

SEPTEMBER 2009

Welcome to Sysco Produce "**RETAIL TIMES**," where you will find some of the freshest news in the retail and produce industries. In this monthly newsletter, you'll find "trends" in the produce and retail industries, the most useful up-to-date news, recipes, as well as helpful tips and fun facts about the produce you merchandise and sell.

**YOU
INSPIRE
HEALTHY
CHOICES**

**RETAIL TIMES
NEWS UPDATE**

**CHILDREN AWARE OF
HEALTHFUL FOOD OPTIONS**

Most of the children who took part in a recent survey are mindful that they should be eating nutritious foods, such as fresh fruits and vegetables, though they might not always do so. "Kids now are health savvy, and the nutritional education they've received will impact their choices as consumers," a food expert said. Other foods that the children classified as healthful were salad, eggs, fish, cheese, chicken and peanut butter.

**WHOLE FOODS CIRCLES BACK
TO HEALTHY INITIATIVE**

Whole Foods, which has become a destination for gourmet products including prime beef and rich desserts, will return to its original mission of promoting healthful lifestyles. CEO John Mackey said the company will launch a "healthy eating" program to educate consumers with cooking demonstrations and recipes.

SAMPLING LONG-TERM BENEFITS

In-store samples can lead to repeat purchases and also drive customers to buy other items in the product line. According to research, consumers who sampled a product were 11% more likely to purchase it again in the following 20 weeks, and 6% more likely to buy another item of the same brand, researchers said.

**WEIS CELEBRATES
LOCAL PRODUCE**

Weis Markets has launched a "Local and Proud of It" campaign highlighting locally grown produce sold in its stores. "This year, we expect to purchase 21 million pounds of local produce from nearly 150 local producers and co-ops in Pennsylvania, Maryland, New Jersey, New York and West Virginia," President and CEO David J. Hepfinger said.

Continued on Page 2

**SURVIVING THE
RECESSION IS
JUST THE
BEGINNING**

The shift toward more at-home dining is driving more customers into the aisles of traditional retailers amid the lingering recession, and operators see that trend continuing. Many expect that 2010 will bring only a modest and slow recovery. That would seem to bode well for many traditional supermarkets, as long as consumers continue to see at-home dining as more economical. However, things are not quite that simple. The weak economy is driving shoppers to seek the best possible deals, and although supermarket operators are rising to the challenge with innovative promotions, they must continue to capture higher volumes in order to maintain their profit margins. "We'd like to see an increase in tonnage," said Neil Golub, chief executive officer, Price Chopper Supermarkets, Schenectady, N.Y. "This has been impacted as customers are buying less." A speedy recovery in consumer spending, even if it means a resurgence in restaurant dining, would clearly be better for traditional supermarket operators than a long, slow rebound. Every day that consumers feel pressured to scrimp is another day they are susceptible to the rock-bottom price appeal of alternative channels like Wal-Mart, Save-A-Lot and Aldi. And every day that traditional supermarkets promote their own price deals is another day not spent on honing the differentiating factors that separate them from their alternative competition. Private-label offerings have helped a great deal in providing both differentiation and price appeal for traditional operators, but store brands are only a piece of the overall proposition that mainstream food retailers need to embody in order to have ongoing success. The longer the economy takes to recover, the more risk there is, too, that some other factor might come into play that disrupts spending in the supermarket. Commodity inflation has moderated lately, but increases in food costs could pressure already-slim margins, and likewise another spike in fuel costs could further tighten consumers' purse strings. In addition to those issues, supermarkets also continue to face a tight credit market as part of the downturn, restricting access to capital for some operators. The supermarket industry can surely be viewed as one of the few bright spots of North American business in the downturn, but it remains to be seen if the strategies that operators have adopted to manage through it will serve them well in the long term.

**RETAIL TIMES
STORAGE TIPS
...AND OTHER FUN**



APPLES: Must be kept ice cold. Taking apples from cold storage to warm and back to cold will cause condensation, which will break down the wax on the surface, turning the wax into a whitish film.

By the way... Was the apple really the Forbidden Fruit in the Garden of Eden? Adam and Eve were naked, and apples ripen and color during cold Autumn nights. Some anthropologists believe it was actually the Mango.

EGGPLANT: Will get chill damage at temperatures under 45 degrees. Store in the warmest part of your walk-in, close to the door.

By the way... The purple Eggplant popular in America today was actually hybrid in the 1700s...by Thomas Jefferson.

Continued on Page 2

**YOU
MOTIVATE
HEALTHY
CHOICES**

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**RETAIL TIMES
NEWS UPDATE**

**PARENTS WANT NUTRITIOUS
AFTER-SCHOOL SNACKS**

Ninety-five percent of parents think after-school snacks provide an important energy boost for their children. A survey commissioned by frozen-snacks maker Farm Rich found that nearly half of children are unsupervised between school and dinner, so their snacks are typically not as healthful as parents would prefer.

**WHOLE FOODS NAMED TOP
GREEN POWER PURCHASER**

The Environmental Protection Agency's (EPA) Green Power Partnership has released its latest ranking of top green power purchasers. The Top Partner Rankings highlight the annual green power purchases of leading organizations within the United States and across individual industry sectors.

WEIS ROLLS OUT PRICE FREEZE 3

Weis Markets has implemented a third 90-day price freeze on 2,600 of its staple items, including private label and brand-name products in center store, frozen, dairy, produce, meat, deli and bakery.

**RALPHS HELPS
LOCALS QUIT SMOKING**

The Kroger Co.'s Los Angeles-based Ralphs Grocery Co. subsidiary teamed up with the Los Angeles County Department of Public Health and L.A. Care Health Plan to spearhead the largest in-person giveaway of nicotine patches and gum ever in California. The 30,000 quit-smoking aids were given away to L.A. county residents at 47 participating Ralphs Pharmacies.

THOSE ICKY, REUSABLE BAGS

Here's something you probably don't think about as you hand out recyclable and reusable shopping bags to your customers: Bacteria. There's a whole bunch of bugs that can take up residence in a shopping bag used more than once. A series of swab tests performed on bags in Canada showed high bacterial counts on the bags, as well as on reusable plastic containers some shoppers also use for bulk products.

**ECONOMIES
IMPACT ON
CONSUMERS**

The impact of the recession and burgeoning unemployment are shaping up with what people are buying. A recent survey found these changes:

- Private label items continue to see growth, so much so that it has garnered significant media attention.
- Cheaper beef cuts are more popular, and carbohydrates have been making a comeback because they tend to be less expensive than protein.
- Refrigerated and frozen pizza sales are up, as are the sales of microwave popcorn and popcorn poppers.
- People seem to be buying more seeds so they can plant their own gardens and feed themselves.
- Sales of items like vitamins, supplements and over-the-counter medications are on the rise, as people try to take care of themselves.

Here is a look at what some retailers are doing to market to a recession-minded consumer:

- "One way a grocer can impress consumers is to get out of the way. Smart shopping carts, mobile coupons, and self-checkout lanes let consumers help themselves. They can pull up reviews on products, keep a running tab by scanning goods as they're placed in a cart, download coupons for them on cell phones, and pay without ever entering a line."
- Create more tightly focused retail experiences, which is what companies like Publix and Walmart have done with Hispanic-themed stores designed to attract that fast-growing community.
- "Another tool is convenience. With most people on tight schedules, fewer shoppers want to go out of their way for food. Stores such as Wal-Mart's Marketside, Safeway's Market, Supervalu's Urban Fresh, and Tesco's Fresh & Easy are filling in the gaps between their bigger locations with smaller stores and stocking them with ready-made meals, basics, and extras like in-store baby-sitters. The average sale might be smaller, but the repeat business can add up."
- And technology is cited – ranging from Walmart's in-store television network to the slowly growing radio frequency identification (RFID) – as a way for retailers to get a better handle on what people are buying and then communicating with shoppers more effectively about their choices and options.

**RETAIL TIMES
STORAGE TIPS
...AND OTHER FUN**



FRESH-CUT LETTUCE: Is still breathing, even when cut. Keeping fresh-cut lettuce ice cold helps it to breathe slower, and last longer. Leaving fresh-cut lettuce out at room temperature will cause it to breathe very fast, reducing shelf life.

By the way...The first salad to be packaged was Spring Mix, originally known as Mesculun Mix. 18th Century monks in a monastery in Italy developed the original Mesculun Mix, twelve bitter herbs and greens to represent the 12 apostles of Christ.

GRAPES: Will absorb odors produced by Leeks and Green Onions, so keep them as far away from each other as possible.

By the way...The Red Flame Seedless Grape was named by some school children in Fresno. All peach, plum, nectarine and grape varieties developed by scientists in Fresno, have names that start with the letter "F."



**RECIPES OF THE
MONTH**

The original Waldorf Salad recipe was created by “Oscar of the Waldorf” at the 1893 opening of the Waldorf Hotel in New York City. The original recipe simply used apples, celery and mayonnaise.

ORIGINAL WALDORF

Ingredients

- 3 cups Apples (diced)
- 1 TBS Lemon Juice
- 1/4 cup Celery (diced)
- 1/4 cup Walnut pieces
- 1/3 cup Mayonnaise
- to taste salt and pepper

Instructions

- Toss the apples with lemon juice.
- Add all other ingredients and mix well.

NEW WORLD WALDORF

Ingredients

- 1/4 cup Mayonnaise
- 1 TBS Apple cider vinegar
- 1/2 cup Buttermilk
- 1/2 cup Crumbled blue cheese
- 1/4 cup Yellow onion (finely minced)
- 1/4 tsp Salt
- 1/8 tsp Ground black pepper
- Pinch Cayenne
- 2 cups Gala Apples (diced)
- 1 cup Celery (thinly sliced)
- 1/2 cup Red seedless grapes (halved)
- 1/2 cup Walnut pieces
- 1 head Butter lettuce (leaves separated)

Instructions

- In a bowl, whisk together the mayonnaise and vinegar. Slowly add 1/2 cup buttermilk, whisking to thicken. Add the blue cheese, onion, salt, pepper, and cayenne, and whisk well to combine, adding buttermilk, as desired. Set aside.
- In a large bowl, combine the apples, celery, grapes, and walnuts. Add the dressing, to taste, and toss well.
- Arrange lettuce leaves on 6 salad plates. Top with the tossed salad and serve.

**P R O M O T I O N S &
M E R C H A N D I S I N G**

- **PROMOTIONS TIP:** September is **Back-to-School** month. Get kids and parents into your fresh-cut snack items immediately. If you get them hooked at the beginning of the school year, you’ve got them all year long. Heavily promote your mini whole-peeled mini carrots, carrot and celery sticks with condiments, bananas, and don’t forget the fresh-cut apples.
- **MERCHANDISING TIP:** Give these items a bit more visibility than normal. The key is to get parents and kids used to where you merchandise them. So expand the space and add some shelf talkers. Put them in your ads in a heavy way.
- **PROMOTIONS TIP:** **New crop Apples** are in full swing. As each new variety becomes available, promote them. Use more locally grown unique apple varieties as a twist.
- **MERCHANDISING TIP:** Be sure to put signs with each variety so that customers know how to use each variety. The Gravenstein is the perfect Applesauce and Apple cake apple. The Gala is one of the best eating apples around.
- **PROMOTIONS TIP:** September is **National Mushroom Month**. Mushroom top just about anything good. Highlight the various mushrooms and their cooking uses.
- **MERCHANDISING TIP:** Highlight “Portabella Pizzas.” Turn the Portabella into a Pizza. You can cross promote fresh-cut diced onions and bell peppers. Bring in different cheeses as well. Don’t forget the fresh Basil and Pizza Sauce.

WHAT TO LOOK FOR NEXT MONTH

October brings us the World Series, the start of the NBA season, NCAA football season, Halloween, Harvest Festivals, Pumpkin Carving Contest, Octoberfests, the first Autumn storms and it’s National Apple Month:

1. Highlight **Harvest Festivals** with full displays of Fall Squash, Indian Corn, Gourds, Pumpkins, Mini-Pumpkins and painted Pumpkins. Use old style wooden crates and bushel baskets to highlight a harvest theme.
2. Highlight **National Apple Month** with an intense Adventure into Apples. Highlight a different variety of apple each week, giving a colorful history of the variety and how it tastes. Have apple samples.
3. Highlight **Autumn Apples** with fresh-cut apples. It will add new apple sales to your totals, especially for families with school-age kids.
4. Highlight **Fall Sporting Events** with new crop imported Hass Avocados for Guacamole. Don’t forget to merchandise Limes, Garlic and Roma Tomatoes next to the Avocado display.



RETAIL TIMES

RAISING YOUR STALKS



SEPTEMBER 2009

Sysco Fresh Promotions OCTOBER

[ADA National Convention](#), Denver
[American Heart Walk](#)
["Andy Griffith Show" TV debut, 1960](#)
[Baseball World Series](#)
[Columbus Day](#)
[Charlie Brown, Snoopy born, 1950](#)
[Child Health Month](#)
[Disneyworld opens, 1971](#)
[Eat Better, Eat Together Month](#)
[Eat Country Ham Month](#)
 Fall Back (set clocks back 1 hour)
[Family Health Month](#)
 Family History Month
 Halloween
 Harvest Festivals
 "I Love Lucy" TV debut, 1951
[National AIDS Awareness Month](#)
[National Apple Month](#)
[National Breast Cancer Awareness](#)
 National Caramel Month
 National Chili Month
[National Cookie Month](#)

[National Crime Prevention Month](#)
[National Customer Service Week](#)
[National Dental Hygiene Month](#)
[Nt'l Depression Awareness Month](#)
 National Dessert Month
 Nt'l Disability Awareness Month
[Nt'l Domestic Violence Awareness](#)
[National Frozen Food Festival Month](#)
 National Health Education Week
 National Make a Will Month
[National Medical Librarians Month](#)
 Nt'l Orthodontic Health Month
[National Pasta Month](#)
[National Popcorn Poppin' Month](#)
[National Pork Month](#)
[National Roller Skating Month](#)
[National School Lunch Week](#)
[National Seafood Month](#)
[National Spinal Health Month](#)
[National Stamp Collecting Month](#)
[NBA Hall of Fame Ceremonies](#)

NBA season begins
 NHL season begins
 Oktoberfest
 PMA, Anaheim
[Polish American Heritage Month](#)
 Pumpkin Carving Contests
[Spinach Lovers Month](#)
[Substance Abuse Prevention](#)
 Vegetarian Awareness Month
[World Egg Day](#)
[Yosemite Nt'l Park established, 1890](#)



eat right. American Dietetic Association

Why I Am Running
 Personal stories of motivation.



Welcome to Sysco Produce Fresh Promotions. Each month, Sysco Produce will provide you with events that will be in the news, making these ideas very timely for your menu, promotions or specials development.

The Sysco Fresh Team

All of us at Sysco Produce are committed to one goal: Your Success...by making produce the very least of your worries! Here is a helpful list of important contacts. Please feel free to contact us with any question or concern. We believe that "a problem shared...is a problem already half solved."

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