

TODAY'S GROCER

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THE NATION'S MOST HIGHLY HONORED FOOD TRADE PUBLICATION

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A-B Investing Over \$1B in its U.S. Operations

Anheuser-Busch plans to invest more than \$1 billion in its breweries and other facilities nationwide that will support the growth of its brands and reinforce its commitment to local U.S. communities where it operates. These capital expenditures include resources spent or committed in 2011 toward projects to further modernize brewing processes, upgrade systems to reduce greenhouse gas emissions, and install equipment for new products and innovations, among other items, with additional allocations being made for projects through 2014.

"Our beer brands are the favorites of millions of U.S. adults, and supporting their growth requires an ongoing commitment to quality, innovation and technologically advanced operations," said Luiz Edmond, president of Anheuser-Busch InBev North America. "Our employees, local leaders and communities where we operate are a part of our success, and we are pleased to make busi-

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Anthony Hucker Named Div. President, Giant Landover



ANTHONY HUCKER

Ahold USA announced that Anthony T. Hucker has joined the Giant Landover Division as Division President. Hucker replaces Don Sussman who served as Interim President of the Division since the end of 2010 and who will resume his role as Executive Vice President Supply Chain for Ahold USA.

Hucker will have responsibility for Giant Landover's sales, operating profits, organization and people. The Giant Landover division, headquartered in Landover, MD, operates 173 supermarkets in Virginia, Maryland, Delaware, and the District of Columbia, and employs approximately 22,000 associates. Included within the 173 stores are 159 full-service pharmacies.

Hucker has more than 25 years of experience in leadership, strategy and opera-

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Smaller-Format
meijer
marketplace
Debuts Outside Chicago

Page 24

HANK MEIJER
Co-Chairman/CEO

Rockin' Deals

NEW SHOPRITE OPENS
- IN CONNECTICUT

Aloha Petroleum
Debuts New
6-States

Sheetz Expansion
Continues with Beaver,



Bud Light Salutes Former Mexican Soccer Legend Hugo Sanchez

The NFL, Hispanic Heritage Foundation (HHF) and Bud Light have partnered to launch the NFL Hispanic Heritage Leadership Awards Presented by Bud Light during the 2011 celebration of Hispanic Heritage Month. The awards recognize the contributions of Hispanic leaders in each NFL market where each recipient will be recognized in-stadium at a Hispanic Heritage game in their local market.

■ Pictured (left to right) during the 25th Annual Hispanic Heritage Awards at the John F. Kennedy Center for the Performing Arts are: Esther Aguilera, president and CEO of the Congressional Hispanic Caucus, Hugo Sanchez, sports award honoree, presented by Bud Light and Margarita Flores, Vice President of Community Affairs for Anheuser-Busch.

With support from Bud Light, each award recipient will select an organization of their choice that serves the local Hispanic community to receive a \$2,000 donation. Bud Light has been a longtime supporter of the Hispanic community and has contributed more than \$64 million to Hispanic organizations since 1982.



■ New York ShopRite Supermarkets and The Bonura Hospitality Group provided more than \$30,000 worth of food and financial assistance as well as cooked and served food to 5,000 men and women of the New York Air National Guard, United States Marines and their families living on the 105th ANG Air National Guard Base in Newburgh, NY at the 3rd Stewart Military Appreciation Day Picnic. Held every three years, the Hudson Valley business community hosts the picnic to thank these brave individuals for their hard work and dedication.

Improve Demo Results with a Wave of Smooth Paperboard Spoons

In the uber-competitive grocery marketplace, demos give you just one taste to *wow* your customer. These tastings lead to on the spot purchases, which can lead to long-term customers. Most food marketers know—get them to try it, and they'll buy it.



Until now, utensils used in sampling have not posed an opportunity to improve the customer product experience. EcoTensil, makers of the new ultra-smooth, paperboard tasting-spoon, EcoTaster, provides an enhanced tasting experience with a sturdy design that is simple, smart and convenient. The smooth paperboard EcoTaster allows for a bigger bite than those tiny plastic tasting spoons, and can sometime replace the need for a cup. EcoTaster's sanitary dispenser frees up servers from having to dispense spoons themselves.

Unlike the plastic and biodegradable utensils most commonly seen at in-store demos and delis, the award winning EcoTaster breaks down quickly in compost and is recyclable.

EcoTensil Inc., Larkspur, CA, offers two disposable spoons, the EcoTaster and the larger EcoSpoon. EcoTaster is a tasting spoon perfect for a couple of bites at demos, delis, and events. EcoSpoon is larger and longer lasting, optimal for a full serving, such as a bowl of frozen yogurt or hot chili.

ShopRite Military Appreciation Day Picnic

ShopRite Supermarkets recently cooked and served food to 5,000 men and women of the New York Air National Guard, United States Marines and their families at the 3rd Stewart Military Appreciation Day Picnic on Sunday, September 18.

to the brave men and women living on the 105th ANG Air National Guard Base in Newburgh, NY.

As diamond sponsors, ShopRite Supermarkets, alongside The Bonura Hospitality Group and its vendors' support channels, provided more than \$30,000 worth of food and financial assistance

Held every three years, the Hudson Valley business community hosts the Stewart Military Appreciation Day Picnic to thank these individuals for their hard work and dedication. ShopRite associates cooked over 4,000 steaks to the enlisted men, women and their families, while they enjoyed a much deserved fun filled and relaxing day.



Pompeian Extra Virgin Olive Oil Costars with Tyler Florence

Pompeian Extra Virgin Olive Oil played a key role as Tyler Florence, star chef, Food Network host, best-selling author, and House Beautiful contributing editor, recently brought his unique Northern California esthetic to Rockefeller Plaza in New York City. Chef Florence lent his personal vision to a fully-functioning, 1,000 sq. ft., state-of-the-art kitchen at the House Beautiful Kitchen of the Year event and then proceeded to make a number of his fabulous recipes using Pompeian Extra Virgin Olive Oil.



■ Tom Urtz, vice president of human resources and community affairs for ShopRite Supermarkets, Bernie McGoldrick, store manager for the Shoprite of Warwick, Al Carpenter, district manager for ShopRite Supermarkets, and Wendy Molina, Shopper Advocate for the ShopRite of Middletown cooked and served food to 5,000 men and women of the New York Air National Guard, United States Marines and their families living on the 105th ANG Air National Guard Base in Newburgh, NY at the 3rd Stewart Military Appreciation Day Picnic.

Opinion

Taxes and Regulations Deliver A One-Two Punch to the Economy



By JOHN HALLMAN

It is time for a sea change in thinking on Capitol Hill and in the White House. We all need to consider these facts. American employers face one of the highest corporate tax rates of any industrialized country

and government regulations kill the investment and jobs that are essential to the success of middle-class families.

The decades of prosperity that the United States has enjoyed have made some politicians complacent. They seem to believe there is no limit to how

as "loopholes," tax code revisions have been put forth that would seriously impede the work of U.S. energy producers and jeopardize the millions of jobs they support.

Eliminating the dual capacity rule, which prevents American businesses from being the only companies in the

challenged them in court) are predicted to cost the United States as many as 1.4 million jobs in just the next three years. Businesses now pay an average of \$10,585 per employee to comply with federal regulations, a \$1.75 trillion drain on the U.S. economy.

Money wasted on compliance with