In this issue:
A Salute to 2013 DDBC Award Winners
In This Issue:

February Awards Night
The DDBC kicks off 2014 right by honoring its Award winners from 2013 at the February meeting, traditionally one of the best-attended membership meetings of the year. This year features the induction of Jeff Merrill (MegaMex/Hormel) and Judy Norton (Norseland, Inc.) into the Hall of Fame; and also honors Silvia Quiroz (Cardenas Markets) as the 2013 Retailer of the Year and Fred Rowen (Rowen Sales & Marketing) as the 2013 Supplier of the Year. Individual stories and photos of the honorees begin on Page 8.

A look at DSW Distribution Centers
Longtime DDBC member DSW Distribution Centers celebrated its 40th Anniversary in 2012 and continues as one of the country’s boutique service providers of extreme value-added services as a third party multi-temperature storage facility. Read more about the Rancho Cucamonga-based facility on Page 18.

Also in this issue
The incoming President’s Message from Connie Thatcher (Advantage Sales & Marketing), news from several segments of the perishable foods industry; and an expanded Calendar of Events.

Calendar

January
1 – New Year’s Day.

February
2 – Super Bowl XLVIII, MetLife Stadium, New Jersey.
9-12 – National Grocers Association Convention, Mirage Hotel, Las Vegas.
11 – DDBC’s Awards Night, Holiday Inn Select, La Mirada. Information: 562-947-7016.

More calendar
Page 26

About the cover
DSW Distribution Centers, located in Rancho Cucamonga and a longtime member of the Dairy Deli Bakery Council, is a multi-temperature controlled facility serving the entire country from its convenient state-of-the-art facility.

From raw materials to finished products in the dairy, deli, bakery, packaged meats and many other commodities, look no further than DSW Distribution Centers.
CONCEPT Food Brokers Inc.

HALL OF FAME
Judy Norton, Norseland, Inc.
Jeff Merrill, MegaMex/Hormel

RETAILER OF THE YEAR
Silvia Quiroz, Cardenas Markets

SUPERIORITY OF THE YEAR
Fred Rowen, Rowen Sales & Marketing

CONCEPT FOOD BROKERS, INC.
1415 W. Garvey Ave. • West Covina, CA 91790
626.960.2727 • fax 626.962.5390
email: cfbroker1@verizon.net

CONGRATULATIONS AWARD WINNERS!

HALL OF FAME
Judy Norton, Norseland, Inc.
Jeff Merrill, MegaMex/Hormel

RETAILER OF THE YEAR
Silvia Quiroz, Cardenas Markets

SUPPLIER OF THE YEAR
Fred Rowen, Rowen Sales & Marketing

CONCEPT FOOD BROKERS, INC.
1415 W. Garvey Ave. • West Covina, CA 91790
626.960.2727 • fax 626.962.5390
email: cfbroker1@verizon.net

OFFICIAL PUBLICATION

DDBC of Southern California
Dave Daniel, Editor
www.ddbcsocal.org

VOL. L NO. 1 2014 • ISSN 00117862

Business Manager: Susan Steele
Executive Director Emeritus: A.A. “Bud” Moorman
OFFICERS: President: Connie Thatcher (Advantage Sales & Marketing); First Vice President: Cheryl Van den Hynde (Monterrey); Second Vice President: Sue Bargsten (DPI Specialty Foods); Third Vice President: Sokha Lim (Fuji Foods); Secretary: Cynthia Yarak (Risvold’s); Treasurer: Bill Back (Zacky Farms); Advisor: Bill Mackie (Nasser Co., Inc.).

DIRECTORS: Sharon Fails (Nasser Co., Inc.), Lisa Juarez (Bar-S Foods), Debi Orrin (Litehouse Foods), Frank Rizzi (Ralphs), Laura Taketomo (Food 4 Less), Jim Brasse (Norseland), Liz Wilson (Ralphs), Miriam Welch (Albertsons), Patti Winsell (Horizon Sales Corp.).


§ — Deceased.
Focus on Orange Juice

Florida’s Natural celebrates 80th anniversary

Florida’s Natural Growers was organized in 1933 by growers who had a personal interest in bringing the best possible citrus products to the market and proudly celebrated its 80th anniversary in 2013.

Today, it is one of the largest Florida citrus cooperatives of growers, with a membership base of 13 grower associations. The entire cooperative is made up of more than 1,000 grower-members who own more than 50,000 acres of fine citrus groves in the heart of central Florida.

The co-op owns the land, and members personally nurture the fruit until it reaches peak ripeness. Because the co-op processes and packages everything, it can guarantee the quality of the citrus juices.

Citrus growing is a time-honored tradition in central Florida, one that has been passed down through generations. Many of our members came together through Florida’s Natural Growers to ensure that the knowledge and lands our grandfathers passed down continue to thrive and to cultivate the juiciest, best tasting oranges anywhere in the world.

As a grower-owned operation, members believe it is important to know exactly where your family’s food and drinks come from.

Florida’s Natural® Brand Premium juices are made and packaged in the U.S. so every time a glass is poured, one can be sure that it’s always fresh and never imported.

A look at Florida’s Natural over the years.

1938 – The first effort is a sectionizing plant, with the name of Florida Citrus Can-
ners Cooperative. The co-op makes a major investment in machines and changes from extracting juice manually to automated juice extraction. This important change leads to the production of canned orange juice.

1940s – America’s wartime needs lead the cooperative to build a concentrate plant on its property in Lake Wales, Fla. to produce juice for the military during World War II.

1954 – As consumers realize the convenience of frozen concentrate, Florida orange juice sales grow quickly. In this year, 80 percent of the oranges handled by the cooperative go into frozen concentrate.

1960s – Consumers begin to ask for more chilled juice products. Citrus World responds by adding a variety of additional lines of juices and chilled warehouses to store the refrigerated cartons of juice.

1987 – The demand for juices with fresh-squeezed taste increases rapidly during the 80s. Chilled carton sales growth, especially for premium juices that are not made from reconstituted concentrate, leads the cooperative to start its Florida’s Natural® Brand. Because it is flash-pasteurized, it’s the closest in taste and form to fresh-squeezed juice you can get – nothing is added, nothing is taken away.

1990 – Florida’s Natural® Brand is the first to use the pour spout on a not-from-concentrate carton, providing convenience and added freshness. It is also in this year that Florida’s Natural Brand introduces not-from-concentrate Lemonade.

1991 – Florida’s Natural® Brand not-from-concentrate Natural Style Apple Juice lands on supermarket shelves.

1994 – Just as Florida’s Natural® Brand juices become available in grocery stores nationwide, the co-op is the first to introduce a not from concentrate orange-pineapple blend.

1998 – The cooperative changes its name to Florida’s Natural Growers.

2001 – The Grove House Visitors Center opens, creating a place for people to learn more about the juice-making business and enjoy the rich history of the cooperative.

2004 – Florida is barraged with Hurricanes Charley, Frances, and Jeanne in central Florida, and Hurricane Wilma in southern Florida, all within 6 weeks. Crops are devastated throughout the region.

2007 – Florida’s Natural continues to become more energy-efficient in and around the plant with the installation of solar panels on the Grove House.

2008 – Florida’s Natural Growers celebrates its 75th anniversary.

2013 – Florida’s Natural Growers celebrates its 80th anniversary.

Florida’s Natural is represented by Mastro & Associates in Southern California.
Heres’s to continuing the momentum

By CONNIE THATCHER
Advantage Sales & Marketing
2014 DDBC President

This year – 2014 – the DDBC is celebrating its 54th year. It is my privilege to serve as President and I thank you for that honor.

I want to continue the momentum of a strong organization that focuses on networking, educating, and giving back. We are fortunate to be able to celebrate a great year in 2013 under the leadership of Bill Mackie (Nasser Co., Inc.). We were able to increase our scholarship offerings, support City of Hope’s 100th year by donating a Diabetic Machine and increase our membership and participation from retailers.

There were so many people volunteering to help on committees this year and to give of their time and their funds to support a worthwhile cause and organization.

This year we have many new members, some that came to our National Seminar for the first time and want to be more involved with the DDBC, and more retailers interested in helping us make a difference. Thank you to all of you who have asked to be a part of 2014 and our exciting events that we have planned.

What I notice the most about our business and the DDBC is that no matter how competitive we are out there every day, we are a close-knit group of people all willing to support each other and our industry. Please make this a year that you participate if even in just a small way by attending one more event than you did last year and bringing someone new with you. The organization will gain from this, of course, but more importantly, you will reap the greatest reward in the networking and friendships that are made.

I want to thank the 2013 Board members who have just finished their term and served so well and welcome in the 2014 new and returning Board members. This year we have a couple of returning Presidents on our board, new Retailers, and a very motivated team. That speaks a lot to the organization when people want to continue to serve and support and keep coming back to volunteer their time.

I know based on the excitement and comments from people that you are looking for an exciting year ahead ... we promise not to disappoint you and welcome any comments or feedback that you think would help us grow.

Please let me introduce this amazing group of people that will serve on your Board and their Committee assignments:

- Cheryl Van den Hende (Monterrey), First Vice President, Election Committee, Seminar Committee.
- Sue Bargsten (DPI Specialty Foods), Second Vice President, Golf Committee.
- Sokha Lim (Fuji Foods), Third Vice President, DDBC News.
- Cynthia Yarak (Risvold’s), Secretary.
- Bill Back (Zacky Farms), Treasurer.
- Sharon Fails (Nasser Co., Inc.), Seminar Committee, Big Cheese Committee.
- Lisa Juarez (Bar-S Foods), Dinner-Dance Committee, Election Committee.
- Debi Orrin (Litehouse Foods), Dinner-Dance Committee, Election Committee.
- Frank Rizzi (Ralphs), Seminar Committee Co-Chair.
- Laura Taketomo (Food 4 Less), Golf Committee.
- Jim Veregge (Unified Grocers), Program Committee.
- Miriam Welch (Albertsons), Seminar Committee.
- Liz Wilson (Ralphs), Seminar Committee Co-Chair.
- Patti Winsell (Horizon Sales Corp.), Housing Committee, Membership Committee, Big Cheese Committee.
- Bill Mackie (Nasser Co., Inc.), Immediate Past President/Advisor, Seminar Liaison, Scholarship Committee.
- Susan Steele (DDBC), DDBC Business Manager.
- Kristal Clark (Advantage Sales & Marketing), 46th National DDBC Seminar Chairman.

Connie Thatcher, Advantage Sales & Marketing
2014 DDBC President

DDBC Mission Statement

To strengthen and promote the Dairy-Deli-Bakery Council by providing a forum where members can learn, build relationships and share ideas.
We Are Very Proud to Congratulate

Silvia Quiroz
of Cardenas Markets

2013 Retailer of the Year
2013 Hall of Fame Inductee

Jeff Merrill, MegaMex - Hormel Foods

By DAVE DANIEL
Editor, DDBC News

Jeff Merrill had an outstanding “rookie” year in 1979, when he was selected as “Wrapper of the Year” for Ralphs – Beach & Garfield in Huntington Beach. A “wrapper” then also was known by the term “box boy” or “bagger,” but has evolved into the more politically correct “courtesy clerk.”

That honor was a harbinger of good things to come: promotion following promotion for Ralphs and then moving into various areas of the perishable foods industry … and most of those with the Dairy Deli Bakery Council (DDBC) of Southern California in the past 34 years.

Now, as Customer Business Manager-West for Ethnic Specialties at MegaMex Foods, a joint venture with Hormel Foods, he will be inducted into the DDBC Hall of Fame in February.

He joins Judy Norton of Norseland, Inc. as the 46th and 47th members of the Hall of Fame.

“I was blown away when I was informed of this honor,” he said. “When I look at the list of names of the people in the Hall of Fame, I feel fortunate to be included on that list. These are the people who have structured the Council … they were around when I started in the business. It is amazing. Truly, I have had so much fun; it is a little embarrassing to be honored for it.”

Merrill has a strong history with the DDBC, which was the Deli Council when it was founded in 1964. He joined the Board of Directors in the mid-90’s, and served as President in 2001 when the name change became official, adding the Bakery industry.

And 2001 was another milestone year. “Our Seminar that year was in San Diego, and two weeks before it was scheduled to begin, 9-11 took place. Many of our members thought that we should cancel, but it was decided we should continue.

“If we had cancelled that year, it might very well have put the Council in dire financial straits, we were operating pretty closely as it was, and could have led to the demise of the organization,” he said. “What I remember foremost about that Seminar is how closely everyone became … I believe it was very healing for everyone that attended.”

Merrill later served as General Chairman of two highly successful Seminars … in 2003 in La Jolla (Torrey Pines) and again in 2008 at Ojai.

One noticeable item that pops up along Merrill’s career path is an impressive list of co-workers and mentors. “The list of talented people I have worked alongside in my career is amazing, I have been truly blessed and I have learned so much from all of them”.

When he was at that Ralphs store in 1979, he worked alongside Mark Miale and Cindy Johnson Davis, not to mention meeting his

Continued on Page 16
Congratulations on being Retailer of the Year from the entire LALA team!

Naturally Nutritious. Simply Delicious.

LALA Branded products:
“Nourishment For Life”

Partners with the DDBC and the CA Food Industry

www.lalafoods.com
www.facebook.com/lalausa

LALA SoCal: 562.216.4747
©2013 LALA Branded Products, Inc.
Judy Norton, Norseland, Inc.

She is still on the move after all these years in one job

By DAVE DANIEL
Editor, DDBC News

Judy Norton, Sales Manager for Norseland, Inc., packed up her Canyon Lake home of 15 years in June and headed to Northern Wisconsin to a log cabin she and husband Ed built in 2009.

“Our home is situated on a small lake surrounded by 64 wooded acres, land Ed’s family has owned since 1950. We have just one neighbor on our lake,” she said.

“People think I have retired, but that’s far from the truth,” she said. “I may be living in God’s country but I’m still working as much as ever.”

Moving 2,000 miles from Southern California did not matter to the Dairy Deli Bakery Council (DDBC) of Southern California, which will induct her into the DDBC Hall of Fame, along with Jeff Merrill (MegaMex Foods), at the February meeting.

“This is really quite the honor,” she said. “We are standing on the shoulders of giants. I am in awe of the DDBC because it has survived and thrived all these years when other organizations have disappeared. I am sure the success of the Council is because so many great people have been and continue to be involved.”

Add Norton’s name to that list.

She joined the Deli Council, as it was known until 2001, in 1985, at the urging of Claus Simon, also a member of the Hall of Fame.

“Claus was a charter member of the Deli Council when it was formed in 1960,” Norton said. “I was working at Bromar as a Certified Grocers District Manager. His company, C.L. Simon Fine Foods, was the perishables division of Bromar. He noticed me and said I would be good in deli, so he promoted me to account executive.

“He told me about the Deli Council and said, ‘You must be involved. You must go to every dinner. And you must get on the Board of Directors.’”

Not one to ignore her boss, Norton followed those instructions to the letter. She was elected to the Board in 1987 and served six years, serving on several committees, including chairman of Housing for two years, followed by Awards Chairman for three years, and a year as Program Chairman.

She also served on several Seminar committees. “I had the pleasure … and the challenge … of being the Festival Luncheon chairman in 1990 at the first out-of-state Seminar in Scottsdale, Arizona,” she said.

“I encourage all new people in the Deli, Dairy, or Bakery industry to get involved with DDBC. The experiences one gains by being involved pay dividends in your life and career. I overcame a fear of public speaking during the 3 years I served as Awards Chairman. The confidence I gained by speaking at each Council meeting allowed me to address the National Convention of the Daughter’s of Norway in 2010,” she said.

“In addition to building professional relationships from networking with Council members, lifelong friendships are the most rewarding benefit. My friendships with Cindi Kacer, Ann Dressler, Jean Hendrix, and Darcie Gorman all came from involvement in the Deli industry.

“I wish I could thank by name all of the DDBC members who motivated and inspired me throughout my career. I’m afraid we’d have to purchase another page of advertising to accommodate the editorial needed to cover all those names. I will be forever honored by this recognition,” she said.

“I have been with Norseland for 23 years and I have a lot of pride in working for such a great company,” she said. “I have been on the road a lot of the time, but I have always had a bit of wanderlust in me, even as a child.

“I traveled three times around the United States on a Greyhound bus when I was 16, 17 and 19,” she said, adding hastily, “it was much safer then. I truly love to travel.”

She still hits the road regularly. She began selling to Price/Costco in 1995 in the West Region and that role has expanded. She now visits regions in Atlanta, Dallas, Virginia, and Chicago, as well as national corporate, International, and private label.

“I still get to California at least once a quarter,” she points out. She is scheduled to be in San Francisco for the Fancy Foods Show in January and in La Mirada in February for Awards Night.

Norseland, Inc. has been a big supporter of the DDBC as well as the International Dairy Deli Bakery Council (IDDBA). “Norseland is a huge supporter of the IDDBA,” she said. “Every President of Norseland, Inc. has been a President of the IDDBA. Current President John Sullivan introduced George W. Bush at the IDDBA Convention in Houston.”

TINE SA, a Norwegian corporation, owns Norseland and the company has grown exponentially. The flagship product is Jarlsberg and other Norwegian cheeses, including Ski-Queen Gjetost, Snofrisk, and Ekte Gjetost.

Jarlsberg has been exported to the U.S. since 1965 and is America’s No. 1 selling brand of specialty cheese, claiming the highest awareness among U.S. consumers over any other imported cheese.

TINE is the largest Norwegian dairy product cooperative and celebrated its 130th anniversary in 2011. It is Norway’s largest producer, distributor, and exporter of dairy prod-

Continued on Page 19
CONGRATULATIONS...

To Norseland's very own

Judy Norton

Awarded DDBC's 2013 Hall of Fame!
We are very proud of you, Judy!
2013 Retailer of the Year

Silvia Quiroz, Cardenas Markets

Both the employer and employee have enjoyed mutual successful growth

By DAVE DANIEL
Editor, DDBC News

In 2001, when Silvia Quiroz joined Cardenas Markets as an assistant in the buying department, there were nine stores.

Now there are 29 stores … and more on the way … in the rapidly growing chain headquartered in Ontario.

Which leads one to consider the question: Did Quiroz, now the Deli-Dairy-Frozen-Beverage buyer who just added DSD supervision of bread, chips, and tortillas, hitch her star to a company on the way up … or did the company kick into high gear in the growth department when Quiroz signed on?

Actually, the answer is a bit of both because she is a natural fit in the family-owned and operated company.

And her success has led her to be selected as the Dairy Deli Bakery Council (DDBC) of Southern California 2013 Retailer of the Year.

“I am surprised and humbled with this honor,” she said.

She may be the only one surprised as her personal growth in the company has kept pace with the growth of the company itself. Cardenas has built its own headquarters and warehouse complex and now numbers approximately 3,400 associates.

The founder of the company, Jesus Cardenas, Sr., died last year, but his family still operates the company. “Nothing has changed in operations since his death,” Quiroz said. “He is missed dearly by everyone. He was a great person … very humble.”

Quiroz got her start in the buying department as an assistant. “I am who I am because of my three mentors and the people around me.”

She credits the recently retired George Matics, Alvaro Rosales and Steve Vallance, now in his second tour with Cardenas, for teaching her the responsibilities of a buyer.

“Throughout the years, there have been several co-workers who have helped me. They have included Mari Lopez, Teresa Leyva, Diana Jimenez, Denise Contreras, and Alma Ceja. I never would have gotten where I am without their support,” she said.

“I want to thank the entire Cardenas family for the support they have given me throughout the years,” she said.

And she also wants to thank her husband, Louie and their blended family. They will celebrate their 20th anniversary this year.

“They support over the years has been incredible,” she said.

They met when both were working for KV Mart in Baldwin Park. She started as a cashier before moving into the office as a bookkeeper.

He had a daughter and she had a son.

“After five or six years on the store level, we decided one of us had to get out of the business,” she said with a smile. “Both kids were little and it seemed as if we were working all the time. So I took an office position with Marshall Industries, which involved computers and electronics. After a while, the company was merged with another and moved out of state.

“I stayed home for a couple of years before joining Cardenas,” she said. “I love my job here. This is such a great company to work for.”

(DDBC) of Southern California 2013 Retailer of the Year.

1975 — Stan Coop.
1976 — Bill MacAloney.
1977 — Eddie Goldstein.
1978 — Pete Uraine.
1979 — Art Jenin.
1981 — Ken Hanshaw.
1982 — Eleanor Bennett.
1983 — Gary Illingworth.
1984 — Harold Davis.
1985 — John Vitale.
1986 — Eddie Hoggatt.
1987 — Don Fisher.
1988 — Fred Brandt.
1990 — Les Taylor.
1991 — Bob Johnson.
1992 — Jerry Lewis.
1993 — Dave Wolff.
1994 — Dave Fernandez.
1995 — Kathie Porter.
1996 — John Brass.
1997 — Jim Veregge.
1999 — Cindy Mulvaney.
2000 — Mark Miale.
2001 — Mickey Gold.
2002 — Andre Mesropian.
2003 — Joe Rodriguez.
2004 — Pete Hejny.
2005 — Manny Marin.
2006 — Jim Roesler.
2007 — Sue Bargsten.
2008 — Steve Nguyen.
2009 — Matt Reeve.
2010 — Robin Bell.
2011 — Gayle DeCaro.
2012 — Dennis McIntyre.
2013 — Silvia Quiroz.
La Mexicana Foods

Congratulations DDBC Award Winners!

Silvia Quiroz, Cardenas Markets
Retailer of the Year

Jeff Merrill
MegaMex/Hormel
Hall of Fame Inductee

Judy Norton
Norseland, Inc.
Hall of Fame Inductee

Fred Rowen
Rowen Sales & Marketing
Supplier of the Year

Mark Dixon, Acosta Sales & Marketing (714) 988-1319.

La Mexicana Food Products
4601 Pacific Boulevard, Vernon, CA 90058
2013 Supplier of the Year

Fred Rowen, Rowen Sales & Marketing

Here’s something better than gold watch for his retirement this year

By DAVE DANIEL
Editor, DDBC News

Besides the traditional gold watch, what do you give someone who is retiring, such as Fred Rowen?

In the case of the Dairy Deli Bakery Council (DDBC) of Southern California, they are presenting Rowen with the 2013 Supplier of the Year award, which he will receive at the February Awards Night meeting.

Rowen sold his bakery brokerage business, Rowen Sales & Marketing, last year to DDBC member Allan Baum, so that he could retire, putting a wrap on a food industry career that started 48 years previously in 1965.

“Like so many of us in the industry, I started out as a box boy, working at the Ralphs store on Third and La Brea,” Rowen recalled, “and I worked my way up the ranks from there.”

He came by his interest in the food industry honestly. His father, Al, was one of the original owners of Crescent Foods, along with two of Fred’s uncles, Ernest Rose and Fritz Rowen (who also was known as Fred), and Chico Santillan. All were charter members of the Deli Council, as it was known for the first 40 years. (Santillan was the Council’s third Supplier of the Year in 1977).

“Like so many of us in the industry, I started out as a box boy, working at the Ralphs store on Third and La Brea,” Rowen recalled, “and I worked my way up the ranks from there.”

He came by his interest in the food industry honestly. His father, Al, was one of the original owners of Crescent Foods, along with two of Fred’s uncles, Ernest Rose and Fritz Rowen (who also was known as Fred), and Chico Santillan. All were charter members of the Deli Council, as it was known for the first 40 years. (Santillan was the Council’s third Supplier of the Year in 1977).

“This award really came as a surprise to me,” Rowen said. “I hoped it would come some time during my working career, but it is great to be honored by your peers.”

“When the Deli Council was first started and throughout the 1960s, it focused on the Meat Department and on Service Delis,” Rowen said. “Today, many bakery departments are supervised by the same people who manage the Service Delis.”

Rowen is one of the pioneers in bringing in-store bakeries into the DDBC. He credits people such as Diane Beecher, who then was at Lucky Stores as the Director of Bakery, to get that department recognized.

“There were only a couple of bakery people involved, but more and more bakery people showed up and then some manufacturers got involved…Rich Products, General Mills, and others.

Rowen recognized the growing trend and capitalized on it early. While still at Ralphs, the native of Southern California moved to the Westchester Store and then to the Beverly Hills Store on Wilshire and Cannon and was tapped to attend the Food Industry Management Program at USC’s Marshall School of Business in 1971. That also was the year he married Cheryl, who had secured a teaching position in Placentia in Orange County, so Fred transferred to the Santa Ana store.

Continued on Page 20
Fred, on behalf of your family, friends and associates, Savi Sales & Marketing is proud to congratulate you on being honored as the 2013 Supplier of the Year.

Fred Rowen  
Rowen Sales & Marketing  
Supplier of the Year

Judy Norton  
Norseland, Inc.  
Hall of Fame Inductee

Silvia Quiroz  
Cardenas Markets  
Retailer of the Year

Jeff Merrill  
MegaMex/Hormel  
Hall of Fame Inductee
Jeff Merrill, MegaMex/Hormel

Continued from Page 8

future wife! The grocery manager was Kevin Davis, now CEO of Bristol Farms and a past chairman of both Unified Grocers and the California Grocers Association.

When he was promoted into Ralphs headquarters, he worked with Mark Trowbridge, Jim Veregge, Dave Van Laanan, Jerry Lewis, and the big boss was Ken Hanshaw. “I remember how kind Ken was to me when I came to the office to be interviewed for the assistant buying position. We spoke for about thirty minutes … he must have liked what he heard as he immediately grabbed me by the arm and walked me into Charlie Bergh’s, (Group VP) office. Charlie looked up and Ken stated ‘THIS is our man!’

“What a tremendous feeling to have that kind of support from such an icon of the business like Ken. Some lifelong memories for me came out of that office.”

Jeff then moved over to the Service Deli buying office and was reunited with Miale. “Mark was an intense competitor and I learned so much from him about the Deli business” states Merrill. Others in this office were more DDBC stalwarts Andre Mesropian, Pete Hejny and Jean Dresher.

“Being involved in the Deli Council was not an option at Ralphs,” Merrill recalled. “It really was expected. Hanshaw demanded it … when are you getting there, what are you going to do when you get there? And there was quite a lineage to follow.”

(Hanshaw, Veregge, and the late Lewis are all members of the Hall of Fame and nearly all of them have been honored as either Retailer of the Year or Supplier of the Year).

“Jim Veregge and Mark Trowbridge really taught me how to be a buyer,” Merrill said, “and through the years, Jim became like a brother and mentor to me. I really feel fortunate to have met all those great individuals.”

But his education didn’t stop when he left Ralphs. He joined Certified (now Unified) and worked with another Hall of Famer in Eleanor Bennett, along with Cindy Mulvaney. “Certified also was such a strong supporter of the DDBC and there was another great lineage for me to follow there and the people were wonderful.

“I was able to learn about the business from the independent grocer perspective – a very valuable experience and very different than Ralphs!”

After two years at Certified, he was approached by Jim Hardy, who persuaded him to get into the brokerage business … and then mentored him. “He told me I would make a great broker and that he had a spot for me,” Merrill said. “I could not have enjoyed my life as a broker more having such talented sales people to work with … Jim Hardy, Rick Mitchell, Sue de Boer, and John White. They all taught me that your reputation and following through on your word were the hallmark of the brokerage business. How right they were!

“Many people don’t understand how to work and partner with a broker – when you do, it can be a great advantage in your business.”

He worked at Bradshaw and after a brief time, that company was merged into CROSSMARK, which was growing into a national brokerage. Merrill worked through the ranks and was promoted to Director of Perishable and GM-HBC. “Strange combination, I know … but I really enjoyed it!”

He left that position in 2008 after 10 years, and went to work for La Victoria. In 2009 the company entered into a joint venture with Hormel, which greatly expanded it. “This venture has been exciting to be a part of and I now work with some of the most talented people ever in my career.

“I have always wanted to see all sides of the food business,” Merrill recalled. “Frankly, it wasn’t planned, but it has worked out well for me. I started in retail grocery, and then went into wholesale, then to a brokerage, and now I am with a tremendous direct company with a long, successful history in America.”

And MegaMex Foods, headquartered in Orange, continues to expand under President Jeff Frank and Vice President Kent Kreuer. “The vision these men have brought to the company is amazing,” Merrill said.

The company has acquired such brands as Wholly Guacamo and Don Miguel Mexican Foods to go with strong stable brands such as Herdez salsa and La Victoria, among others.

“There are many different aspects of this business that MegaMex is expanding into right now: fresh, frozen, perishable, to go with the shelf stable grocery lines,” he said, “I find it very exciting that MegaMex is developing refrigerated salsa, frozen foods, and leveraging our tremendous brands throughout the entire grocery store.

“Jeff and Kent lead an outstanding team here that helps this company continue to grow and are dedicated to educating the consumers and customers in regard to the booming Mexican Foods segments. That investment is so valuable as we endeavor to be the trusted advisor to the trade in these segments. It is a pleasure to help put their vision into action. The Mexican food business is such a blast to sell,” he said. “You are really selling good times … chips, tortillas, salsa … fun is always wrapped around all of that.”

Merrill and his wife Kelly celebrated their 27th anniversary in November. They have three sons: Jake (25), Kyle (22), and Zach (19), who has begun a career in avionics with the Army.

“In all honesty, any success I have enjoyed in business has come about due to Kelly. She is my rock. It helps that Kelly knows the grocery business – after all she gave up her promising management career at Ralphs to stay home after we learned of Kyle’s affliction with autism. There was no question we were going to do what was best for our boys. She really is amazing!”

Merrill likes to play golf, but admits baseball is his passion. He has coached Little League in Corona for many years and, for the past several years developed a “Big League” program there for players 17-18 years old. “It is sort of my outreach program for these kids,” he said.

Please join the DDBC in congratulating Merrill on his induction into the Hall of Fame.
CONGRATULATIONS!

Mission Foods would like to Congratulate Silvia Quiroz, of Cardenas Market, Retailer Of the Year.

Together, Mission® and Guerrero® sell a lot of tortillas, Mission tops the country. And Guerrero is the leader amongst Hispanics. While we are, of course, proud of these distinctions, the same commitment to quality and innovation stretches across all our products — from tostadas to tortilla strips and much more. So when it comes to traditional Mexican food, we’ve got you covered.

missionmenus.com  tortillasguerrero.com
DSW Distribution Centers

Still growing after 40 years of great service

Whoever first uttered the phrase ‘cold hands, warm heart’ must have had the personnel at DSW Distribution Centers, Inc. in mind.

The longtime Dairy Deli Bakery Council (DDBC) of Southern California member prides itself on customer service and its long-time relationships as the company celebrated its 40th anniversary in 2013 and is looking forward to the next decade.

“One magazine described us as having the reputation in the industry as a boutique service provider of extreme value-added services,” said Brad Thayer, the second-generation President and COO of the family-owned business in Rancho Cucamonga.

Larry Thayer, who founded the company in 1973 in Anaheim, still serves as CEO and his wife Lovie is the Controller.

“My first experiences in the business go back to when I was in junior high school,” Brad Thayer recalled. “I started as a ‘lumper,’ which is a person who manually unloads the trucks. When I was in high school, I started a temporary staffing service to recruit workers for the warehouse. I posted flyers at high schools and colleges to help get the manpower we needed.

“Later, when I was on breaks from college, I worked as a forklift driver. When I graduated in 1982, I rejoined the family business in the warehouse, customer service, then sales, then vice-president to where I am now,” he said.

DSW has evolved into a multi-temperature controlled third party logistics company specializing in beverages, organics, perishable food products, pharmaceuticals and general commodities.

“We have several State Board of Pharmacy licenses and two Alcoholic Beverage Licenses and we are Organic Certified by the State of California and we hold a Processed Food Registration and cGMP (Current Good Manufacturing Process Authority from the FDA),” Thayer said. “We are quite proud of these specialized services that we offer our customers. It is a big deal in the industry.”

DSW also has a Food/Pharma Grade Clean Room on-site for reclamation, repacking, and sorting of exposed food products.

“We have expanded on our industry reputation with a cross mix of customers, including many co-packers on the West Coast. We are able to bring in raw materials and packaging, which has helped our manufacturing customers grow their business every year,” Thayer said.

DSW has many alliances with companies for services such as port drayage, customs brokerage and freight forwarding, national transportation, and distribution centers across the country. Also, DSW offers Retailer Compliance Programs, Website Shopping Cart Fulfillment, and International Export Labeling.

“We are a niche supply chain management company that really cares about our customers’ products and success,” Thayer said. “We have tremendous enthusiasm in our offices and warehouse floor. We have empowered all of our DSW Associates to make a difference.

“With our combined ideas and efforts, we have invested a great deal of time and money to upgrade our facilities, security, environmental initiatives and personal education. We have been fortunate to upgrade our proprietary warehouse and business management systems on the fly to prepare for the next decade. We have purchased a new warehouse management system that is Windows servers supported that includes radio-frequency barcode scanning capabilities,” he said. “We are ready for anything that might come along in the next decade.”

Thayer is proud of the many long-term customers of the company. “We have customers that have been with us for decades,” he points out. “I attend some business conferences and trade shows such as the Natural Products Expo every year to stay in touch with our customers and meet new ones.”

Thayer used to play golf regularly, but now only “here and there,” he said. He and wife Betsy are parents to daughter Riley, four and a half, and 22-month old twins Allie and Zac. “Most of my time now revolves around the business and family life,” he said.
2013 Hall of Fame Inductee

Judy Norton, Norseland, Inc.

Continued from Page 10

products. The corporation domestically offers the entire spectrum of dairy products. Jarlsberg accounts for 80% of TINE’s total export.

There are approximately 20,000 dairies in Norway. “Just like the rest of the world, much of the next generation really doesn’t want to work on farms,” Norton said. “Dairies have added robots to milk the cows. These aren’t the milking machines of days gone by when a farmer attached a tube to a cow, but actual robotic machines being used … like a car being built in a factory.”

Each member of TINE is a shareholder in the cooperative to which they deliver 1.4 billion liters of cow’s milk and about 19 million liters of goat’s milk every year. The milk is processed into more than 200 different products, which are sold under the TINE trademark.

And the company has grown outside of Norway. In 2008 TINE purchased Ilchester, a full line of British cheeses.

John Sullivan has sought out partners for Norseland, and coincidentally all are family-owned companies. Adding to TINE’s variety of cheeses, Norseland offers cheeses from Canada, Spain, Italy, and Holland. TINE also has purchased the Alpine cheese factory in Ohio to produce Swiss cheese.

Woolwich Dairy is Canada’s largest goat cheese producer and also has a plant in Wisconsin. Garcia Baquero is the largest producer of Manchego and specialty cheeses in Spain. Westland Company in Holland produces Old Amsterdam, the No. 1 selling aged Gouda in Holland. Lotito Foods is a fourth-generation importer and producer of Italian cheeses and is a giant in the foodservice industry. Gabriella and Suprema are two of the brands. “We pride ourselves on selling only the best from every category,” she said.

Among Norton’s many awards and honors, she was the DDBC Supplier of the Year in 2010. She has been involved with the California Cheese and Butter Association (CCBA) and was inducted into that organization’s Hall of Fame in 2008. “I missed my first CCBA Convention this year to attend a family wedding after attending 27 consecutive ones,” she said.

The native of San Diego is the only member of her family born in California.

Her first job was as a courtesy clerk at Alpha Beta in Orange County in 1976. She worked her way up the store ladder while attending college, Grossmont College in El Cajon and San Diego State.

She moved to Wisconsin to experience the change of seasons “for a year,” she said. That turned into a 4-year stay. That is when she met and married Ed 32 years ago.

Upon her return to California in 1983, she had hoped to return to Alpha Beta, but that company had been sold while she was gone. But within three weeks of her return, she landed an entry level sales rep position at Bromar Southern California, doing store checks for out-of-stocks and learning the business from the ground up.

That’s where Simon noticed her. He couldn’t help it. “I kept calling him with questions about different deli items, so he promoted me to Account Executive,” she said. When Claus retired in 1989 she took over as Vice President, Deli Division of Bromar.

One of the companies she represented was Norseland, Inc., whose flagship product is Jarlsberg. She was hired by Norseland in 1991. The rest is history.

Please join the DDBC in congratulating Norton on her induction into the Hall of Fame.

2013 Retailer of the Year

Silvia Quiroz, Cardenas Markets

Continued from Page 12

She has been active in the DDBC for several years, serving the past three years on the Board of Directors, where she helped out with the annual Golf Tournament as well as securing sponsorships, donations, raffle prizes and silent auction items at various events, including the National Seminar.

“I always tried to help behind the scenes,” she said. “I wish I could have done more, but because of my responsibilities at work and at home, I needed more time. I plan on running for the Board again in the future. Right now, it is time to give others the opportunity. It has been such a great experience. I made a lot of good friends and developed great relationships. I worked with such great people.

“Being on the Board has been great for both my company and myself. Cardenas gets recognized for me being involved, which is great for us,” she said. “For myself, I have been able to build business relationships. I get to meet new members every month or put a name to a face I’ve only talked to on the phone or by email before, which makes it so much easier to relate.

“Besides that, throughout the years, there have been so many great speakers who have shared their knowledge with us,” she said.

She was honored with the Big Cheese Award in March 2011.

She keeps busy outside of work by going back to school. “I am earning my Certificate in the Retail Management Program through the WAFC,” she said. “I am almost through with the course.”

Also, she still tries to find the time to take family camping outings, where they ride quads, which she enjoys, or go to baseball games. She likes to exercise, but laments the fact that her exercise routines have suffered because of the time change from Daylight Savings Time.

Please join the DDBC in congratulating Silvia for being selected as the 2013 Retailer of the year.
Fred Rowen, Rowen Sales & Marketing

Continued from Page 14

In all, he spent 10 years on the store level with Ralphs before joining the Jones-Kelly food brokerage as a sales rep. “I was merchandising the old Fazio stores before they were sold to Albertsons,” he said. “Jim Hardy was there and our big accounts were Banquet Foods and West Pac vegetables.”

In 1975, first son Craig was born. “He didn’t arrive until about 2 in the morning,” Rowen recalled. “I didn’t get home until about 4 a.m. and a couple of hours later, I got a call to come into the office.

“After I got some sleep, I went to the office and was told we had landed the Rich Products account … and I was taking it on. I had to tell my wife the day she came home from the hospital I was leaving town the next day,” he said.

Another son, Kyle, followed two years later. Now there are three grandchildren with another on the way. Craig lives in New York and Kyle in Irvine.

Working the Rich Products line was rewarding. “When we introduced the frozen dough line to the Southern California market, we went from zero sales to $14 million,” he said. “I look back on those times like the business was my son, too.”

He later went to work for Action Brokerage, one of the pioneering Bakery brokerages in Southern California, in 1992 before moving to Rich Products for a couple of years. “It was a national job, calling on accounts across the country,” he said, “and I didn’t like living out of a suitcase.”

He moved to the Atlas-Horn brokerage in 1996 working food service accounts and a year and a half later formed his own company.

“My first principal was Lone Star Consolidated Foods, and they are still with the company today. They started in Dallas in 1950 as a donut shop and have grown into a national thaw-and-sell and thaw-and-serve sweet goods manufacturer,” he said. “About a month later, we landed Sara Lee before it sold off its bakery division.”

Rowen was involved with the Deli Council since the mid-1980s. He received the Big Cheese Award in April, 1990, when he was with Action Brokerage. He was involved in projects such as the College of Knowledge and with Council golf tournaments.

“I still play golf,” he said, “and I’m doing better since undergoing hip replacement surgery in January of last year … at least I enjoy being out there now.

“I was having trouble with my right knee, but when I went to the doctor, it turned out my left hip was bone on bone. My knee hurt because I was over-compensating for my hip.”

Now living in Mission Viejo, Fred and Cheryl are enjoying the grandchildren, who are only 10 miles away in Irvine.

And they’ve been doing some travel. “This is a lot different than traveling place to place for a sales job,” he said. “We enjoy cruising.”

Their most recent trip was to Ireland and Scotland, but they also have visited St. Petersburg, took a river cruise from Amsterdam to Budapest, and also traveled to Prague, Australia and New Zealand, and a trip through the Panama Canal.

The Rowens haven’t planned their next trip yet, other than to La Mirada in February to pick up the award.

Please join the DDBC in congratulating Rowen on a long overdue and well-deserved honor as the Supplier of the Year.

Millennial generation changing priorities

The generation that many groups have characterized as lazy and self-absorbed is suddenly entering the parental space. Millennials are starting to become moms and dads. As a matter of fact, 10.8 million American households are now headed by Millennial parents, according to a recent study by Barkley, “Millennials as New Parents.” However, according to more than one source, the generation that many marketers thought they had pegged in terms of priorities and values may be very different than originally perceived. It seems that, especially once they become parents, Millennials take a more modest approach to consumer habits, valuing quality over quantity and practicality over status.

As highlighted by David Gutting, VP, Strategy Director at Barkley, members of Generation Y have been exposed to more in their lives that they receive credit for. “First let’s remind ourselves that the oldest Millennials became young adults around 1999. In that time, they have experienced the dot-com bust, September 11th and large banking and housing crises,” he points out in a MillennialMarketing.com article. It appears the jump to modesty isn’t as extreme as it seems. So what does this mean when it comes to Millennial parenting? In many cases, it means ego is left at the door while the concept of “needs vs. wants” steps in to take its place.

The same Barkley study found that while “cool” brands such as Sephora, Apple and H&M are over-indexed by Millennials prior to having children, they are greatly under-indexed after that. As a matter of fact, brands such as Kohl’s, Walmart and Kmart not only fill that void, but Generation Y favors those brands even more than Baby Boomers and Generation X.

The Millennial parent’s value of a dollar shouldn’t come as any surprise. Many of them were just entering the workforce as the recession hit in 2008 and have had to deal with high unemployment rates during a point in life when they should have been making inroads in their young careers, as previous generations did. Forty-four percent of Millennial parents consider themselves “very financially stressed,” according to SoCalledMillennial.com.

Additionally, the concept of the “haves and have-nots” may eventually cease to exist among Millennials, particularly when considering technology brands. The reason for this is that most technology is becoming commonplace. For example, roughly 75% of Millennials own smartphones. Suddenly, owning a smartphone is not about impressing friends with high tech features. It is more about how the device can make life easier.
Industry News

Compliance courses offered by FIBR

The Food Industry Business Roundtable (FIBR) presents courses to keep food manufacturing business in compliance of government regulations.

“Back to Basics - GMP.” Current Good Manufacturing Practices (GMP) Training Course (English) Jan. 18 and March 8; (Spanish) Jan. 25 and March 22.

“Sanitation Standard Operating Procedures (SSOP)” Training Course (All SSOP classes in English) Feb. 15 and April 12.

All GMP & SSOP classes will be held on Saturdays 8:30 a.m. to 4:30 p.m. at CD Tech Center, 520 W. 23rd Street, Los Angeles 90007 (Free parking in rear).

“Hazard Analysis Critical Control Points – HACCP” 4-Day Course: To be announced. HACCP Classes will be held 8:30 a.m. to 4:30 p.m. at SCE Foodservice Technology Center. (FTC), 6050 N. Irwindale Ave., Room 6050, Irwindale 91702.

The Good Manufacturing Practices (GMP) training course will come from the regulatory and industry perspective in Spanish. It will cover the federal Good Manufacturing Practices regulations (CFR 21 Part 110). It will give insight to maintain compliance with the federal regulations and third party audits for facilities.

The Sanitation Standard Operating Procedures (SSOP) training course will come from the regulatory and industry perspective. It will cover the federal guidelines for monitoring sanitation for HACCP programs and general sanitation monitoring for compliance. It will give insight to maintain compliance with the federal regulations and third party audits for facilities.

Hazard Analysis Critical Control Points (HACCP) is a food safety component, with GMP and SSOP, that regulatory agencies (Seafood, Meat and Fresh Juice Products, it is mandatory) and third party auditors (customer driven Food Safety Programs) used to ensure food safety. The requirement for HACCP, GMP and SSOP are rapidly becoming a way of life for the food industry. There is possible legislation in the U.S. Congress to make HACCP mandatory for all food manufacturers. You must know your GMPs and SSOP Monitoring before you can take this HACCP Course.

Business owners, senior officers, QA/QC managers, and production supervisors should enroll. Line production workers will also benefit from this training.

Some of the benefits from these courses include understanding of regulatory agencies’ compliance and to improve knowledge of Good Manufacturing principles for GMP Students. For SSOP: Understanding of regulatory agencies’ compliance for monitoring sanitation and improve knowledge of Good Manufacturing principles for proper monitoring of sanitation in your facility.

Price for GMP & SSOP FIBR/UAL members: $150 per student; non-members: $175 per student HACCP 4-day Course FIBR/UAL Members: $475 per student; non-members: $550 per student.

Cost includes continental breakfast, course manual & certificate of completion.

Register online at www.fibr.info/foodsafety/register.html, download registration form or contact Helene Martinez at 213-763-2520 x227 or hmartinez@fibr.info.

Cake decorator entries due Feb. 14

MADISON, Wisc. — The International Dairy-Deli-Bakery Association’s™ (IDDBA) 19th Cake Decorating Challenge will be a featured event at the annual Dairy-Deli-Bake Seminar and Expo, to be held June 1-3 in Denver. Three supermarket decorators will have the opportunity to create show-stopping displays that promote their artistic abilities and show off the talent and hard work that sells cakes for their companies.

Judges are looking for decorators who have skills in three areas: production cakes, theme cakes, and wedding cakes. The challenge begins with creating enough production cakes to fill an 8-foot bakery case on Day One. Day Two is devoted to the creation of a custom-design wedding cake. On the last day, each contestant will decorate three cakes, one from each category: special occasion, IDDBA show theme, and decorator’s choice. Three contestants will compete for first, second, and third place trophies. IDDBA will cover transportation, lodging, and meals for each contestant during the contest. Materials and tools will be provided and each contestant will be able to keep the full set of professional cake decorating tips and supplies used for the challenge.

To enter decorators need to send a photo album of their best cakes along with an entry form. Supermarket retailers may enter as many cake decorators as they choose. The deadline for entering is Feb. 1. Visit the IDDBA website, iddba.org/cakeform, for more information and an entry form. Contact Jessica at 608-310-5000 or jives@iddba.org, with questions.

Classified ad

(DDBC News offers this column as a free service to the perishable food industry. Fax your ad (or resume) to DDBC News at 714-375-3906 or email dave.pacrim@verizon.net by the 15th of each month for inclusion the following month. All inquiries should be directed to Dave Daniel and will be kept confidential.)

Position Available

Senior National Accounts Manager

Needed in Southern California. Looking for a seasoned National Account Manager that has experience selling to corporate Costco, Jetro and BJ’s, has customer relationships, leadership and management skills. This position is in Corona. This individual must have a beverage background that understands multiple routes to market (DSD and Warehouse). This candidate should be self-sufficient (computer skills), have excellent presentation skills, and can demonstrate how they have aligned their company/products with key national customers. Pay is between $120K - $145k plus bonus, car allowances, etc. and the location is Corona, CA. Contact Mark Freeman at 719-623-5269 Office; 719-459-0530 Mobile; 719-488-9043 Fax.; mfreeman@woodmoor.com. www.woodmoor.com.


Industry News

Lawson joins Good Foods Group

Kristyn Lawson has been appointed to Vice President of Retail Sales for the Good Foods Group, LLC of Pleasant Prairie, Wisc. She reports to the CEO and Founder, Kurt Penn.

Lawson brings a plethora of experience to Good Foods with her extensive background in fresh foods and value added categories across North America to top retailers.

“Kristyn’s exceptional record of performance in the fresh food industry will provide valuable perspective on our long-term strategy to ensure the future success of the company,” said Penn. “We look forward to her contribution and insights as we move forward.”

She brings more than 15 years of experience in the CPG industry to Good Foods. Prior to joining Good Foods, she was Vice President of Sales at Yucatan Foods for five years. Before joining Yucatan Foods, she held various sales and marketing management positions at CTE Sales and Marketing Management, Abraham of North America and Marie’s Salad Dressings (Ventura Foods). Kristyn is actively involved in the CPG community and affiliated with the top industry associations such as Produce Marketing Association, serving as committee member for Fresh Summit, United Fresh, Produce for Better Health, IDDBA, DDBC, and FPFC.

“It is truly a privilege to represent such a wonderful product line of innovative and fresh products. I am looking forward to introducing Good Foods’ products to retailers and consumers coast to coast,” she said.

Lawson may be reached on her cell phone at 562-209-1214. Her email address is klawson@goodfoods.com.

New directors at WAFC

The Western Association of Food Chains (WAFC) board of directors unanimously elected two new directors at the November meeting in San Francisco.

Mike Servold is Vice President of Operations for The Kroger Co.’s Food 4 Less Division, based in Los Angeles. He is responsible for retail store operations for 146 Food 4 Less/Foods Co stores that employ more than 10,000 associates in California, Indiana, Illinois and Nevada.

Servold began his career in 1980 on night crew at Fry’s in California. He was promoted to store manager in 1987. In 1996, he was promoted to zone manager and later Produce director. He joined Ralphs in 2005 as a district manager and held many different positions, including regional director of store operations, regional vice president of store operations, vice president, Deli/Bakery and vice president, Grocery, Liquor, Nutrition.

Servold was appointed regional manager for the Ralphs Division in 2011 and was promoted to his current role in 2012. He currently serves on the Board of Directors for Temecula Valley Hospital. He and his wife, Kelly, have three children.

Ann Reed is Vice President of Merchandising for The Kroger Co.’s Fred Meyer Stores Division, based in Portland. She is responsible for merchandising for 132 stores in Alaska, Idaho, Oregon and Washington that employ more than 30,000 associates.

She began her career with Kroger’s Central Division in Indianapolis in 1993. Since then she has served in a number of leadership positions at Kroger including store manager, category manager, Deli/Bakery merchandiser, director of Deli/Bakery and director of Fresh Ready Meals. She was appointed Vice President of Merchandising for Fry’s, another division of The Kroger Co. based in Phoenix, in October 2010 to her current role at Fred Meyer in 2013. She currently is a member of the board of the Western Association of Food Companies. She attended Ball State University in Indiana. She and her husband Daniel live in West Linn, Ore. and have one son.

“We welcome Ann and Mike to the WAFC leadership. Both exemplify tremendous energy and passion for advocating advanced educational opportunities to their associates” said Steve Junqueiro (SaveMart), WAFC President & Chairman.

LALA USA relocates

LALA USA has moved from the City of Industry to Ontario, Calif. The new address is Borden Dairy Company/LALA Branded Products, 2151 East Convention Center, #220, Ontario, CA 91764. The phone number is 562-216-4747. Account rep Steve Redman can be reached on his cell phone at 562-234-4594.

Fancy Food Show seminars

Specialty Food Association announced a full menu of seminars and workshops for its Winter Fancy Food Show designed for all levels of expertise from emerging food entrepreneur to seasoned industry veteran.

The show takes place Jan. 19-21 at Moscone Center in San Francisco. It is the largest marketplace devoted exclusively to specialty foods and beverages on the West Coast, with 80,000 specialty foods and beverages from 35-plus countries and regions.

Registration is at fancyfoodshows.com.

“We’ve designed this year’s education sessions to provide the latest tools for all segments of the specialty food industry to help them succeed in the ever-changing and complex market,” said Ann Daw, president of the Specialty Food Association.

The program kicks off with the Super Retailer Summit, a one-day offsite pre-show workshop on Friday, Jan. 17 for specialty food retailers with topics including food safety, marketing, technology and local sourcing. It will be held at the Golden Gate Club at the Presidio in San Francisco.

The show’s signature full-day workshop, The Basics: The Business of Specialty Food will be presented Saturday, Jan. 18 at Moscone Center. It is designed to present a full picture of today’s specialty food landscape, and will cover best practices in marketing, distribution, and pricing.

The show, seminars and workshops include:

• Understanding Pricing for Beginning Manufacturers
• Demystifying Marketing for Independent Retailers
• Weaving Waste into Profit: Foraging Within Your Company
• The New Rules of Customer Engagement
• The Joy of Ethical Sourcing
• Trends in Functional Foods and Beverages
• Insider food tours in trend-setting San Francisco

The Specialty Food Association (formerly the National Association for the Specialty Food Trade, Inc.) is a not-for-profit trade association for food artisans, importers and entrepreneurs established in 1952 to foster commerce and interest in the specialty food industry. Today there are more than 3,000 members.
You are cordially invited to a magical evening, “Installation of Officers,” presented by the DDBC.

Venue Special Rates: January 11th Room $199.00, space is limited.
January 11th – 12th Golf $99.00 - Spa (Massage) $95.00
Rates honored only for reservations made within 30 days of event.
Pechanga Resort & Casino, Temecula CA.
Saturday, January 11, 2014
Cocktail Reception 6:30 – 7:30 p.m.
Dinner 7:30 – 10:00 p.m.

Please complete the reservation form below, and return via fax, mail, or email.
Cost per Ticket is $175.00 per person/ Reserved tables of ten $1750.00

Name of attendee

Company

Email address

Please mail payment to: DDBC of So. California, P.O. Box 1872, Whittier, CA 90609-1872
If you would like to pay by credit card, please contact the DDBC Office
Phone: 562-947-7016 Fax: 562-947-7872 Email: office@ddbcsoocal.org
Kasper new CGA chairman

The California Grocers Association (CGA) announced that Mary Kasper, senior vice president, general counsel and secretary for Fresh & Easy Neighborhood Market, has been elected CGA chairman for the next year.

She succeeds Kevin Davis, president and chief executive officer of Bristol Farms, who will remain a member of the CGA board.

According to Ronald K. Fong, CGA president, “Mary’s extensive government relations and legal expertise, coupled with her considerable knowledge of the grocery industry, is a real plus for the association. Her positive attitude and ability to work effectively with a diverse board of directors are tremendous assets.”

Also elected to the executive committee of CGA’s board of directors were Joe Falvey, Unified Grocers, Los Angeles, first vice chairman; Kevin Konkel, Raley’s, Sacramento, second vice chairman; Mike Read, WinCo Foods, Boise, Idaho, treasurer; and Diana Godfrey. Smart & Final, Los Angeles, secretary.

Executives elected to the first three-year term as CGA directors include Kevin Arcenaux, Mondelez International; Brian Dowling, Safeway; Robin Graf, Whole Foods Market; Keith Olscamp, Campbell Soup Co.; Chris Podesto, Food 4 Less/San Miguel Markets; Chris Polak, Unilever; Mimi Song, Superior Grocers; Tiernan Summins, Kraft Foods Group; and Jim Van Gorkom, NuCal Foods.

Vons/Pavilions adds Asian Zone

After four months of construction and merchandising enhancements, Vons – which also operates Pavilions stores in Southern California – recently celebrated the grand re-opening of its Arcadia Pavilions.

Located at 745 E. Naomi Street in the Arcadia Hub Shopping Center, the newly remodeled Pavilions – which has served the community since 1969 – has incorporated specialized areas into its floor plan for added customer convenience.

In the store’s new Asian Zone, for example, customers will find a broader assortment of Chinese, Japanese, Korean and Filipino merchandise, plus hundreds of other new items throughout the store in the meat, seafood, produce, bakery, deli, frozen and dairy departments. The floral department was also updated to complement the store’s Asian emphasis.

The newly remodeled store also has a focus on fresh. The store boasts an expanded produce section with an exceptional selection of organic produce.

“We are proud to provide this remodeled Pavilions to our Arcadia customers and to offer new items that reflect their food preferences, in a format that makes shopping at the store convenient and enjoyable,” said Vons President Lori Raya.

Some of the store’s highlights include:
- **Full Service Meat and Seafood Departments:** Including sea bass, pompano and many other varieties.
- **Full Service Bakery:** Taro bread, mini coconut tart, pineapple cake, crispy almond cookies, almond tile cookies, taro buns, coconut buns, red bean pineapple buns.
- **Expanded Produce:** An increased selection of fresh, seasonal items that include Satsuma mandarins, gai lan, mustard greens and more.
- **Full Service Deli:** Dim sum to go and spam musubi, a popular snack and lunch food in Hawaii composed of a slice of grilled Spam on top of a block of rice, wrapped together with nori dried seaweed in the tradition of Japanese omusubi as well as bun bao, char siu and kimchi. Vietnamese sandwiches are made to order.
- **Favorite Asian Brands:** Nishiki, Lee Kum Kee and Nong Shim are a few of the many brands throughout the new store.
- **Starbucks Kiosk:** Starbucks beverages, free WiFi and a large open seating area for meetings.
- **Full Service Pharmacy:** Experienced Pharmacists available to fill prescriptions, offer advice, explain medications and discuss over-the-counter medications.
- **Full Service Floral:** Beautifully designed floral arrangements, gifts and collectibles for every special occasion.

Vons is a division of Safeway, Inc., one of the largest food and drug retailers in North America. Safeway operates 1,412 stores in the United States, 275 of which are in Southern California and southern Nevada that operate under the Vons and Pavilions banners.

Harris promoted at Stater Bros.

David Harris has been promoted to Executive Vice President Finance, Chief Financial Officer and Principal Accounting Officer of Stater Bros. Markets, effective Nov. 25, 2013.

Harris joined Stater Bros. in 2009 as Vice President Finance. In June 2011 he was promoted to Senior Vice President Finance, and in 2012 he was promoted to Senior Vice President Finance, Chief Financial Officer and Principal Accounting Officer. He has more than 29 years of accounting, auditing and business advisory experience. Harris was a partner with Ernst & Young in Riverside and Irvine and served Young in Riverside and Irvine and served as the Managing Partner of the Riverside Office of Ernst & Young prior to its consolidation with the Irvine Office. He also served as a partner with Soren McAdam Christenson LLP in Redlands.

Harris reports to Jack H. Brown, Chairman of the Board and Chief Executive Officer.

“Dave’s promotion is well deserved and attributable to his integrity, dedication, and excellent financial management skills,” stated Brown. “Dave is a key contributor to the continued growth of the Company.”

Harris currently serves as Treasurer on the Board of Directors of Children’s Fund of San Bernardino County and previously served as Chairman of the Board. He has a Bachelor of Science Degree in Accounting from California State Polytechnic University, Pomona and is a member of the California State Society of Certified Public Accountants and the American Institute of Certified Public Accountants.

Stater Bros. was founded in 1936 in Yucaipa and has grown steadily through the years to become the largest privately owned Supermarket Chain in Southern California and the largest private employer in both San Bernardino County and Riverside County. The Company currently operates 167 Supermarkets, and there are more than 18,000 members of the Stater Bros. Supermarket Family.

Rodriguez moves to Superior

Aldoh Rodriguez has moved to Superior Warehouse as grocery buyer, effective in November. Previously, he was grocery buyer at Super King Foods.
Industry News

Carl Buddig relocates distribution to Indiana site

Carl Buddig & Company, a producer of sliced and packaged lunchmeat, has announced plans to relocate its distribution center from South Holland, Ill. to Munster, Ind., creating up to 55 new jobs by 2016.

“Illinois companies are on the move – to Indiana,” said Victor Smith, Indiana Secretary of Commerce. “From Buddig to recent announcements from other firms make Indiana a state that works for business. Welcome to Indiana, Buddig, and may you enjoy many years of growth and job creation here in the Hoosier State.”

The Homewood, Ill.-based company will invest $3.7 million to lease and refurbish the 65,000 square-foot former Dawn Foods facility in Munster. The facility, which is expected to begin operations in March, will enable the company to increase its available warehouse and dock space, growing capacity for added production lines across the company. Buddig currently employs more than 1,000 associates nationally with its subsidiary Old Wisconsin.

“Moving into the new Munster facility was an easy decision for the company,” said Dan Wynn, chief operating officer of Buddig. “Finding a food grade facility within 10 miles from the plant was a major factor in the decision. Also, since the Dawn facility was partially refrigerated, the company was able to reduce the investment needed to refrigerate the entire facility. Last, lower real estate tax rates and an overall more affordable cost of doing business definitely created an attractive financial proposition.”

Yogurt grows fast in foodservice nation’s accounts

Yogurt is a food celebrity and not only has the dairy delicacy conquered increasing real estate at retail, in refrigerators and lunch bags, it’s now a double-digit growth category for many foodservice operations, including colleges/universities, hospitals/healthcare, recreation, and eating and drinking establishments, reports The NPD Group, a leading global information company.

Total dollar volume of yogurt shipped through broadline foodservice distributors to foodservice outlets grew 10 percent and units shipped by 7 percent in the year ending September 2013 compared to a year ago, according to NPD’s SupplyTrack®, which is the first monthly tracking service that codes, aggregates, and tracks every product shipped from a critical mass of leading broadline distributors to each of their foodservice operators.

Dollar sales of yogurt shipped to colleges/universities increased by more than 11 percent. In addition to its growth at schools and universities, total dollars of yogurt shipped to hospitals/healthcare, eating and drinking establishments, government, recreation, and retail foodservice also increased by double-digits in the year ending September compared to year ago, according to SupplyTrack, which captures information on categories, brands, items, product attributes, and operator segment.

Greek yogurt is the protein star of the category with a double-digit gain in dollar sales and units shipped from broadline distributors to foodservice outlets. Yogurt types geared to kids realized an almost double-digit increase over a year ago in dollars shipped.

Founded in 1937, Buddig is a family-owned and operated business, now led by the third generation. Recently welcoming its fourth generation into company operations, Buddig produces vacuum packed, pre-weighed portioned packages of lunchmeats including turkey, chicken, ham and beef. As the fifth largest selling sliced lunchmeat brand, the company supplies grocery retailers and food service operators in Indiana, as well as across the United States and Canada.

The Indiana Economic Development Corporation offered Carl Buddig and Company up to $300,000 in conditional tax credits based on the company’s job creation plans. These tax credits are performance-based, meaning until Hoosiers are hired, the company is not eligible to claim incentives. The city of Munster approved additional incentives.

Carl Buddig & Co. has been feeding family traditions for more than 70 years with the best in taste, variety and convenience. Carl Buddig & Co. is the family-owned parent company of Buddig lunchmeat and Old Wisconsin hardwood smoked sausage and snack products. Buddig offers an assortment of quality, thin-sliced lean meats for sandwiches, snacks and special recipes including Buddig Original, Deli Cuts and Fix Quix products. Old Wisconsin sausage and meat snack products are handcrafted and smoked over real hardwood fires. To learn more, visit www.buddig.com and www.oldwisconsin.com.

IDDBA deadline nears

The next application deadline for the International Dairy-Deli-Bakery Association™ (IDDBA) Food Safety Certification Reimbursement Program is April 1 for training completed Jan. 1-Feb. 28.

The IDDBA reimburses a portion of expenses to IDDBA-member retailer companies that certify dairy, deli, and bakery department-level managers and associates in food safety. Since the program began in July 2003, retailers have received reimbursement totaling about $230,350 for certifying 6,231 managers and associates.

There are six FSCRP application deadlines each year for the previous testing period. More information, including the application deadline dates and corresponding testing periods, and an online or printable application, are available at www.iddba.org/certification.aspx.
Continued from Page 3

March

6-9 – National Products Expo, Anaheim Convention Center.

April

5-9 – Western Association of Food Chains Convention, Hilton Hawaiian Village, Honolulu.
14-22 – Passover.
20 – Easter.

May

5 – Cinco de Mayo.
26 – Memorial Day.

June

1-3 – IDDBA Dairy Deli Bake, Denver. Information: www.iddba.org
18-19 – Unified Grocers Expo, Long Beach Convention Center.
27 – Bristol Farms Golf Tournament, Pacific Palms, City of Industry.
30-July 1 – Summer Fancy Foods Show, Javits Center, New York.

July

4 – Independence Day.

August


September

1 – Labor Day.
12-14 – Tentative date for 46th DDBC National Seminar. Site to be announced.
16 – Mexican Independence Day.
21-23 – CGA Strategic Conference, Palm Springs Convention Center.
24-26 – Rosh Hashanah.

October

3-4 – Yom Kippur.

November

11 – Veterans Day.
27 – Thanksgiving.

December

16-24 – Hanukkah.
25 – Christmas.

2015

January

19 – Martin Luther King Jr. birthday.

February


April

3-11 – Passover.
5 – Easter.

May

5 – Cinco de Mayo.
25 – Memorial Day.

June

10-11 – Unified Grocers Expo, Long Beach Convention Center.

July

4 – Independence Day.

September

16 – Mexican Independence Day.
22-23 – Yom Kippur.

November

11 – Veterans Day.
26 – Thanksgiving.

December

6-14 – Hanukkah.
25 – Christmas.

Everyone at Bar-S Foods is proud to congratulate all of the 2013 DDBC Award Winners!

Silvia Quiroz, Cardenas Markets Retailer of the Year

Judy Norton, Norseland, Inc. Hall of Fame Inductee

Jeff Merrill, MegaMex/Hormel Hall of Fame Inductee

Fred Rowen, Rowen Sales & Marketing Supplier of the Year
“When obstacles arise, you change your direction to reach your goal. You do not change your decision to get there.”

- Zig Ziglar

Over 30 years of moving forward in the perishable food industry.

Horizon Sales, your Western experts maintaining balance with teamwork, personal service, integrity and innovation since 1982.

Award winners

We are proud to congratulate our colleague and friend, Judy Norton of Norseland, Inc. on being inducted into the DDBC Hall of Fame

Jeff Merrill, MegaMex/Hormel Hall of Fame Inductee

Silvia Quiroz, Cardenas Markets Retailer of the Year

Fred Rowen, Rowen Sales & Marketing Supplier of the Year

3187 Redhill Avenue, Suite 125
Costa Mesa, CA 92626
Phone: 714.979.4844 / Fax: 714.979.4955

www.horizonsalescorp.com
Celebrating 40 years of providing world-class multi-temperature warehousing and distribution services for the food, beverage, pharmaceutical and consumer packaged goods industries.

Creating unique specialized distribution programs and value-added services that help our valued customers grow their business.

Treating our customers as part of our family with honesty and integrity.

From our family to yours, Happy New Year!