



BUYERS GUIDE:
Ice Cream & Gelatos
SEE PAGE 105



BUYERS GUIDE:
Kosher
SEE PAGE 106



MARKETWATCH:
Popcorn
SEE PAGE 108

INSIDE:
NATURALLY
HEALTHY

GOURMET NEWS®

THE BUSINESS NEWSPAPER FOR THE GOURMET INDUSTRY

VOLUME 78, NUMBER 3
MARCH 2013 ■ \$7.00

SPECIALTY RETAILERS

■ Di Bruno Bros. branches out to Central Pennsylvania via GIANT PAGE 7

GROCERY & DEPARTMENT STORES

■ Sam Duncan named President/CEO of Supervalu PAGE 8
■ Newport Avenue Market recognized by Boar's Head PAGE 8

SPECIALTY DISTRIBUTORS & BROKERS

■ KeHe Sells e-Commerce Business to Living Naturally PAGE 9
■ NICKY USA Launches Custom Sausage Program PAGE 9

SUPPLIER BUSINESS

■ Atkinson Candy Company Acquires Three Classic Brands PAGE 10
■ Evolution Fresh Juice Expands to East Coast PAGE 10

News 2
Ad Index 11
Smorgasbord/Classifieds 11

www.gourmetnews.com

Winter Fancy Food Show Breaks Records for Attendance, Exhibit Space

Show's numbers reflect buoyancy of the whole industry

The Winter Fancy Food Show in San Francisco kicked off 2013 on a high for the industry, with record attendance for the third straight year and the largest exhibit space in its 38-year history. The show took place Jan. 20-22 at Moscone Center.

With more than 18,600 attendees and 1,300 exhibitors, the show covered 209,750 sq. ft. of exhibit space, up 2 percent from 2012. Booth space was sold out well before the event, and sales for WFFS 2014 are 10 percent ahead of same-year figures at press time.

"The strong numbers reflect continuing positive momentum for the industry," say Ann Daw, president of the National Association for the Specialty Food Trade, Inc., which owns and manages the show.

Exhibitors across a range of categories also expressed satisfaction with their results from the show, with orders being written as early as opening day. Many buyers had come early for the Retailer Summit, a one-day event held the day before show opening.

Highlights of the show proper included the packed keynote

Continued on PAGE 4



Expo West Set for a Banner Year

Growing retailer opportunities, industry issues

Natural Products Expo West, the top show for retailers of natural food, supplements and health and beauty products, opens March 7-10 at the Anaheim Convention Center. Main show floor space sold out in record time, with 2,200 companies set to exhibit. Show producers New Hope Natural Media project an attendance of up to 60,000.

Based on steadily rising attendance from retailers (last year showed an 11 percent increase in retailer traffic vs. 2011), show organizers have beefed up education options. Of special interest this year are the NEXT pavilion, which highlights new innovative natural brands; a Specialty Diets forum that focuses on successfully selling gluten-free, vegan and allergy-free foods; and sessions on social media metrics for natural product retailers. Additional pavilions on new organic products and natural wines and spirits are also worth a visit for retailers.

This year's show also takes place amid intense debate on key natural product issues such as GMO labeling, definitions and regulation for terms such as "natural" and "gluten-free", and issues

Continued on PAGE 4

Protein, Sweetness and Probiotics are Key to Natural Trends for 2013 – SPINS

SPINS LLC, a leading information provider for the Natural and Specialty Products Industry, has released its projections of top natural product industry trends for 2013. Following is an edited version. More information on SPINS and its programs for retailers and manufacturers is at www.spins.com.

DIET TRENDS

Paleo Influences The fast-growing appeal of the Paleolithic diet leads us to expect that we will see even

more natural products industry brands introducing Paleo-friendly products in 2013. This so-called "caveman-inspired" diet is high in protein (meat/fish), moderate in vegetables, low in starchy vegetables/fruit/nuts, and very low in grains, sugars and legumes. Support from nutritionists and fitness programs such as CrossFit are helping drive the trend; crossover versions such as Paleo-Gluten Free and raw-Paleo appeal to fast-growing food communities. Many

brands have already adapted product marketing to coincide with some of these trends.

Gluten Free Seeks Nutrition Boost The Gluten Free (GF) trend doesn't appear to be suffering but it has taken some hits, [with] some products targeted as being low in nutrition and higher in calories and carbs than comparable analog products. While countless nutritious GF products

Continued on PAGE 5

ACS Releases Results of Second Cheesemaker Survey

The North American artisan and specialty cheese industry is one of small businesses with high-quality products, according to the American Cheese Society annual member survey, whose findings were released at the Winter Fancy Food Show.

The survey was conducted in December 2012. A total of 211 producers participated, with 62 percent being ACS members.

Cheesemaking Trends

Cow's and goat's milk lead; 19 percent also make mixed milk cheeses. Cow's milk remains the

most popular choice, used by 63 percent of respondents, followed by goat's milk, used by 56 percent. A much smaller proportion of cheesemakers (17 percent) use sheep's milk, and 2 percent use buffalo's milk. Many cheesemakers utilize multiple milk sources. Nearly one-third (30 percent) use more than one milk type in their operations, and nearly one-fifth (19 percent) reported producing some cheese(s) made with mixed milks.

Sourcing raw materials: Nearly three quarters (71 percent) of survey participants manage and

milk their own animals. Nearly half (49 percent) source directly from one or more dairy farms, milk aggregators, or cooperatives. Just 3 percent purchase curd or milk solids; 25 percent of cheesemakers use more than one source for materials.

Organic—but not necessarily certified. More than half (59 percent) of survey participants describe their production practices as organic, yet only 10 percent are certified organic. Certification was fairly evenly distributed among cheesemakers by size of production, but it is worth noting that

uncertified producers adhering to organic practices tended to be smaller, producing 25,000 lbs of cheese or less yearly.

Aged and fresh cheeses the most popular. A huge majority of cheesemakers (76 percent) produce more than one type of cheese; aged and fresh are the most common types produced. On average, this group produces more than 2 types of cheese, including fresh, soft and/or ripened, semi-soft (including washed rind), aged, and blue.

Continued on PAGE 4

PAPA BEN'S OFFERS FIVE FLAVORS OF ALMOND BREAD

Papa Ben's Kitchen, known for its crispy, crunchy and delicious, twice-baked Mandelbroyt (aka Mandelbread or Almond Bread), continues to satisfy palates nationwide, offering up five irresistible flavors: Original Family Recipe, Minty Dark Chocolate, Chocolate Espresso

Bean, Lemon Blueberry with Poppy Seeds and Spicy Chipotle with Ginger & Dark Chocolate.

Papa Ben's Kitchen Mandelbroyt is all natural, non-dairy/Pareve, Kosher/Pas Yisroel and is only 80 calories per cookie. Papa Ben's Kitchen Mandelbroyt is available for

purchase and nationwide shipping on-line at www.papabenskitchen.com at \$6.99 a box, plus shipping. Locally in Southern California, shoppers can find Papa Ben's Kitchen Mandelbroyt at Gelson's Market.

Papa Ben's Kitchen is also dedicated to the remembrance of the Holocaust. As a concentration camp and Holocaust survivor himself, Ben Lesser, a.k.a Papa Ben, founded The Zachor Holocaust Remembrance Foundation, a non-profit organization that supports Holocaust education,

remembrance and tolerance of all and for all people. As part of the on-going commitment to the cause, a percentage of the profits from Papa Ben's Kitchen Mandelbroyt sales will be donated to the Zachor Holocaust Remembrance Foundation.

You can learn more about the foundation at www.zachorfoundation.org. For more on Papa Ben's Kitchen, visit www.papabenskitchen.com or stop by booth #6611 table top at Expo West.

SMOOZE FRUIT ICE AN UNCONVENTIONAL TREAT

Refreshingly natural, Smooze Fruit sherbet like coconut milk-based treat from 100 percent natural ingredients. coconut milk is mixed with real fruit and juices to create four unique flavors: coconut with pineapple, coconut with coconut with pink guava and simply coconut. Unlike most conventional ice cream

ROBERTET: MORE OF NATURAL INGREDIENTS AND FLAVORS

It all started in 1850, in Grasse, the birthplace of perfumery. Jean-Baptiste Maubert pointed to head of production of a company that only processed flower plants from Provence.

Five generations of Maubert Robertet is the leader of natural products and is in the top 10 flavor fragrance houses.

ARISTON SPECIALTIES: THE BEST OF GREECE

By Martha Doukas and Stacey Doukas specialties

Ariston Specialties are importers, producers and distributors of the finest Greek and Italian specialties. The company started in the spring of 1997 as a small family-owned business, first bringing in to Connecticut cold press extra virgin olive oil that was and still is produced by our family in the Kalamata region of Greece.

PAPA BEN'S OFFERS FIVE FLAVORS OF ALMOND BREAD

Papa Ben's Kitchen, known for its crispy, crunchy and delicious, twice-baked Mandelbroyt (aka Mandelbread or Almond Bread), continues to satisfy palates nationwide, offering up five irresistible flavors: Original Family Recipe, Minty Dark Chocolate, Chocolate Espresso

purchase and nationwide shipping on-line at www.papabenskitchen.com at \$6.99 a box, plus shipping. Locally in Southern California, shoppers can find Papa Ben's Kitchen Mandelbroyt at Gelson's Market.

Papa Ben's Kitchen is also dedicated to the remembrance of the Holocaust. As a concentration camp and Holocaust survivor himself, Ben Lesser, a.k.a Papa Ben, founded The Zachor Holocaust Remembrance Foundation, a non-profit organization that supports Holocaust education,

free indulgence.

At only 70 calories a treat, you would not be able to find a more deliciously nutritious

no need to worry about it melting on the way. In other words, you can freeze it for a solid ice pop or store it at room temperature for a

ake. Smooze, simply shake, freeze, and slurp! Smooze is the perfect alternative to regular ice cream. Indulge in creamy coconut milk today!

For more information, please visit www.smooze.com, email info@smooze.com or call 888-TAKARI-5.

world of natural flavors and Robertet explores the non-aroma of its natural ingredients. Recent acquisition of SA Plantes du Diois, it is also involved in natural products.

It cultivates its relationship with the world through long-term and sustainable practices.

"the real thing," getting the power, capturing the subtlety of things don't come easily.

For more information, call 201-337-7100, [robertetusa.com](http://www.robertetusa.com), visit www.robertetusa.com or stop by booth #4016.

senia region of Greece where the truly wild and nature has been by man. The variety of the wild climate of the southern Greece thicker than your usual commercial honey, especially since it's either with or without the honeycomb piece

we strive to find the best products from the Mediterranean countries have to offer producers for quality not sacrificed for profit.

For more information visit www.aristonoliveoil.com.

WHEAT MONTANA FARMS LAUNCHES NEW PANCAKE MIXES, CEREAL PACKAGING

Wheat Montana Farms has been growing non-GMO grains on its family farm in southwest Montana for the past 30 years. The company sets itself apart from others by growing grains, milling whole wheat flour, and baking all-natural breads in the same facility.

Wheat Montana controls the entire process and guarantees the quality of its products. Consumers have the unique opportunity to buy their flour, grains, cereals, breads and

new product: all-natural pancake mixes. Mixes will include two 100 percent whole grain and flax varieties and a traditional buttermilk mix. Wheat Montana will also introduce new resealable packaging for the hot cereal product line.

Wheat Montana practices sustainable agriculture on its family farm by naturally regenerating the soil with pulse crops and strict water conservation practices. The high elevation of the Wheat Montana farm produces

of the grain's nutritional value. Nothing is added or removed during the milling process. The entire wheat kernel is used, resulting in a beautiful, finely milled 100 percent whole wheat flour. Wheat Montana flours have outstanding baking characteristics that provide excellent whole grain nutrition.

The company is very proud of its authentic farm to table operation.

"We have a unique business model up here. If you like our pancakes, I can show



comes from. Wheat Montana Farms provides whole grain flours, cereals, pancake mixes and baking products directly from the company's family farm to the consumer's family table.

Wheat Montana Farms will showcase its products and the new pancake mixes at the Natural Products Expo West. Come chat with the team from the company at booth No. 5549 and learn about Wheat Montana's unique process and products.

For more information about Wheat Montana

Benissimo[®]

by Hongar Farms

Tastes as Good as it Looks!



Oil
Vinegar

- ◆ Great each!
- ◆ Creative cooking every!
- ◆ Benissimo 800ml

Dist
http://sou

Visit Org
for a cha

WIN
ECO-FRI
TRIP
COSTA

INDULGE IN OUR FAMILY TRADITION™



It's Mandelicious!



INDULGE IN OUR FAMILY TRADITION™



It's Mandelicious!



VISIT US AT
**BOOTH
#6611**

**KOSHER
KSA
PAREVE
פת ישראל**

Mandelbroyt, a Biscotti-Like, Double-Baked, Doubly-Dunkable Eastern European Cookie!

**KOSHER
KSA
PAREVE
פת ישראל**
Cookie!

FLAVORS!



**LEMON
BLUEBERRY
WITH POPPY
SEEDS**

PAPA BEN'S
KITCHEN

TRY ALL OF OUR 5 DELICIOUS FLAVORS!



ORIGINAL FAMILY RECIPE **MINTY DARK CHOCOLATE** **CHOCOLATE ESPRESSO BEAN** **SPICY CHIPOTLE WITH GINGER & DARK CHOCOLATE** **LEMON BLUEBERRY WITH POPPY SEEDS**

[@PAPABENSKITCHEN](https://twitter.com/PAPABENSKITCHEN) [FACEBOOK.COM/PAPABENSKITCHEN](https://facebook.com/PAPABENSKITCHEN)

WWW.PAPABENSKITCHEN.COM

Goodness. Naturally.

Organic Creamery cheeses are hand-crafted by award winning Wisconsin cheesemakers with 100% certified organic milk. The fresh milk used in production is sourced from family farms that practice humane animal management and pasture grazing, and is free of pesticides, antibiotics and hormones. Additionally, no animal rennet or artificial colorings are used during production.

Visit us at the
NPE West Show!
Booth #2807



nic
ery



Cheese

100% Skim Mozzarella Cheese

100% Natural

ORGANIC STRING CHEESE

100% Natural

Organic Creamery

Shredded Parmesan Cheese

100% Natural

Organic Creamery

Shredded Parmesan Cheese

100% Natural

Organic Creamery

Shredded Parmesan Cheese

100% Natural

Organic Creamery

Shredded Parmesan Cheese

100% Natural

Organic Creamery

Shredded Parmesan Cheese

100% Natural

Organic Creamery

Shredded Parmesan Cheese

100% Natural