

Thanks to strong demand for imports and craft beers, overall sales promise continued growth. However, overall demand, as reflected in the slow national rate of beer sale growth, show that not everyone has been invited to the party.

“The high end of the economy, where people can afford to buy quality offerings, is doing well,” Delgado says. “Is the lower end improving? That’s difficult to answer.”

Until the fruits of economic improvement extend to all segments, the economic improvement will remain fragile. Ultimately, Hensley believes the good times will circulate throughout the entire economy. That growing optimism is why they anticipate strong growth and overall demand, as reflected in the slow national rate of beer sale growth, show that not everyone has been invited to the party.

“The recession won’t truly be over until people have confidence in the future,” says Andrew McCain. “That mindset is the ‘secret sauce’ that will keep things improving.”

But there’s work to be done. Hensley executives applaud Gw. Doug Ducey’s business-friendly attitude, along with his commitment to eliminating the structural deficit that is built into the state budget. But they also see a need to attend to the state’s infrastructure.

To avoid a backslide into tough times, Arizona must diversify its economy. That will provide more opportunity, and thus more growth.

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“It is not necessary to change. Survival is not mandatory.” — W. Edwards Deming

In 2008, the economic handwriting on Arizona’s wall was stark and ugly.

Real estate prices were falling through the floor. Business activity was screeching to a halt. Maybe folks want to drown their sorrows in times of trouble, but the beverage distribution business was following the rest of the economy down the drain. People just couldn’t afford to buy as much.

“It was a brutal five or six years for business,” said Andrew McCain.

When times get tough, many businesses leaders retrench. Reduce production. Cut costs to meet the new reality. Slash payroll and shed excess capacity until costs are realigned.
This requires more investments in education, from pre-school through college, company leaders say. It means massive infusions into the state’s transportation system, including completion of the South Mountain Freeway and construction of the Interstate-11 corridor between Mexico and Canada. It means investment in the arts and the other cultural amenities that attract high-paid talent, well-paying businesses, and all the other things that enrich a state’s quality of life.

Hensley is supporting an ambitious plan called The Arizona We Want 2.0. On education, the plan calls for an education system that “graduate(s) more high school students who are college and career ready.” On Job Creation, the company calls for better job training, lower business taxes and increased job opportunities.

At a time when California is employing strict water-conservation measures, Arizona 2.0 calls for water management plans “that balance population growth with preserving open space.”

Hensley is a major supporter of Local First, an organization dedicated to growing and retaining local companies and the jobs they create. Hensley Beverage is also committed to the Arizona tourism industry and has representation on various boards. The state must foster a “culture of openness and opportunity” instead of pushing policies that some see as exclusionary.

“This plan is ambitious, and it can’t be achieved without investing significant resources,” Delgado says. But the alternative is to allow Arizona to atrophy, to ignore growth opportunities, and to fail to capitalize on the state’s advantages in climate, cultural diversity, natural beauty and potential for growth.

“We have a business-friendly governor who understands the importance of projecting confidence,” Delgado says, “but we’ve got to put more legs beneath our economic stool.”

It might be good to be the big dog, but that status has its perils. Competitors are constantly barking at your heels. Everyone measures progress against your performance. Clients expect nothing but the best. Competitors are constantly looking for innovative ways to capture a piece of your market share.

In other words, when you set the gold standard, you can’t settle for silver.

Hensley welcomes the challenge.

“Make no mistake. We’re very competitive,” says Andrew McCain. “We expect nothing but the very best from our staff. We may be big, but ‘humble’ is a mind-set.”

That mind-set means every employee has to make sure they’re meeting customer needs. Take pride in being the best, but don’t take it for granted.

“You’ve got to value your customers, your suppliers, and you’ve got to value your employees,” McCain says. “If you forget any of that, there’s no need to shove your ‘Number One’ standing in anyone’s face.”

It also means that you keep in mind another W. Edwards Deming saying: “It will not suffice to have customers that are merely satisfied. Customers that are unhappy - and some that are merely satisfied - switch. Profit comes from repeat customers—those that boast about the product or service.”

Hensley sees its mission as one of continuity. It’s nice to celebrate 60 years, but there are 850 employees and their families who stake their fortunes on continuing that success.

“I just had an employee in my office the other day who was getting ready to retire,” says Delgado. “He was very emotional, but in a good way. He’s accumulated a good balance in his 401(k). He’s raised his family, and now he’s able to retire and enjoy his life. And he’s very grateful.”

Thanks to stories like this, Hensley remains focused on the future, and on continuing to take care of its own. Delgado says that Andrew McCain has assumed more of the day-to-day operations, and the company intends to be around to celebrate its 75th year—as well as its 100th—when the time comes.

And the company says it will continue to treat employees as its most valuable asset, remembering Deming’s adage that “If you destroy the people of a company, you do not have much left.”
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AFMA Returns to We-Ko-Pa...

By Debbie Roth

This sold-out Industry golfing event takes place at one of the most impressive and beautiful golf courses in the state. The Saguaro Course is ranked number one and the Cholla Course is ranked number four by Golfweek’s Best: State-by-State Courses You Can Play.

300 golfers hit the links on March 26 armed with plenty of extra golf balls, drink tickets and the mother lode of Goodie Bags. In addition, each golfer received a Tee Gift, which was a choice from eight of the hottest electronics available at Best Buy. The Golf Classic also featured an elite Silent Auction and the ever popular 50/50 Raffle.

This year’s sponsors included Albertsons-Safeway, who sponsored the breakfast and Sprouts, who sponsored the luncheon. Back this year were 18 Hole Sampling Sponsorships that included: Danzeisen Dairy, Stolichnaya Vodka, Coke Light, MillerCoors, Red Bull, Crescent Crown Distributing, Northland Premier, Hornitos Spiced Honey, Holsum Bakery, Body Armor, Casamigo Tequila, Sparkling Ice, Frito-Lay, Clearly Alaskan, Four Peaks, Never to Hungover and Anheuser-Busch. Contributors to the Goodie Bags were too numerous to capture here, but to all, a hearty THANK YOU!

Planning for this event was provided by the Golf Committee comprised of: Shauna Earls and Ken Kuwahara with Fry’s, Tim Ryan, Albertsons-Safeway; Don Grace, Bashas’ and Mark Miale, Sprouts.

At the end of the day, golfers networked, feasted and relaxed as the winners were announced and awarded with CASH!

TOURNAMENT WINNERS

ON THE SAGUARO:
FIRST PLACE: Ice King/Duncan Family Farms — Ryan Maasen, Dave Maasen, Will Felix and Tom Schaaf
SECOND PLACE: Frito-Lay — Nick Burge, Cisco Echeverria, Joe Betancourt and Aaron Johnson
THIRD PLACE: Monster Energy Drinks — Korbie Koga, Drew Carver, Bob Aujula and Danny Brown
FOURTH PLACE: Kretschmar Deli — Mark Miale, Mark Morton, Mike Morello and Mike Polini

ON THE CHOLLA:
FIRST PLACE: Organic Foods International — Ron Rash, Shannon Anderson, Don Melton and Jacob Slupinski
SECOND PLACE: Bar-S Company — Neal Malsom, Mark Phelps, Bob Boudreau and Derrick Butler
THIRD PLACE: Odwalla — Erik Foster, Tony Beneventi, Jared Kajikivik and Eric Davidson
FOURTH PLACE: John Morrell Food Group — John Chiesa, Michelle Larson, Kevin Fitzgerald and Carl Huntington

50/50 RAFFLE:
Quik Trip — Dan Balenti

1 First place on the Cholla course was awarded to team Organic Foods International comprised of Ron Rash, Shannon Anderson, Don Melton and Jacob Slupinski.
2 The ever popular 50/50 raffle provided a $2,260 payday for this year’s winner... Dan Balenti with Quik Trip.
3 Nick Burge accepted second place honors on the Saguaro for Frito-Lay.
4 Kevin Fitzgerald accepts 4th place honors on the Cholla for the John Morrell team.
5 Drew Carter and Daniel Lurie and team Monster won third place on the Saguaro.
6 Greg Leigh, Doug Varanai, Pat Gallagher and Dan Johnson, team Harvest Meat Co.
7 Team Mom Brands: Tim and Nicole Ryan, Chad Thompson and Jeff Nelson.
8 Enjoying cigars on the course.
9 Tim Thomas and Ken Kuwahara at awards luncheon.
10 Second place on the Cholla was awarded to team Bar-S accepted by Rob Boudreau, Neal Malsom and Mark Phelps.
11 First place on the Saguaro was awarded to the team of Ice King and Duncan Family Farms. Ryan Maasen accepted the cash award for the group.
12 Kretschmar Deli took fourth place on the Saguaro represented by Mark Miale, Mark Morton, Mike Morello and Mike Polini.
13 Dave Watkins with Shamrock proudly sports his cow hat... mooo!
14 Hole sampling sponsor Brent Reed with Northland Premier.
15 Team Bar-S Foods Company at the “Never Too Hungover” sampling hole.
16 Relaxing at the awards luncheon: Michael Sedlacek, Doug Varanai, Garth Smith, Kevin Leavy, Bob Yudovin and Greg Leigh.
Names in the News

GROCERS HONORED IN THE ARIZONA REPUBLIC 100 STATE’S BIGGEST EMPLOYERS

The Arizona grocery industry was prominent in the Arizona Republic’s 100 biggest employers in the state. Not only does our industry employ over 100,000 employees, they are all tax payers and consumers too!

Grocers listed in the top 100 included: Fry’s, Albertsons-Safeway, Circle K, Bashas’, Sprouts, Quik Trip and Wal-Mart.

Congratulations all!

GOLDEN ROAD BREWING POINTS THE WAY TO ARIZONA WITH GOLDEN EAGLE DISTRIBUTORS, INC.

Continuing a year of expansion, Los Angeles-based Golden Road Brewing is taking its Southern California charm outside of its home state. By early May, Golden Road’s core brands and specialties will be available on draught in bars and restaurants and in its signature cans at retail outlets throughout Arizona.

Golden Road’s team will join its wholesaler for the state, Golden Eagle Distributors, Inc., for a week-long kick-off, complete with special events and tastings, which began April 27.

“We’ve spent our first three and half years honing in on our local California market, but we’ve kept a close eye on our neighbors in Arizona and close ties to Kimberly and her team of Golden Road supporters,” said Golden Road President and Co-Founder Meg Gill.

“Our core focus is delivering the freshest beer possible to local communities. We are honored to be working with a partner like Golden Eagle, allowing us to maintain our high standards of quality while joining a market that is similarly under-indexed in craft to Los Angeles. We strive to bring a piece of L.A. to these exciting, bougieoning craft communities.”

Golden Eagle will distribute Golden Road’s flagship Point the Way IPA, Wolf Among Weeds IPA, 329 Days of Sun Lager, Get Up Offa That Brown and Golden Road Hefeweizen. Craft beer consumers in the Grand Canyon State will also find Golden Road seasonal specialties like Heal the Bay IPA.

“It’s as good as gold when Golden Eagle and Golden Road join forces to bring craft beer to Arizona! We are excited to expand our relationship with Golden Road to bring their portfolio of beers to thirsty craft fans throughout Arizona. Golden Road shares our passion for the highest quality craft beer and our statewide team is poised to build their distribution,” said Kimberly Clements, President, Golden Eagle Distributors, Inc.

Golden Eagle will launch Golden Road throughout the state the week of April 26, but craft lovers will get to sample Golden Road’s brews at two upcoming beer festivals. In metro Phoenix, Golden Road will be featured at the Great Arizona Beer Festival on April 18 at Sloan Park in Mesa, AZ. For tickets and event info: www.azbeer.com/tempe.

In Tucson, Golden Road will be unveiled at the Top Hops Beer Festival on April 25 at Foothills Mall. For tickets and event info: tophopsbeerfestival.com.

Meg Gill and Tony Yanow founded Golden Road Brewing in 2011 and was the first craft brewery in Los Angeles County to can craft beer. In 2014, the brewery produced nearly 30,000 barrels, expanded distribution to the entire state of California and began limited distribution to Nevada. Earlier this year, Golden Road announced plans to open a second small production brewery and pub in Anaheim, resurrecting its original 15-barrel brewhouse.

ARIZONA LETTER CARRIERS COME TOGETHER TO HELP ‘STAMP OUT HUNGER’ DURING 23rd ANNUAL NALC FOOD DRIVE HELD ON SATURDAY, MAY 9th

Drive Collected More Than Two Million Pounds of Food in Arizona Last Year; Benefits St. Mary’s Food Bank, & Many Other Food Banks Around the State

The largest single-day food drive in the United States – one which helps St. Mary’s Food Bank Alliance and other Arizona Food Banks survive during the long, hot summer – also happens to be one of the easiest to be a part of.

All it takes is a quick trip to your mailbox.

On Saturday, May 9th, over 230,000 letter carriers nationwide, including over 5,000 here in the Valley will be picking up canned food donations on their regular mail routes during the 23rd Annual National Association of Letter Carriers (NALC) “Stamp Out Hunger” Food Drive.

A drive that began right here in Phoenix in 1976 with letter carriers from NALC Branch 576 picking up food donations in their own pickup trucks has evolved into a national effort that has collected more than a billion pounds over the last two decades for Americans suffering from food insecurity. More than two million pounds was collected across Arizona in 2014.

Throughout the week leading up to the food drive, local letter carriers will be dropping off reminder post cards and special grocery bags to both city and rural residents’ mailboxes. The letter carriers encourage those who can help to fill the bags, or any other grocery bag, with nonperishable food items and leave them by their mailboxes on the morning of Saturday May 9th. Your letter carrier will do the rest, making sure the food gets to the one in five Arizonans – and one in four children – dealing with hunger issues in our state.

Arizona, and especially the Valley, is known for its intense summer heat. Food demand increases with children out of school, while donations dwindle with many residents escaping to cooler climates. With 28 percent of Arizona children living in poverty, and tough economic times challenging the community further, Arizona Food Banks rely on “Stamp Out Hunger” to provide that much-needed influx of food. St.

Presented in Phoenix, Arizona annually since 1977, the Hon Kachina Volunteer Awards program is designed to both recognize the achievement of outstanding Arizona volunteers and to increase public awareness about volunteerism.

The awards are presented by the Hon Kachina Council.

The Hon — or healing — Kachina Volunteer Awards program was originally conceived and presented by the Hon Kachina Council to honor people making significant volunteer contributions to the healthcare field. This program is an extension of the rich heritage of volunteerism provided by St. Luke’s Medical Center in Phoenix for nearly 100 years.

In 1980, the scope of the program was expanded to include volunteer efforts in all community service areas. That same year, a local television station joined the Hon Kachina Council as a co-sponsor.

Since 1996 St. Luke’s Health Initiatives has generously underwritten the administrative costs associated with the coordination of this year-long project.

Beginning in 1990, proceeds generated from the event were donated to a deserving non-profit volunteer-based organization. This year the proceeds generated from this event will fund increasing the awareness of volunteerism in Arizona.

Every year, deserving volunteers receive the Hon Kachina Volunteer Award for their outstanding work in improving the lives of others in our community.

Martin Collinsworth serves on the board of the American Red Cross Grand Canyon Chapter, and works with the logistics team when there is a large disaster, such as a wildfire. Martin has been on the board of The American Red Cross American Grand Canyon Chapter since 2012. He’s been a volunteer with the Salvation Army for ten years, working in their warehouse organizing clothes and food drives, and other giveaways for thousands of needy families.

Martin is also an employee of Fry’s Food Stores where he is a Produce Merchandising/Field Specialist.
Mary’s distributes more than 40,000 emergency food boxes each month, as well as providing food to the 300-plus agency partners it serves.

Items most needed by the food banks include canned fruit and vegetables, soups and meals in a can, pasta, peanut butter, tuna, rice and cereal.

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**SPROUTS FARMERS MARKET® AND COLE WHITT GEARED UP AT PHOENIX INTERNATIONAL RACEWAY**

*Healthy grocery store sponsored NASCAR Sprint Cup Series driver for the first time*

Sprouts Farmers Market joined NASCAR Sprint Cup Series racing with Cole Whitt and his No. 35 Ford in the company's home state of Arizona in March. The healthy grocery store is the primary sponsor of Whitt’s Ford Fusion at the Phoenix International Raceway for the CampingWorld.com 500.

The 23-year-old Whitt is committed to living a healthy lifestyle and proud to partner with Sprouts for the CampingWorld.com 500. “Sprouts Farmers Market is a perfect partner for me because I always try to eat healthy,” said Whitt.

“Being on the road every weekend, it can be hard to find healthy options, but Sprouts makes it easy to stock up on produce and other foods for the weekend. They have quite a few stores in the Phoenix area, so I’ll be sure to stop at one of them on my way to the track.”

“The Sprouts team was thrilled to support Cole in our home state. Cole inspires millions of race fans across the country in the same way we aim to inspire healthy living for all,” said Maggie Fearnnow, Sprouts senior marketing director. “We’re proud to sponsor a driver who is as committed to healthy living as our Phoenix-based team.”

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**Industry CALENDAR**

To be included on this industry calendar, send in your important dates by the 1st of the preceding month.

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- **May 14, 2015**
  - **Foundation Golf Classic**
  - Casino Del Sol
  - Tucson, AZ

- **June 19, 2015**
  - **7-Eleven FOA Golf Tournament**
  - Ritz Carlton, Dove Mountain
  - Marana, AZ

- **July, 2015**
  - **Scholarship Luncheon**
  - TBD

- **August 11, 2015**
  - **Summer Golf Classic**
  - Rim Club
  - Payson, AZ

- **October 16, 2015**
  - **Excellence in Leadership Awards Banquet**
  - Sheraton Downtown
  - Phoenix, AZ

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Golf Classic
May 14, 2015

36 Teams/First Come, First Served

Presenting Sponsors