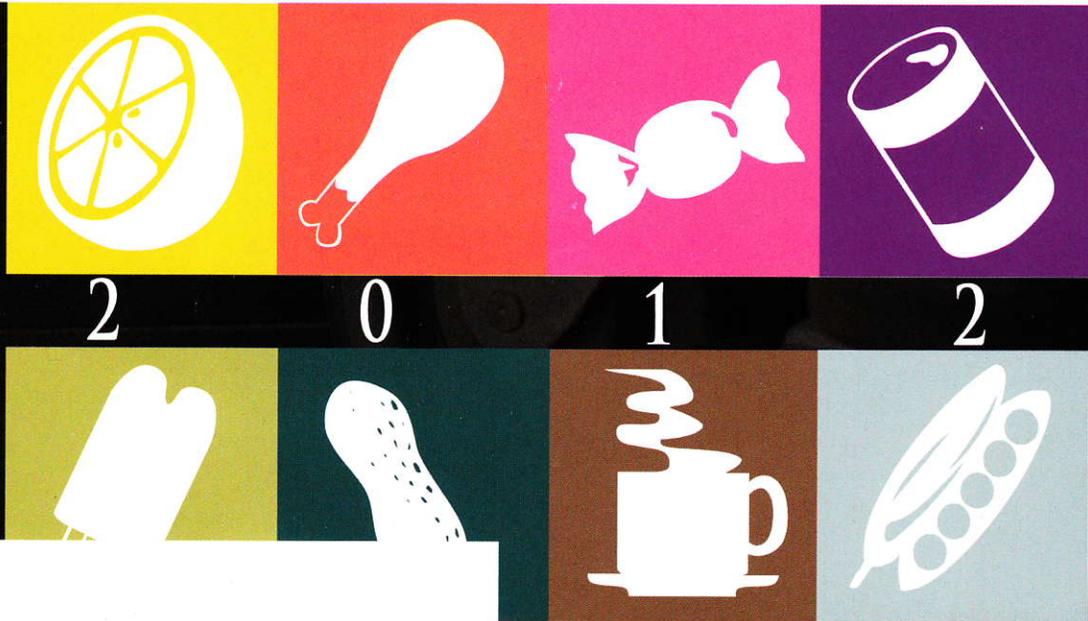


GROCERY HEADQUARTERS

\$12

April 2012

STATE OF THE INDUSTRY ALMANAC



By Richard Turcsik

Russian to build coffee sales

THE RUSSIANS ARE COMING! To the supermarket coffee aisle, that is. Denver-based Dazbog Coffee Co., founded by two immigrants from the former Soviet Union, and an operator of more than 30 franchised coffee shops in Colorado, Wyoming, California and Illinois, has introduced the Dazbog line for the supermarket channel.

Dazbog is known for its authentic Russian identity that has come to life through the vision of founders Anatoly and Leonid Yuffa, two Russian-born immigrants that have maintained their heritage throughout the brand. At Dazbog Coffee, each bean is slow-roasted through traditional roasting techniques. The blends have catchy names, including KGBlend, Svoboda, White Nights and the Babushka Blend. Dazbog translates into “God of Richness.” A one-pound bag retails from \$11 to \$15.

“We at Dazbog believe in enriching life through our coffee and are excited to give more people in more places the opportunity to experience our rich coffee that is world grown, but Russian roasted,” says Leonid Yuffa, COO and co-founder. “Once people try our blends they realize how much better our methods are and become loyal Dazbog drinkers. We aim to bring quality coffee back to the mainstream by growing in a sustainable and strategic way.”

For more information, visit www.dazbog.com.



Going against the grain

RICE SELECT, THE MANUFACTURER OF TEXMATI RICE, is bringing some color to the rice set with four additional healthy products featuring its famous American-grown rice.

Royal Blend with Flax Seed is a nutritious combination featuring Texmati Light Brown Rice and three exotic grains and seeds, including flax seed, whole wheat pearl couscous and black “caviar” lentils. According to officials for the Alvin, Texas-based company, the flax seed provides a nutritional punch, along with omega-3 and -6 fatty acids, fiber, vitamin B and protein.

Royal Blend with Quinoa and Freekeh combines Texmati Rice with Red Quinoa, which has a slightly nutty flavor, and freekeh, which features a subtle smoky flavor.

Rice Select Brown Jasmati Rice is billed as a healthier alternative to white jasmine rice, with the same wonderful aroma, because it still contains the healthy outer layer of rice bran.

Rice Select Calrose Rice is a premium quality medium grain rice that is ideal for many rice-based dishes, say company officials.

All are packaged in convenient, easy-to-handle plastic jars, ranging from 28- to 32-ounces, depending upon the variety. The suggested retail is \$7.49 to \$8.49. For more information, visit www.riceselect.com or call (800) 993-RICE.



Pizza carnival

FOR GENERATIONS, RESIDENTS OF CENTRAL PENNSYLVANIA HAVE BEEN FLOCKING TO DELGROSSO'S AMUSEMENT PARK IN TIPTON, PA.—not only for the rides but also for the homemade pizza, renowned for its special sauce. However, there is no longer a need to ride the Tilt-A-Whirl or Pharaoh's Fury to enjoy a slice; consumers can make delicious pizza right in their own homes now that DelGrosso Foods has introduced Pappy Fred's Old Style Pizza Sauce under its La Famiglia DelGrosso ultra-premium label.

According to company officials, the sauce is an authentic family recipe inspired by Ferdinand “Pappy Fred” DelGrosso, founder of DelGrosso Foods, the oldest major family-owned producer of pasta sauce in the U.S., and the adjacent DelGrosso's Amusement Park. Pappy Fred began making pizza when he acquired the park in 1946. Today, the park sells 200,000 of its signature pizzas over the course of the summer.

Designed specifically for at-home gourmet pizza making, Pappy Fred's Old Style Pizza Sauce is made with all-natural ingredients, including whole imported San Marzano tomatoes, crushed tomatoes, imported olive oil, fresh onions, garlic, sea salt, basil, oregano and black pepper, all of which add a fresh, light taste to homemade pizzas. According to the company, the sauce features strong notes of oregano, which differentiates the flavor profile from other ultra-premium pizza sauces on the market.

“We are excited to finally honor our grandfather with this pizza sauce recipe and share his passion for pizza with other families in the U.S.,” says Michael DelGrosso, vice president of global marketing at DelGrosso Foods, based in Tipton, Pa. “Pizza has been a favorite in our family for so long that it was important to us for other families to have a light gourmet taste in their own pizza creations.”

Pappy Fred's Old Style Pizza Sauce is packaged in a 13.5-ounce glass jar with a suggested retail of \$3.99.

For more information, visit www.delgrossos.com.

