

# GROCERY HEADQUARTERS

\$12

May 2010

**Center Store**  
SWEET SUCCESS

**Focus on Fresh**  
WHAT TO VIEW AT CPMA

**Selling Wellness**  
CLEAN AND GREEN

**Nonfoods for Profit**  
TAKING THE  
TEMPERATURE OF GM

**Tech Solutions**  
ALL ABOUT THE SHOPPER

**Equipment, Design  
& Operations**  
COOKING ESSENTIALS



## GOING THE DISTANCE

**Stop & Shop's smart use of resources and aggressive innovation pack a one-two punch, earning the chain the title of 2010 Grocery Headquarters Retailer of the Year.**



### Partnering fairly

FRONTIER NATURAL PRODUCTS CO-OP has become the first company in the U.S. to offer consumers Fair Trade Certified organic spices in flip-top, single-hand dis-

penser bottles. The seven organic spices all come from Sri Lanka, where a partnership between Frontier and TransFair International has assisted local farmers' crops to become Fair Trade Certified.

"The label also bears the motto 'Taste That Makes A Difference,' which reflects our commitment to sustainable agriculture and Fair Trade," explains Brett Karminski, brand manager for the Norway, Iowa-based company. "These Fair Trade organic spices make us especially proud because of the personal relationships we have with the spice farmers in Sri Lanka. They produce some of the highest-quality spices while using the sustainable practices as good as those found anywhere in the world."

The bottled spices are available in 4 fluid ounces and retail for between \$5.69 and \$8.69.

For more information, visit [www.frontiercoop.com/ftspices](http://www.frontiercoop.com/ftspices).



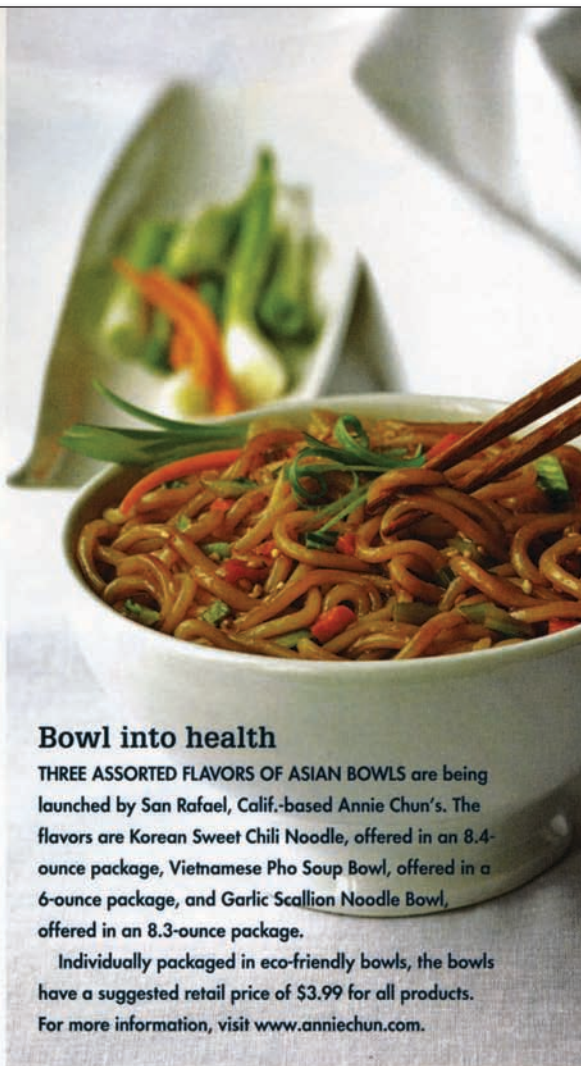
### Full ol' falafel

FALAFEL REPUBLIC, BASED IN NEEDHAM, MASS., is introducing a fresh, fully-cooked falafel in two flavors: traditional and roasted garlic. Based on traditional Mediterranean cuisine,

Falafel Republic products offer a vegetarian blend of chickpeas, fava beans, onions and spices. Company officials say the products are protein-rich and gluten-free. Falafel Republic's 9-ounce retail pack is sold in the deli with a suggested price of \$5.99.

"We're excited to bring consumers a simple yet delicious, time-tested recipe not normally available in grocery stores," says Greg Bukuras, founder of the company. "The beauty of falafel is that it is a new food for many, yet a simple, true comfort food for all." The retail pack contains nine 1-ounce falafel balls with a suggested retail price of \$5.99.

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



### Bowl into health

THREE ASSORTED FLAVORS OF ASIAN BOWLS are being launched by San Rafael, Calif.-based Annie Chun's. The flavors are Korean Sweet Chili Noodle, offered in an 8.4-ounce package, Vietnamese Pho Soup Bowl, offered in a 6-ounce package, and Garlic Scallion Noodle Bowl, offered in an 8.3-ounce package.

Individually packaged in eco-friendly bowls, the bowls have a suggested retail price of \$3.99 for all products. For more information, visit [www.anniechun.com](http://www.anniechun.com).

### The chosen one

THE NUTRITIONISTS AT WOMEN'S HEALTH MAGAZINE have chosen Eden Organic Quinoa and Eden Organic Wild Berry Mix for its Top 125 Best Packaged Foods For Women list. The standing pouch of Eden Organic Quinoa is available in 16 ounces and provides healthy fiber, 44% daily value per serving and features complete protein with amino acids of any whole grain, according to company officials. The suggested retail price is \$5.69.

Eden Organic Wild Berry Mix is blended with roasted organic almonds, roasted organic pumpkin seeds and raw organic sunflower seeds mixed with all organic raisins, dried wild low-bush blueberries and dried cranberries. The 4-ounce resealable standing pouches retails for \$3.35. For more information, visit [www.edenfoods.com](http://www.edenfoods.com).

