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How Much Would You Invest in Your Deli/Bakery Department Manager?

At what level in your company's hierarchy do you feel comfortable spending money for team members to go to conferences, conventions and workshops to enhance their job performance?

While a lot of companies don't hesitate to send upper- and mid-level executives to these kinds of events, there can be hesitation when it comes to store-level department managers. Perhaps it's hard to spare them for too long at a time; perhaps it's unclear what benefits they might gain from these kinds of opportunities; perhaps there's no money in the budget allocated to this kind of training.

But what if there were training specifically geared to that department? I recently had a conversation with well-known industry educator Harold Lloyd, who is in the development stages of two separate educational events—one for deli/bakery managers and one for produce managers.

The Professional Deli/Bakery Manager Leadership Forum, which already has garnered support from at least one major industry association, will take place Aug. 17-18 in Chicago. It will be limited to 25 top deli/bakery managers from 25 different companies, and it will be

a two-day event. The goal is to improve the deli/bakery department managers' leadership skills through exchanging best practices. Share groups, guest presenters, roundtable discussions and training sessions, and tours of stores, wholesale facilities or even a farm may be on the agenda. At the end, the managers will create a plan of action to implement when they return to their stores.

The Produce Manager Leadership Forum is not quite as far along in its development. But this forum, too, would be limited to 25 participants to maximize the impact for each, and some of the same educational options would be offered as at the deli/bakery forum.

So the question is, would you send your deli and/or bakery department manager to an event like this IF they came back with a plan to increase their department's profitability? The amount spent could pale in comparison to a sales and profitability lift...but it's a question only you can answer.

If you'd like to weigh in on this idea, email editor@shelbypublishing.com, using the subject line "DB Manager Training."



Lorrie Griffith
Editor

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H-E-B Store with Café Honored for Sustainability

The American Institute of Architects (AIA) and its Committee on the Environment (COTE) has selected H-E-B at Mueller in Austin, Texas, as one of the top 10 examples of sustainable architecture and ecological design projects that protect and enhance the environment.

H-E-B is the first grocery store to receive a national AIA COTE Top Ten Award.

H-E-B at Mueller is an 83,587-s.f. retail store and fresh food market with a pharmacy, café and community meeting space.

The store has LEED Gold certification and Austin Energy Green Building 4-Star sustainability certification. Located in the Mueller neighborhood, a mixed-use urban village in Austin, the store is located three miles from downtown and two miles from the University of Texas, with access to public transportation, open space and bike routes.

While grocery stores and foodservice outlets use more energy per square foot than any other commercial building sector and are more than twice as energy-intensive as office buildings and schools, H-E-B at Mueller says it has slashed its energy use by 64 percent



Open daily for lunch and dinner, Cafe Mueller by H-E-B serves a variety of meals, wines and a selection of Texas craft brews on tap. Meals can be enjoyed in the indoor café seating area or outdoor seating on the patio, where live entertainment takes place several times a week. The array of meal options include BBQ, burgers, sandwiches, sliders, tacos, salads and pizzas.



Giant Food's New Maryland Store Focuses on Deli, Prepared Foods, Organics, Local Growers

Giant Food in May opened a new 63,000-s.f. store in Ellicott City, Maryland, that features a large deli and prepared foods section.

In fact, Giant has built one of the company's largest deli departments in the region in the Ellicott City store. Customized as a one-stop shop for prepared food, the department includes a 20-foot cheese table, a sushi bar with an in-store sushi chef and a large selection of Taylor Farms prepared food items.

The department also features Giant's rotisserie chickens, grab-and-go offerings and other hot and cold prepared food options.

Ellicott City customers also will experience a new store layout that caters to the organic and natural food-focused consumer. The natural food department begins with an organic produce section.

Within the store, customers can use time-saving technology including "Scan It!" handheld devices, which allow customers to scan and bag their groceries while they shop to allow for speedier checkout.

The new store also spotlights Giant's partnerships established with local suppliers with an emphasis on local products in all sections of the store.

Some of the local products from the Mid-Atlantic region include Hooper's Crabs, Smith Island Cake, Roseda beef, and BrightFarms' fresh salad mixes, such as baby arugula, Asian greens, baby spinach, spring mix, spinach blend and baby kale, as well as basil and a variety of tomatoes.

Other store amenities include a smoothie and fresh-cut fruit station, a full-service pharmacy, a PNC Bank and an in-store nutritionist.

Employing 150 associates, the store's opening creates approximately 90 new jobs for the residents of Ellicott City and replaces the original 43-year-old Giant store also located in the Chatham Station shopping center.

"Giant is elated to bring customers a brand new store to Ellicott City that will help them save money, save time and eat well. The store offers a superior shopping experience showcasing our expanded offering of the locally sourced products we sell," said Gordon Reid, president of Giant Food.

Giant Food, a division of Ahold USA, operates 169 supermarkets in Virginia, Maryland, Delaware and the District of Columbia, and employs approximately 20,000 associates.



At the ribbon cutting for the new Chatham Station Giant store in Ellicott City, Maryland, from left: Mike Vecchioni, daily lead, and Min Krishnamurthy, in-store nutritionist, Chatham Station Giant; Patrick Starliper, store manager, Chatham Station Giant; Toni Judy, regional VP, Giant; Amy McAllister-Flynn, district director, Giant; and John Glenn, grocery manager, Giant.

compared to the grocery store national median while achieving a better customer environment.

Bill Triplett, H-E-B's SVP of strategic design, said, "Following two years of collaboration with Lake Flato Architects, Selser Schaefer Architects and other stakeholders, we were able to deliver a store that reimagines what is possible for energy, water and overall efficiency with an innovative approach that meets the needs of the community it serves. We are beyond delighted that the greenest store H-E-B has ever designed, built and operated is included on this prestigious list and is recognized with this distinct honor."

The COTE Top Ten Awards program, now in its 20th year, celebrates projects that are the result of a thoroughly integrated approach to architecture, natural systems and technology.

H-E-B, along with the other Top Ten Award recipients, was honored at a ceremony May 19 during the 2016 AIA Convention in Philadelphia.

'Top Chef' Finalist's Ready-to-Eat Dishes Available at Whole Foods in NorCal, Reno

New flavors now are available at Whole Foods Market's Northern California and Reno, Nevada, hot and salad bars, courtesy of "Top Chef" season 12 finalist and San Francisco chef Melissa King.

King created eight new recipes exclusively for Whole Foods Market. Customers can find her ready-to-eat meals in the Northern California and Reno region's 43 stores from May 4 to June 28. King's favorite raw ingredients and packaged products also will be tagged with "Melissa King Pick" signage throughout the aisles.

King's cuisine combines a fresh, seasonal approach with traditional Asian flavors, reflecting her culinary experience and upbringing, says the retailer.

"I think Whole Foods and I are going to be really great partners because we both believe in healthy eating, fresh food and quality," King said. "My recipes highlight California produce; we incorporate local flavors and ingredients that we see here in San Francisco and bring seasonality to the table."

The hot bar dishes King is bringing to Whole Foods are Miso Roasted Cauliflower, Kimchi Fried Brussels Sprouts, Salt and Pepper Chicken, and Basil Chicken. The new salad bar offerings are Miso Caesar with Olive Oil Croutons; Black Rice & Quinoa Salad with Spring Peas, Watermelon Radish and Mint; Green Bean Salad with Sesame Vinaigrette; and Cold Hiyayakko Tofu.



Salt & Pepper Chicken with Kimchi Fried Brussels Sprouts.

Chef's noodle dishes now sold at Whole Foods Market in D.C.

Whole Foods Market has entered into an exclusive partnership with Chef Erik Bruner-Yang. The ongoing collaboration launches with Bruner-Yang's newest venue, Paper Horse, at the Foggy Bottom Whole Foods Market location in Washington, D.C.

"We are constantly striving to elevate the food experience we can bring our customers," said Julia Obici, VP of purchasing for Whole Foods Market's Mid-Atlantic Region. "We are very proud to partner with Erik Bruner-Yang to offer his extraordinary food made with the highest-quality ingredients that meet Whole Foods Market standards."

Paper Horse's initial menu includes two new broth-based noodle dishes: All Business, a broth of pork and chicken stock topped with roasted pork belly, poached egg, spinach, potato and scallion; and Keeping it Light, a vegan tamari-based broth, topped with fried Brussels sprouts, braised daikon, sautéed shiitake mushrooms, scallions and rice noodles.

"I'm excited about the unique nature of this partnership with Whole Foods Market," Bruner-Yang said. "I'm still extremely passionate about ramen, and it will be fun to see how the K Street crowd reacts, but Paper Horse, as a concept, is designed to be flexible and reflect how food is changing and evolving."

This announcement is the latest move by Whole Foods Market to strengthen its culinary expertise in its Mid-Atlantic Region stores. Two other D.C. chefs—Benjamin Nola and Colleen Conrad—both joined Whole Foods Market as full-time members of its regional culinary team within the past six months.

Walgreens Opens Two Freshii Locations Inside Stores

Fifty years ago, it wasn't unusual for drugstores to operate lunch counters and soda shops inside their stores.

Two Walgreens locations in Miami and Chicago have gone back to those roots, but in a healthy way, with Freshii counters inside. Both locations debuted in May, according to *Crain's Chicago Business*. The Freshii in Walgreens in Chicago is in the Wrigley Building. Freshii, a Toronto-based chain, sells salads and wraps.

"Our goal is to open many more Walgreens-Freshii partnership locations in flagship cities across the U.S.," *Crain's* quoted Freshii COO Adam Corrin as saying.

In Chicago, Walgreens customers can choose from the chain's full menu or pick up grab-n-go options from a cooler.

Freshii has already partnered with Target, opening in eight Chicago stores last fall.

The deal between Walgreens Boots Alliance and Freshii came through their mutual support of a charity called Free the Children, which works to build school kitchens and vegetable gardens in developing communities around the world.

"Their goal is to have a healthy halo and provide nutritious options for their shoppers," Corrin told the paper. "They were looking for a partner."



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Weigel's Expands with New Kitchens

by Sudie Crouch/contributing writer

When customers stop in at Weigel's, they now can fill up on more than just gas.

Earlier this year, Weigel's introduced quick-service foodservice in five of its locations, offering expanded made-to-order food and beverage offerings. The new concept, called Weigel's Kitchens, features a menu with made-at-location items like paninis, pizzas, burgers and quesadillas.

Customers place their orders at the touchscreen kiosk, where they get a ticket confirming their order. Then, they either can wait and watch their order as it's made in the open kitchen area or they can finish up other shopping and check out. Everything is made to order on-site, giving the feel of a quick-service restaurant with convenience store access.

A dedicated kiosk also is available for specialty espresso drinks like lattes and cappuccinos, along with fruit and yogurt smoothies.

According to Weigel's director of marketing, Charlotte Havelly, breakfast was where Weigel's developed the core of its foodservice offerings, and it continues to grow steadily.

"We have customers that stop into our stores every morning, just for our hot and fresh breakfast biscuits. Our breakfast biscuits have definitely become a regular morning destination in our market," Havelly said.

With breakfast being the busiest daypart for the new



Kitchens, the menu expanded to include breakfast paninis and breakfast pizzas.

Building on the popularity of breakfast, Weigel's expanded its foodservice into lunchtime.

"We have offerings in all dayparts, even though it has traditionally been difficult for convenience stores to get into the evening and snack dayparts. With the addition of all these new foodservice items, and our Kitchens program, we have seen growth in all dayparts," Havelly explained. "We are on trend with customers coming to us for fresh, quick and easy meal options, at a great value. And with our heroic customer service standard, we make coming to us easy."

To ensure great customer service, the foodservice associates are locals with a passion for food. They also go through rigorous training.

"We hire for that great customer-service, people-focused attitude, and then we train the rest. Each Kitchens associate goes through a series of training classes with our on-staff foodservice experts," Havelly said. "Our training program includes food safety as well as hands-on food preparation. With our friendly staff taking care of people, our guest always wins."

Weigel's has 63 stores with 50 locations offering foodservice, and 5 currently featuring the new Weigel's Kitchen concept. Havelly added, "As we move forward, every store we build or remodel will have foodservice in it, as our passion for 'fresh' is in the heart of our company's culture. We also have our own dairy and bakery, so fresh and local is in our DNA."

Weigel's stores are all located within a 50-mile radius of company headquarters in Powell, Tennessee, near Knoxville.



Study Find C-Store Customers Expect Better-for-You Options

In a departure from previous findings, Q1 Consulting's latest study shows that convenience store "regulars," which include younger males and Hispanic males, are increasingly selecting c-stores based on better-for-you choices.

The study, which provides insight into the convenience store prepared foods channel, found that males aged 18 to 24 (68 percent) and Hispanic males (58 percent)—the most frequent users of convenience stores—believe finding better-for-you products is very important. Further, the study indicates that these groups associate "better-for-you" options with "fresh" and "all natural," which dominated choices such as low-fat, low-sodium, organic and calorie-free. According to Q1, its study shows that consumers rank freshness as a top priority, rather than a "nice-to-have," when selecting a store.

"I was surprised to see the shift in behavior for the primary shoppers of prepared foods in convenience stores," said Tim Powell, VP of Q1 Consulting. "It's encouraging for the venue that it's shedding its gas-station food reputation and becoming a prepared food destination for the next generation."

These and other findings are included in Q1's study "Capturing Opportunities in the Convenience Store Prepared Foods Channel," which will be released in June 2016. The research examines trends in the channel, provides insights on consumers and retailers, profiles the top proprietary prepared food concepts, and explores the impact of other channels, such as drug stores, restaurant pop-ups, commissaries/central kitchens and emerging foodservice channels.

Broaster Co. Upgrades Its Dipping Sauces

In an effort to meet changing customer preferences and flavor trends, Broaster Co. has rolled out new flavor profiles to its existing Broaster Express food program.

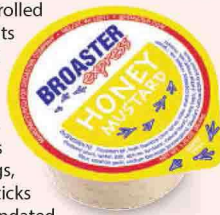
The new sauces were designed to complement Broaster Express food items including chicken fillets, wings, potato wedges, mozzarella sticks and popcorn chicken. The updated sauces are Honey Mustard, BBQ, Chipotle, Wing and Ranch.

"Broaster Company has been an American favorite for more than 60 years," said Jay Cipra, president of Broaster Co. "After continual development and consumer feedback, we're pleased to welcome our updated line of sauces to the market."

The full line of Broaster Express dipping sauces will continue to be offered in easier-to-open packaging in 1.25-oz. portion packs. The packaging design complements on-the-go menu options and also means no extra labor for operators.

"We're proud to give operators the opportunity to provide a professional look to their operation, while allowing customers to customize their taste experience," said Chad Vendette, director of marketing at Broaster Co.

Headquartered in Beloit, Wisconsin, Broaster markets and licenses its Genuine Broaster Chicken product and the Broaster Express food program worldwide to a range of foodservice operations, including convenience stores.



Pilot Flying J Introduces Nine New Breakfast Sandwiches

Pilot Flying J has introduced PJ Fresh breakfast sandwiches, new morning choices featuring what the company calls hearty, artisan ingredients.

"Whether commuting to work or making a long haul cross-country, our guests deserve a hearty breakfast that will keep them going throughout the day," said Ken Parent, president of Pilot Flying J, the travel center operator based in Knoxville, Tennessee. "That's why we designed PJ Fresh breakfast sandwiches to eat like a meal with quality ingredients like juicy Angus steak and delicious scrambled eggs. PJ Fresh breakfast sandwiches are truly a knife-and-fork breakfast you can hold in your hand when you're on the go."

The new "Premium" sandwiches are: Angus Steak, Fried Egg and Pepper Jack Cheese on Asiago Bagel; Smoked Ham, Fried Egg and Swiss Cheese on Swirl Croissant; Sausage, Egg and Cheese on French Toast; Bacon, Egg and Cheese on French Toast; and Mega Meat Burrito.

"Classic Recipe" PJ Fresh breakfast sandwiches include: Sausage, Egg and Cheese Biscuit; Chicken Filet and Cheese Biscuit; Sausage, Egg and Cheese Maple Griddle Cake; and Canadian Style Bacon, Egg and Swiss Cheese English Muffin.

All nine PJ Fresh breakfast sandwiches now are available at 270 Pilot and Flying J locations across North America. An additional 268 locations are featuring select items from the breakfast menu.

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Stefano Foods Adds Pizzas, Stromboli, Panini in Bakeable Containers

Stefano Foods has expanded its line of ready-to-heat foods with new pizzas, stromboli and paninis, all available in sustainable, fully recyclable, bakeable packaging.

The three new 22-oz. pizzas are The Five Cheese, The Veggie and The Four Meat.

Each pizza starts with Stefano Foods' all-natural crust, which is handmade with classic Italian-style ingredients including "00" flour, oil and a hint of garlic. All three pizzas are topped with Stefano's small-batch marinara.



*Stefano's
Four Meat
Pizza*

The pizzas' baking tray encases food items inside a clear plastic dome that allows for damage-free stacking. There is one-third less packaging involved in comparison to a traditional pizza box.

Packaging assures an extended retail shelf life that can last up to five days after thawing for pizza products. In addition, the baking tray is comprised of oven-safe packaging that is certified as fully recyclable material to help meet sustainability demands.

The new 9-oz. Panini include the Three Meat Panini and Chicken Caesar Panini, which begin with Stefano Foods' small-batch bread dough. Each Panini is topped with Parmesan and Romano cheese and Italian herbs and grilled.



*Chicken Caesar
Panini*

Stefano's two new flavors of stromboli are Pepperoni and Italian Sausage and Peppers. They are topped with Parmesan and Romano cheeses with Italian herbs and then fire-baked.

*Italian Sausage and
Peppers Stromboli*



Both the panini and stromboli include a 2-oz. pack of Pomodoro dipping sauce made with ripe tomatoes and Italian herbs and seasonings. The packaging of the panini and stromboli assures an extended retail shelf life of up to 14 days.

The baking tray encases food items inside a clear plastic dome that allows for damage-free stacking. Operators also will receive Stefano Foods' products in fully packaged material that is ready for store display.

Otis Spunkmeyer Introduces New Retail Line of Sweet Snacks

Otis Spunkmeyer has debuted a new retail line of 20 pre-packaged sweet snacks that tout "No Funky Stuff," which Otis Spunkmeyer says is a promise of better ingredients in its foods.

The line includes snack cakes, loaf cakes, mini muffins, mini cupcakes and cookies in a variety of flavors. All the snacks in the new line are made without artificial flavors or colors, high fructose corn syrup, or partially

hydrogenated oils.

"Otis Spunkmeyer cookies have been a consumer favorite for 35 years, but until recently have only been offered through our foodservice business," said Kristina Dermody, president of Otis Spunkmeyer. "We are thrilled to now expand our offerings to grocery chains, and also increase our line to include an array of 20 new treats so people can indulge in our favorite snacks whenever they want."

"We respect that shoppers are savvier than ever, which is why we worked to develop a food line that is truly different among the competitive sector and provides a more

transparent approach to baked goods," said Jonathan Davis, SVP of innovation at Aryzta North America, parent company of Otis Spunkmeyer. "Our commitment to 'No Funky Stuff' ensures that the Otis Spunkmeyer line of sweets is delivering a superior-tasting treat that people love and want to indulge in."

Some of the company's new retail offerings include lemon and cinnamon crumb Otis Spunkmeyer Mini Loaf Cakes; blueberry and banana Otis Spunkmeyer Muffins; and chocolate chunk, oatmeal raisin and double chocolate Otis Spunkmeyer Cookies. SRP ranges from \$3.49 to \$6.99, depending on the product.

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Celebrity Chef Highlights Food Trends to Watch

Celebrity chef and restaurateur Jet Tila is no stranger to introducing new foods to consumers. Tila told attendees of the Fresh Produce & Floral Council Southern California Meeting in April that his family emigrated to the U.S. from Thailand in 1966, opening America's first Thai grocery store in 1972, a few years before he was born. Tila recalls spending winters with his family in Mexico, where they had produce operations.



Chef Jet Tila addressing the Fresh Produce & Floral Council in Southern California.

"We were one of the first guys to smuggle, I mean import, Asian produce into Mexico," he joked.

Tila's family introduced jackfruit to the region in the '80s. "I remember having a row of seedlings, 300 seedlings of jackfruit trees, in the '80s," he said. "And I think every single jackfruit today came from those jackfruits 30 years ago."

Beyond his experience in the produce industry, Tila grew up working in both his family's grocery stores and restaurants, washing dishes, prep cooking, bussing tables, prepping and cutting produce for the market, even working behind the meat counter. Today, he operates his own restaurants in Dallas, Las Vegas and Los Angeles, and he is a regular on the Food Network, among other enterprises. His experiences have given Tila what he calls a "360-degree view of food," and he shared some of his insights for the near future of food.

Veg-centric

Most informed, aware consumers are replacing meat with vegetables as their center-of-the-plate star, said Tila. Making sure fully half the plate is made up of vegetables and fruit, using meat only for seasoning, is now in vogue. While this is bad news for the meat industry, it opens up the door for foodservice operators to get creative with produce.

"We're doing amazing things with unpeeled whole vegetables like cauliflower and carrots. Gone is the day of the peeled carrot, by the way. And we're now eating the core of the cauliflower," he said. "I think the mindset of the consumer right now is, 'how can I be a healthy, politically savvy, environmentally friendly eater?' That is the core of our upcoming consumers."

This push by consumers to eat more conscientiously is spawning what Tila calls "imperfectly delicious" programs, which utilize peels and other usually unused parts of a plant to minimize waste. And the marketing power of this trend can be a boon to operators, who can boast, "We've just reclaimed this many billion pounds of produce that we would have thrown away," or "You're helping the world by buying produce," Tila said.

The flip side of this trend, Tila predicts, is the decline of food trucks, which tend to serve only "greasy spoon" food in order to be profitable. "The problem with greasy spoon food is it doesn't have vegetables in it," Tila added. "I don't think (food trucks) are going away. I just don't know how we leverage that."

Pupusas Are Whole Foods' Newest Food Truck Menu Feature

Whole Foods Market launched pupusas as the next featured item in the company's food truck test kitchen located at the retailer's flagship store in Austin, Texas. The new menu officially launched May 4 under the name Dina's Pupuseria and will offer a selection of pupusas made with corn masa, filled with a blend of cheeses and topped with meat and veggie combinations. The menu includes vegetarian and vegan options, as well as cinnamon churros, grilled corn salad and plantain chips.

The newest concept was inspired by an Austin team member, Dina Santos, on the Whole Foods Market catering team. Originally from Guatemala, Santos began making pupusas after enjoying them on visits to El Salvador and Honduras, where pupusas originated. The test kitchen will feature her original pupusa recipe, Dina's Especiales, which includes fresh squash blossoms and a side of curtido, a lightly fermented cabbage slaw.



Created by Tien Ho, the company's global VP of culinary and hospitality, the food truck test kitchen is a place for Whole Foods Market's culinary and prepared foods teams to experiment with new ideas for store eateries, as well as explore collaborations with chefs and supplier partners. The concept, menu and name of the truck are updated every two months to continue exploring food trends and seasonal flavors.

Ethnic cuisine

This trend may sound like old news to some foodservice operators but, according to Tila, the ethnic landscape is changing. While Asian and Latino foods have been the dominant ethnic cuisines over the past several years, Tila predicts the rise of Middle Eastern and North African flavors, like harissa. Hyper-local cuisine also will continue to gain popularity.

"Asia is not going anywhere, but we're talking about hyper, ultra authentic," he said. "So what is this dish that's esoteric? It would be this one region of Vietnam, Thailand, China; it doesn't matter."

Despite consumer demand for ever-more-authentic dishes, people still are increasingly seeking out local produce. "This weird kind of disconnect" among consumers, says Tila, can create challenges for foodservice operators, but it also comes with some advantages.

"(Consumers) are giving us a pass on organic. They're giving us a pass as long as the flavor profile is authentic," he added.

Tila also predicts that dayparts, particularly breakfast, will see a boost from ethnic foods. He said to be on the lookout for congee, a kind of rice porridge popular in some Asian countries, and savory oatmeal from around the world.

Greens and grains

Bowls made up of ethnic, superfood greens and grains are going to be a big deal this year, if Tila is right.

"I think this is the year of turmeric and superfoods. Anti-inflammatory," he said. "Everything is bloody inflammatory, right? Everything we eat and everything in the world is inflammatory! So we're going to feed them anti-inflammatory foods. That's herbs and superfoods."

Pickling

Just in time to join the rising popularity of vegetable-based dishes is the emergence of pickled foods. When trying to tap into the fermented veggies market, Tila again recommends focusing on local produce rather than organics.

"Organic is awesome, and it's still going to be trending. But it's going to take a backseat to just overall farm-to-fork local," he said.

Tila almost turned down the opportunity to be a judge on the now-popular 'Cutthroat Kitchen'

Tila said that when he initially received the call from his agent about a new Food Network game show called "Cutthroat Kitchen," his answer was an immediate "no," describing the idea as "the worst show I've ever heard of."

"My agent calls me, and she's like, 'We have this show interview. It's going to be awesome.' And that usually means terrible," Tila joked. "When agents call you and go, 'Dude!' they're trying to talk you into something."

After his initial hesitation, Tila's agent told him that Alton Brown, a TV personality, had signed on as host, and Tila immediately agreed to do the show.

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Freshway Foods Debuts Grab N Go Salads at IDDBA Show

Freshway Foods introduced new Grab N Go salad kits at the IDDBA Dairy-Deli-Bake show June 5-7 in Houston, Texas. The new Grab N Go salads feature fruits, vegetables and ancient grains.

"We approached development of these salads by first talking to our customers about what their consumers were asking for in a Grab N Go salad," said Chef Douglas Bond, new product development manager for Freshway Foods. "We also conducted market research into ingredient and flavor trends. What we found over and over is that consumers are tired of the same old salads. They want variety, and they want nutrient-

dense options."

Freshway says the new salads offer a more upscale experience for consumers, with ingredients like blueberries, couscous, rainbow carrots and quinoa.

"Our new Grab N Go salad kits go beyond what has been traditionally available to consumers and offer flavors and ingredients that are attractive to Millennials in search of adventure, as well as Baby Boomers looking for healthy convenience," Bond said. "These salads will make your consumers the envy of the office break room."

The new salads include:

- Famous Chopped Salad—Romaine base with tomatoes, red cabbage, green onions, blue cheese, bacon and couscous.

- Fruity Grain & Garden Salad—Romaine base with quinoa, celery, cucumber, red onions, grapes, blue-

berries and Parmesan cheese.

- Colorful Grain & Garden—Baby spinach, quinoa, apples, rainbow carrots, celery and walnuts.

- Spinach Mediterranean Salad—Tender baby spinach with crunchy walnuts and traditional Mediterranean flavors of tomato, cucumber, black olives and feta cheese.

"Our Grab N Go salad kits contain all ingredients to make eight complete convenience salads, with no additional cutting or cleaning required," Bond said. "Simply assemble the components for fresh-made salads your customers will love."

In other Freshway Foods news, it will be acquired by foodservice distributor US Foods, according

Fruity Grain & Garden Salad



Spinach Mediterranean Salad

to Freshway owners Phil and Frank Gilardi.

Freshway Foods, based in Sidney, Ohio,

serves the eastern half of the U.S. with its fresh fruit and vegetable products.

"Since we started this business, our success has been built upon our commitment to our associates and our customers, and we are looking forward to the next chapter for Freshway Foods as part of a well-established and reputable company like US Foods," they said.

The transaction is expected to close June 10.