

TODAY'S GROCER



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Tesco Comes to America

Fresh & Easy Neighborhood Market Debuts

First Stores Open in Southern California and Arizona

Fresh & Easy Neighborhood Market opened its doors November 8 to customers in Southern California. Stores opened in Los Angeles, Anaheim, Arcadia, Hemet, West Covina and Upland.

These openings were followed on November 16 with the opening of the company's first San Diego County in Chula Vista at East H and Tierra Del Rey. The first Fresh & Easy stores in Arizona opened on Wednesday, December 5. Three of the stores are located in Mesa and the fourth is in Chandler.

Fresh & Easy is a company of Tesco, the U.K.'s largest retailer and one of the world's leading international retailers. Tesco operates over 3,200 stores across 12 countries and employing more than 400,000 people.

Fresh & Easy has announced 122 store locations to date, with 50 scheduled to open by the end of February 2008, in Southern California, Phoenix and Las Ve-

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C-Store Industry Has Strength in Numbers



SAM TURNER

"I want you to remember two important things," Sam Turner, 2006-07 NACS Chairman of the Board told attendees at last month's NACS Show 2007 Opening General Session in Atlanta. "We are the most unique and powerful retail industry in the U.S., and we are where America shops."

Turner had the numbers to back up his statement. "Our industry's numbers are

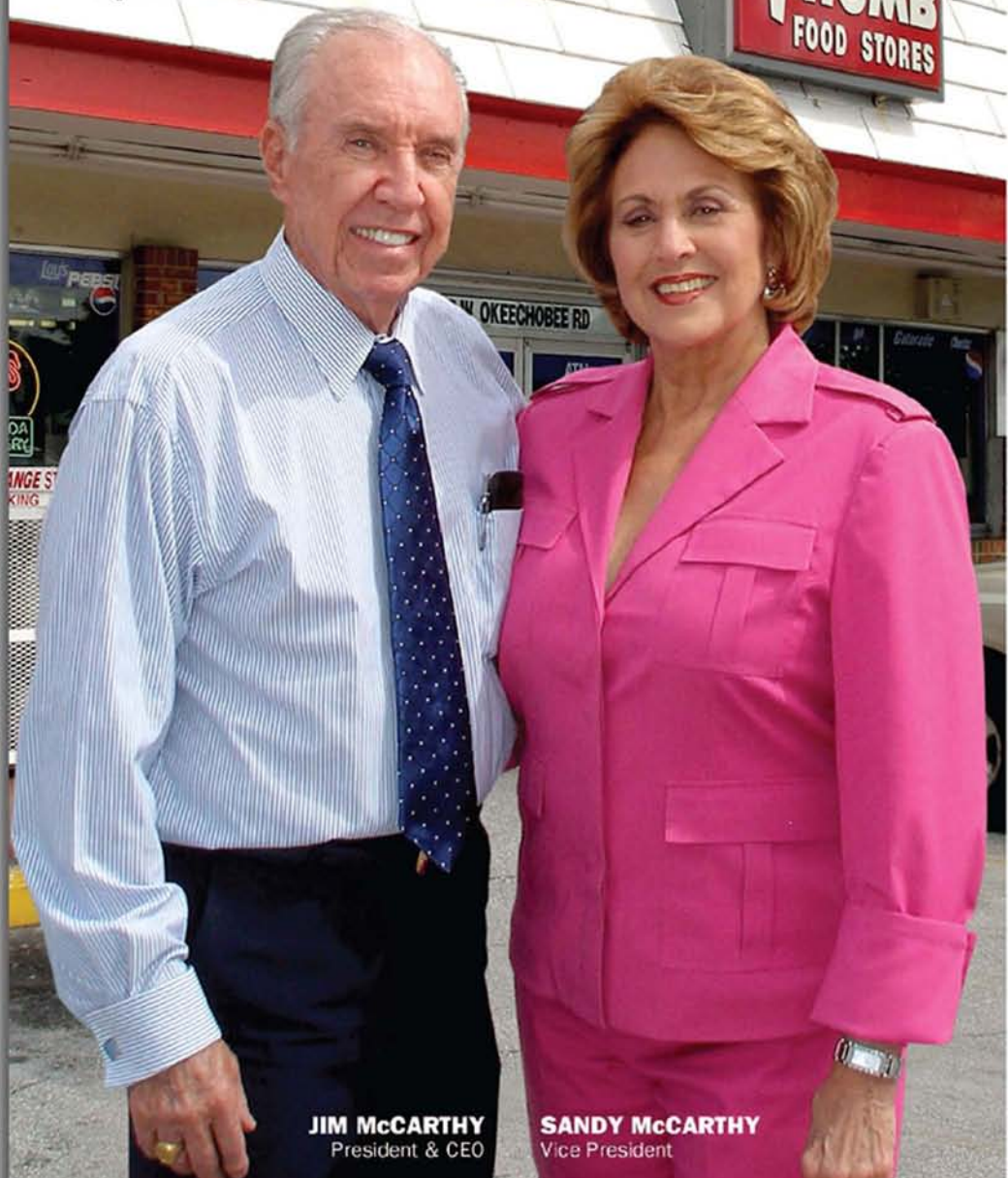
mind boggling. But I think sometimes we are taken for granted," he noted. "Our sales are two and a half times Wal-Mart's sales (\$569 billion to \$226 billion)." But customer count shows the real story. "Wal-Mart has 127 million customers a week. We have 137 million customers a day," said Turner. In fact, looking at the 275 million people defined as mobile America (those between the ages of 5 and 85), "we serve mobile America every 2 days," said Turner.

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TOM THUMB FOOD STORES, INC.

The Little Stores That Could

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JIM MCCARTHY
President & CEO

SANDY MCCARTHY
Vice President

32 Holiday Cheer



Black Box Releases Two New Wines

2006 Italy Pinot Grigio and 2006 California Merlot Now Available



Black Box Wines, America's first super-premium 3L boxed wine, has announced the availability of two new wines – the 2006 Italian-sourced Pinot Grigio and 2006 California Merlot.

The Pinot Grigio uses grapes sourced from Italy's Veneto region. Early harvesting in the region results in a wine with fresh fruit flavors, crisp acidity and structure that is easy on the palate. The 2006 vintage, displaying floral notes of citrus blossoms, is Black Box's first Italian-sourced wine.

The Merlot uses grapes from a variety of premium California vineyards and displays notes of blackberry, cherry and plum mingled with vanilla and oak.

BLACK BOX 2006 ITALY PINOT GRIGIO

Flavor Profile: The Pinot Grigio displays

floral aromas of citrus blossoms.

The flavors are bright with juicy lemon lime and hints of peach. A bright, well-balanced finish.

Source: Select vineyards in the Veneto region of Italy
Suggested Retail Price: \$19-20, which is the equivalent of \$4.75-5.00 per 750ml bottle

BLACK BOX 2006 CALIFORNIA MERLOT

Flavor Profile: The Merlot displays flavors of blackberries, cherries and plums mingled with vanilla and toasty oak. Ripe and juicy with fine tannins; a soft, balanced finish.

Suggested Retail Price: \$19-20, which is the equivalent of \$4.75-5.00 per 750ml bottle

Black Box Wines is distributed in the U.S. by Pacific Wine Partners.

New Wine to Target Christian Consumers

It was at a wedding in Galilee where, 2,000 years ago, Jesus turned water into wine. Today, this region is home to "The Grapes of Galilee", wines of exceptional quality crafted with the modern Christian in mind.

The Grapes of Galilee are grown by the Sea of Galilee and watered by the Jordan River, where Jesus was baptized. They are ideal for celebrations such as wedding receptions and communions, or any festive occasions when Christians seek a physical connection to their spiritual homeland.

"The history of this wine is something that we can all share together," says UC San Diego student Adam Haroz, who founded import company Haroz Vintners of Norcross, GA, with his father, Pini, after being inspired by a trip to Israel. "I hope to provide a way to strengthen the bond between Israel and many other people through bringing wine from Galilee to the houses of the Christian community."

Israeli wines have made great strides in recent decades, and the Galilee region is best suited for viticulture. The high elevation, cool breezes, marked day and night temperature changes and rich, well-drained soils make the area ideal for The Grapes of Galilee's cabernet, merlot and chardonnay varieties. All three Grapes of Galilee wines are currently available in the United States.

- **Cabernet Sauvignon 2005**- Deep royal purple, showing herbal and black olive flavors backed up nicely by currants and wild berries. Soft tannins and good balance make the wine fun to drink.
- **Merlot 2005**- Medium bodied, with soft tannins and generous berry and black cherry fruits; very pleasant.
- **Chardonnay 2006**- Light gold, medium bodied, with citrus and tropical fruits on a lightly earthy background. Good balancing acidity keeps the wine lively and fruity.

The wines retail for \$13.99 and are currently available.



USB to Import High-End French Beers

United States Beverage, L.L.C., (USB) will be importing the Les Brasseurs de Gayant line-up of premium, high-quality specialty beers from France into the United States. These rare, high-quality styles include La Goudale, Amadeus and La Divine. The move is evidence of USB's significant push into the high-end specialty and import category.

The Gayant Brewery, a family owned independent company founded in 1919 in the Nord-Pas-de-Calais region of France, is the largest independent specialty French brewer. The state-of-the-art brewery follows strict



in 1994. Amadeus is 4.5% ABV.

La Divine, the newest addition to the Gayant portfolio, is an abbey beer made with specialty yeasts. La Divine is a "Grand Cru" style that is high in gravity and has an 8% ABV. Its golden color and white head are complemented by a smoke aroma with fruit with a caramel sweetness. Its drinkable light body has a significant amount of sweet malt taste with a hint of bitterness at the finish.

The three brews are sold in unique 750ML bottles and retail for between \$10.99 and \$12.99.

brewing standards that are similar to requirements of fine French wines to create "Biere de Garde," the only original beer style indigenous to France. Translated as "Beer for Storage," the style was historically brewed in French farmhouses during the winter and stored for drinking in the summer for local farmhands and their families. "Biere de Garde" is one of the most difficult styles of beer to find in the world since it is only brewed in this small region.

La Goudale is the embodiment of the "Biere de Garde" style and is the number one selling beer in



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