

OPENING NEW DOORS *continued*

**THE WHOPPER BAR**

Fast-food chains are also exploring new concepts. Burger King, the second-largest U.S. hamburger chain after McDonald's, is planning to set up a smaller restaurant called the Whopper Bar later this year. As its name suggests, the concept will be focused on Burger King's top-selling Whopper sandwich.

The Whopper Bar will have fewer items on its menu than regular Burger King locations, and will be located in areas with small space, such as airports, casinos, and strip malls, according to Russ Klein, the company's president of global marketing and innovation. Burger King showed the concept to franchisees in May and plans to open several franchises and company-owned stores by the end of the year.

"Real estate is a challenge for any restaurant," Klein says. "You look for smart ways to get high output, cash-on-cash returns with minimal investment in equipment, footprint, and occupancy costs."

The Whopper Bar is 490 square feet, a third of the size of Burger King's tradi-

tional locations, according to Klein. He declined to specify how many Whopper Bars the company plans to open or how much they will cost to build.

The new restaurants may offer such specialties as the Texas Double Whopper with jalapeno peppers and bacon, the Angry Whopper with onion rings and jalapenos, and the Chorizo Whopper.

The burgers will be assembled in front of diners, who can choose to add or omit ingredients.

**A TASTE OF CHOCOLATE**

Sprouting up all over the United States are chocolate cafes or lounges, a sweet alternative to coffee shops and bars. Indeed, Mars, Inc., the maker of M&M's and Snickers, has opened the Ethel's



By the end of the year, Burger King plans to launch the Whopper Bar, a smaller restaurant focused on its top-selling sandwich.

chain, billing the cafes as a "place to chocolate and chitchat."

"For women, it's like candles and a bubble bath," says Joan Steuer, president of Los Angeles, California-based Chocolate Marketing, an industry trend-spotter. "The whole concept of a place to go and just be with your chocolate and celebrate the experience of chocolate is wonderful."

Long popular in Europe and unlike traditional retail chocolate outlets, chocolate cafes and lounges are more than just candy counters, featuring comfortable

**New directions**

The Quantified Marketing Group, a consultancy based in Lake Mary, Florida, has identified several directions for the restaurant industry for this year, including:

- ✓ **Modified-casual dining.** This new category, poised for rapid growth, offers the same service and amenities as a large casual chain, but in a much smaller size.
- ✓ **Compressing size to drive sales.** The core aspect of new development is a high sales-to-square-foot ratio which leaves no room for inefficiency in design or floor space.
- ✓ **Global consciousness.** Consumers today are seeking out businesses that are focused not just on making profits, but making the world a better place.
- ✓ **Non-traditional sites.** Escalating real estate prices and dwindling availability of premium locations are convincing many quick-service and fast-casual operations to open in non-traditional sites with lower construction costs, more reasonable rents, and where volume and sales rival traditional venues.
- ✓ **Consolidation.** Top restaurant companies are merging to boost economic and growth potential and win a larger market share.
- ✓ **Experiential branding.** This is a restaurant's opportunity to build lifelong relationships with guests.
- ✓ **Culinary tourism.** More vacationers will base their travel plans around dining.
- ✓ **New franchise frontiers.** A growing number of U.S. restaurant concepts are expanding into international markets.

**Restaurant trends online**

Learn about cutting-edge products and trends in the U.S. restaurant industry by visiting [www.usfoodlink.com](http://www.usfoodlink.com).

couches and an atmosphere that encourage patrons to linger.

Naked Chocolate Cafe in Philadelphia, Pennsylvania, which seats 32 patrons on inviting couches, features décor highlighted by cotton candy pinks and caramel browns. The cafe's confections are made daily in an open kitchen and chocolate factory area. And the dessert lounge features a la carte items like hand-iced cupcakes with butter cream icing and just-baked brownies and cookies.

Chocolate cafes are especially popular around Valentine's Day, when Americans spend \$750 million on chocolates, observers note. ★

## Calendar of Events

### SEPTEMBER

**10-12: Abastur\***  
Mexico City, Mexico  
[www.abastur.com](http://www.abastur.com)

**11-14: Canadian Health Food Association (CHFA)**  
Toronto, Canada  
Metro Toronto Convention Center, North Building  
[www.chfa.ca](http://www.chfa.ca)

**17-20: International Food and Hospitality Show (IFHS)\***  
Bangkok, Thailand  
Queen Sirikit National Convention Center  
[www.ifhs.net](http://www.ifhs.net)

**30-Oct. 4: World Dairy Expo\***  
Madison, Wisconsin  
Alliant Energy Center  
[www.world-dairy-expo.com](http://www.world-dairy-expo.com)

### OCTOBER

**4-7: National Association of Convenience Stores (NACS) Show\***  
Chicago, Illinois  
McCormick Place Convention Center  
[www.nacsonline.com](http://www.nacsonline.com)

**7-9: Conxemar 2008 International Frozen Seafood Products Fair\***  
Vigo, Spain  
[www.conxemar.com](http://www.conxemar.com)

**15-18: Natural Products Expo East\***  
Boston, Massachusetts  
Boston Convention & Exhibition Center  
[www.expoeast.com](http://www.expoeast.com)

**19-23: SIAL Paris\***  
Paris, France  
Paris Nord Villepinte France Exhibition Center  
[www.sial.fr](http://www.sial.fr)

*\* Food Export Association of the Midwest and Food Export USA-Northeast will be at this show.*

# FEATURED PRODUCTS

## Vegetarian entrees

JB Brands, based in Portland, Oregon, is scoring high marks on its new Taste Above frozen vegetarian entrees, which combine flavorful sauces with pasta or rice, plus the Gardien brand vegetable-based protein, which has the flavor and texture of lean meat. Each meal is 10 ounces, and packaged in a microwavable or oven-baked tray. There are currently three entrees in the lineup: Thai Peanut Coconut Sauce with Vermicelli Noodles and Veggie Chicken, Penne with Marinara and Veggie Chicken, and BBQ Veggie Beef with Rice. For more information visit [www.jbbrandsllc.com](http://www.jbbrandsllc.com), or contact Bill Roberts at 1-847-366-1624 or [bill@jbbrandsllc.com](mailto:bill@jbbrandsllc.com).



## Premium cannoli

When it comes to making quality cannoli, Boston, Massachusetts-based Golden Cannoli is a master of the trade. The family-owned business got started 30 years ago, and even today its Golden Cannoli Shells are made by hand. One of its specialties is hand-dipped, chocolate-covered cannoli. Its products are offered in retail or bulk quantities, and packaged in corrugated boxes with foam and partitions for protection. Additionally, each cannoli is kosher, nut-free, and preservative-free. Learn more by visiting [www.goldencannoli.com](http://www.goldencannoli.com), or contact Valerie Bono at 1-617-868-2826 or [valerie@goldencannoli.com](mailto:valerie@goldencannoli.com).

## Functional ingredient

Citri-Fi, produced by Willmar, Minnesota-based Fiberstar, Inc., is an all-natural functional food ingredient made from citrus pulp that is specially suited for adding moistness, controlling moisture migration, improving yields, replacing fat, and reducing the cost of a wide variety of food products. Its superior water-binding functionality makes it an outstanding natural fat replacer that maintains taste and texture, according to the company. With more than 70 tested food applications, some of the most popular uses for Citri-Fi include bakery, dairy, dressings and sauces, frozen foods, meat, and prepared salads. Citri-Fi is non-GMO, non-allergenic, kosher-parve, and halal. It was recognized with a silver award as the Most Innovative Food Ingredient in 2007 at FI Europe in London. For more information visit [www.fiberstar.net](http://www.fiberstar.net), or contact Nick Kovalenko at 1-715-273-2456 or [n.kovalenko@fiberstar.net](mailto:n.kovalenko@fiberstar.net).



## Dessert's best friend

Desserts can taste even better with gourmet dessert sauces from Shootflying Hill Sauce Company, based in Brookline, Massachusetts. These sauces can jazz up a bowl of ice cream, cake, or any other sweet treat. They are preservative-free and made in small batches using natural ingredients. Tasty flavors include Milk Chocolate Lover's Dessert Sauce, Dark Chocolate Lover's Dessert Sauce, Salty Butterscotch Dessert Sauce, and Peach Bourbon Dessert Sauce (the Peach Bourbon sauce is available June through December). Learn more by visiting [www.dessertsauce.com](http://www.dessertsauce.com), or contact Cory Clarke at 1-617-784-6732 or [cclarke@dessertsauce.com](mailto:cclarke@dessertsauce.com).



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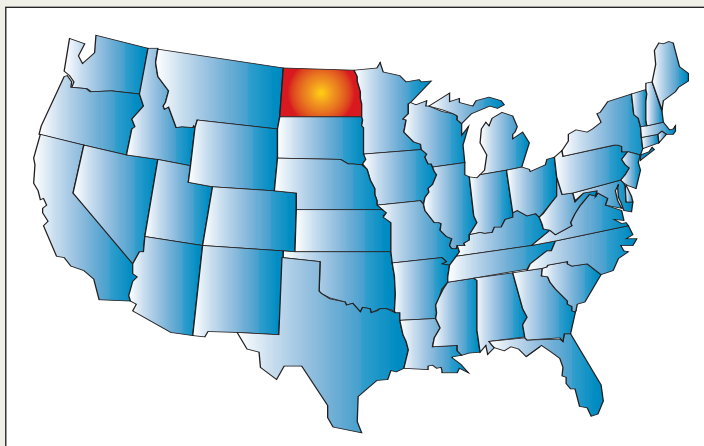
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## STATE SPOTLIGHT: North Dakota



✓ Agriculture is North Dakota's number one industry, generating more than \$4 billion in cash receipts in 2006.

✓ Wheat is the largest sector of the agricultural economy. Cattle and calves are second in cash receipts.

✓ North Dakota farmers and ranchers produce enough beef to

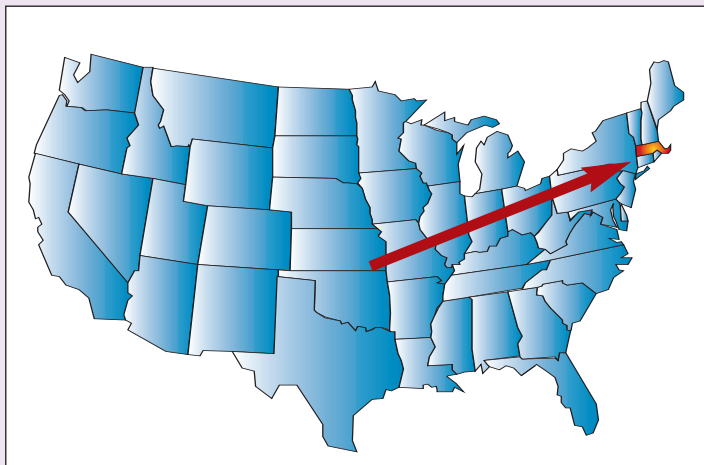
make 108 million hamburgers, enough wheat for 14.8 billion loaves of bread, and enough durum wheat for 8.7 billion servings of spaghetti.

✓ Along with agricultural-related businesses, agriculture makes up 25% of the state's economic base.

**TOP AGRICULTURAL EXPORTS:**

<b>WHEAT AND PRODUCTS</b>	Total value: \$698.9 million
<b>SOYBEANS AND PRODUCTS</b>	Total value: \$312.2 million
<b>OTHER</b>	Total value: \$273.8 million
<b>VEGETABLES AND PREPARATIONS</b>	Total value: \$206.7 million
<b>FEED GRAINS AND PRODUCTS</b>	Total value: \$150.3 million
<b>OIL SEEDS</b>	Total value: \$96.26 million
<b>FATS &amp; OILS</b>	Total value: \$87.95 million
<b>VEGETABLES</b>	Total value: \$50.45 million
<b>ANIMAL FEEDS</b>	Total value: \$27.26 million
<b>CEREALES</b>	Total value: \$24.07 million
<b>MILLING PRODUCTS</b>	Total value: \$10.25 million
<b>CEREAL &amp; MILK PRODUCTS</b>	Total value: \$6.25 million
<b>PRESERVED FRUITS &amp; VEGETABLES</b>	Total value: \$4.3 million

## STATE SPOTLIGHT: Massachusetts



✓ Massachusetts averages \$24,000 direct market sales per farm, which is the highest in the nation.

✓ Massachusetts is second in the U.S. for cranberry production. Cranberries make up 17% of the state's \$433 million in agricultural cash receipts.

✓ More than 80% of Massachusetts' farms are family-owned, with more than 93% fitting in the USDA category of "small farms."

ry of "small farms."

✓ Massachusetts ranks third in the U.S. for farmland value at \$9,234 per acre.

✓ State agricultural exports for Massachusetts total \$300 million.

✓ The state ranks second in the New England region of the U.S. in bee production at 167,566 pounds of honey.

✓ Massachusetts is 13th nationwide in organic sales, with 129 farms totaling \$7.8 million in sales.

**TOP AGRICULTURAL EXPORTS:**

<b>SEAFOOD</b>	Total value: \$386.4 million
<b>PREPARED MEATS</b>	Total value: \$59.4 million
<b>PRESERVED FRUITS &amp; VEGETABLES</b>	Total value: \$58.6 million
<b>PREPARED FOODS</b>	Total value: \$57.38 million
<b>FRUITS &amp; NUTS</b>	Total value: \$26.3 million
<b>WOOD</b>	Total value: \$22.4 million
<b>CEREAL &amp; MILK PRODUCTS</b>	Total value: \$20.48 million
<b>LIVE ANIMALS</b>	Total value: \$9.57 million
<b>BEVERAGES</b>	Total value: \$7.7 million

# BEST OF BOTH WORLDS

Publix's newest retail experience suggests that eating healthy and pampering yourself can go hand in hand.



**T**here's a new kind of supermarket beginning to make an imprint in the southern Florida market. Publix GreenWise Market, developed by Lakeland, Florida-based Publix Super Markets, is part natural and organic supermarket, part gourmet store, and part restaurant. Yet it manages to serve traditional Publix customers too.

The format, which has been open just over six months in Palm Beach Gardens, was several years in the making, and has the ongoing support of a dedicated cross-functional corporate team led by district manager Mickey Glass. In developing the concept, the team made trips across the United States—and even throughout the world—to find inspiration, according to the company.

At Publix GreenWise Market, natural and organic products are abundant—50% of the produce assortment, for instance, is organic, and a large section is dedicated to natural/organic health and beauty care items. In addition to healthy options, there's an impressive prepared food area featuring 10 distinct meal venues. Better-for-you recipes are plentiful, but there's also a generous helping of products catering to a more indulgent attitude.

In other words, in the Publix GreenWise way of things, these two markets, and classifications of consumer need, aren't mutually exclusive. "Just because shoppers are interested in being healthier doesn't mean they don't want to indulge," says Maria Brous, director

of media and community relations for the 928-store chain.

And even at a relatively concise 39,000 square feet, this store doesn't scrimp on opportunities to indulge. The deli department, for instance, includes more than 300 varieties of artisan cheeses. Customers can sample a bite from a Razza Bianca ("white cow") cheese wheel imported from Italy. In bakery, meanwhile, a chocolate dipping station is only a prelude

to a selection of to-die-for desserts. Over 350 items are baked from scratch every day. And the wine department offers an expanded variety of premium and specialty wines, all the way up to a \$517 bottle of Biondi Santi Greppo.

While the main merchandising thrust at GreenWise is the blending of healthy and indulgent products, the format's architects also want shoppers to be able to do their full shop there, Brous explains. "There's no other store where customers can find both conventional products and such a large range of organic and natural products. We're offering our customers the best of both worlds here."

## SERVICE WITH STYLE

The store is located in Palm Beach Gardens' Legacy Place, a sprawling, swanky lifestyle center with many high-end stores and restaurants. Like its venue, the market looks much more upscale than other retail concepts from Publix. Its beautiful décor includes spacious ceilings with skylights (just one of the environmentally friendly features of the design), arty signage constructed of metal and other natural materials, and a roomy mezzanine area where customers can sit down to enjoy fresh meals and/or rich desserts.

The corporate team handpicked employees for the store to make sure that the Publix GreenWise message and shopping experience translated exactly as planned, says Brous. "Managers conducted over 1,500 interviews to fill basic positions. Because we're selling

higher-end products, employees need to understand the products' origin. We were looking for people who are comfortable talking about the farm-to-fork process." Each department features some associates certified in organic foods, for example.

The retailer pulled talent for the GreenWise project not only from its existing store base, but also from outside grocery, recruiting employees from the foodservice and hospitality industries, adds Brous.

In addition to a knowledgeable staff, Publix is also using point-of-sale tools to help guide customers through the GreenWise experience. The store's shelf tag system is color-coded to help shoppers distinguish between organic, all-natural, and conventional items.

## HOT STUFF

So far, one of the initial success stories at GreenWise is the prepared food offering. The setup provides more than 100 meal options at any given time, via distinct venues that include a Hot/cold Table; Handcrafted Sandwiches; Custom Salads; Mediterranean Oven; The Grill; Rotisserie/Carvery; and Chef's Selections, which provides comfort foods with an international twist.

The high-traffic fresh meal area spans 4,500 square feet, and when it's busy, it feels, looks, and sounds just like a bustling open-kitchen restaurant.

Most of the fresh meal options are healthy—the foods are trans-fat-free and made with all-natural ingredients, and some recipes are prepared with organic bases. A variety of vegetarian dishes are also in the mix. Even that Southern U.S. staple, fried chicken, has been given a healthy makeover at GreenWise: The store sells "baked crispy chicken" in the Rotisserie/Carvery venue.

Publix designed the prepared food area to get customers in and out quickly—in about three to five minutes to be exact, says Brous. Shoppers can also place their orders when they arrive at the store; then, equipped with a pager they can shop while they wait for their meals. In another signature foodservice feature, free curbside pickup is available. ★

# NEWS BRIEFS

**U.K.** supermarket operator Tesco Plc has launched a labeling system to illustrate the amount of carbon dioxide emitted by the production of certain products. The labels will appear on 20 items, including Tesco's own-brand light bulbs, potatoes, washing detergent, and orange juice. The labels will feature figures that detail the amount of carbon dioxide created in the production of the item concerned.

Triarc Companies, Inc., the franchisor of the Arby's restaurant system, and Wendy's International, Inc. have signed a definitive merger agreement that will create the third-largest **U.S.** quick service restaurant company with approximately \$12.5 billion in annual system sales. Triarc Companies' C.E.O. Roland Smith, who will take over the top spot at Wendy's once

the acquisition is completed, said Triarc looks forward to building on Wendy's "proud heritage" and quality brand.

While the technology market has shown signs of slowing growth in many parts of the world, technology spending in **Asia** continues on its torrid pace, according to a new study published by IHL Group. **India and China** continue to invest heavily in their retail IT infrastructure, driving high double-digit growth in POS terminals and other technologies. The study found that shipments of POS terminals to China have for the first time increased beyond that of the region's traditional power, **Japan**. As investments in roads and other infrastructure increase across the region, IT investments will also continue to expand throughout Asia, according to IHL Group.

Fast food restaurants in **New York City, New York** will now be forced to display the calorie content of their meals. The regulation will apply to chains that have 15 or more outlets in the city or across the U.S. The initiative is part of local health authorities' campaign to tackle obesity. According to research done in 2004, at least one out of five New Yorkers is severely overweight. Many of the fast food chains have said they will take the matter to court to challenge the regulation.

The future retail landscape will be filled with an increasing number of small-store food concepts as retailers strive to capture the attention of busy consumers, TNS Retail Forward reports. Recently released TNS Retail Forward ShopperScape survey results indicate that shop-

pers are ready and willing to shop the new breed of small food concepts. "The combination of small size and a fresh, prepared foods emphasis is a compelling offer for the time-pressed shopper," noted Jennifer Halterman, senior consultant with TNS Retail Forward and author of the report.

**U.S.** supermarket chain Safeway, Inc. has formed the Better Living Brands Alliance to market its private label O Organics and Eating Right brands beyond its own stores into all retail channels in the U.S. The expansion will also encompass the foodservice channel and international markets. The objective of the alliance is to offer health-and-wellness food and beverage solutions through two multi-category lifestyle brands, Safeway said. The grocer said even in the brands' current limited distribution, O Organics is the No. 1 organic food brand in the United States; and Eating Right is one of the fastest-growing health-and-wellness food brands.

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# FOODLINK

## U.S.

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# OPENING NEW DOORS

**Three recent restaurant concepts in the U.S. show what it takes to be successful in a changing marketplace.**

**W**ith restaurants shrinking and popping up everywhere, the “fast casual” category still growing, and a European model making significant headway in the U.S. market, 2008 appears to be a year of change in dining away from home.

Innovation has certainly been on the rise among the fast casual segment (fast casual restaurants are similar to fast-food restaurants, except that they promise a somewhat higher quality of food and atmosphere). Embassy Suites Hotels, a leading chain of hotel suites owned by Hilton Hotels Corp., has expanded on the concept made popular by bakery-cafes such as Panera Bread Company with its Flying Spoons innovation, which it has dubbed “hip casual.” The new restaurant, which is the result of three years of studying guests’ eating habits, will debut late this year in the Embassy Suites in the north Jackson/Ridgeland, Mississippi market. More restaurants are scheduled to follow.

Flying Spoons, described as part European-style café and part American coffee house, will be strategically located



Photo: Tony Oppenheim

in the lobby, sharing space with the brand’s complimentary cooked-to-order breakfast and manager’s reception area. According to the company, it’s meant to appeal to the ascension of Generation Y customers (those born between 1983 and 1994), while also remaining true to its core Baby Boomer audience. It will feature a variety of seating options, including traditional restaurant seating with tables and chairs; wing-back chairs; and ottomans with custom lamp and power ports for people who want to settle in for a relaxing dining experience.

Flying Spoons will serve meals from 5 a.m. until 1 a.m. Menu items will

**Naked Chocolate Cafe in Philadelphia, Pennsylvania is one of the European-inspired concepts sprouting up in the U.S.**

include lighter fare, such as fresh soups, salads, and gourmet sandwiches, as well as more sophisticated dinner options like salmon, scallops, and lobster enchiladas. The menu will also feature a rotating selection of pastries and desserts, along with specialty coffee drinks, teas, and specialty soft drinks.

Another bonus, according to the company: The restaurant will cost an estimated 30% less to develop than a traditional atrium restaurant.