

InStorebuyer

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Tippin's
PREMIUM HAND-CRAFTED PIES

Branding by Hen House

Serving up a bigger slice of
bakery sales p. 34



Andy Farris, the "Pie Guy"

INSIGHT FOR BAKERY, DELI AND FOODSERVICE

Whole Foods Promotes The Whole Deal to Shoppers

Whole Foods Market is inviting its shoppers to check out The Whole Deal, available in stores and online at www.wholefoodsmarket.com/wholedeal. The latest quarterly value guide shares ways to cut costs but not corners when shopping for natural and organic groceries, and delivers healthy ideas to help ensure New Year's resolutions become long-term solutions.

Whole Foods Market Value Guru Barry Hirsch says, "This latest edition includes more than a dozen great-tasting recipes with cost per serving and nutritional information including some gluten-free, dairy-free and vegetarian options."

Featured recipes include roasted salmon with lemon relish from Martha Stewart's Everyday Food magazine, and sweet potato and black bean enchiladas, which is Karina's Kitchen's winning recipe from Whole Food Market's first-ever "Food Blogger Budget Recipe Challenge."

CHICAGO METALLIC NAMES DIRECTOR OF SALES

Dana Rafferty, CFSP, has been selected to fill the position of director of sales at Chicago Metallic and assumed her duties Jan. 1. She joins the Chicago Metallic Sales Team after a lifetime of employment in the foodservice industry, most recently as director of US sales for the Garland Group, a US and Canadian manufacturer of commercial ranges, convection ovens, griddles and char-broilers.

Prior to joining Garland, Rafferty was director of national accounts at Cecilware Corporation and president and CEO of Dana-Lu Imports, Saeco USA, Saquella USA and Blickman Supply Company. Rafferty sits on the Board of Directors for NAFEM and has been active in the industry for many years.

PWP, Dawn Collaborate on Cake Packaging Innovation

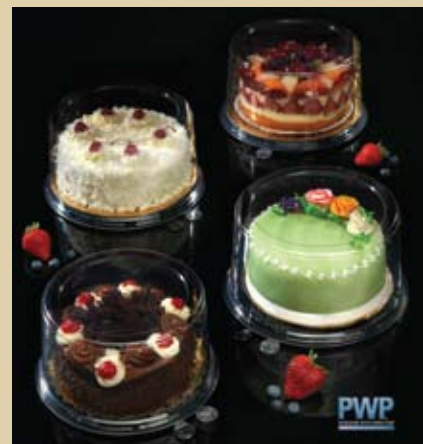
PWP Industries is introducing award-winning revolutionary new cake packaging, which features a unique locking design that makes cake domes easy to open and reseal. This innovative package will alleviate the struggle consumers sometimes have when opening traditional cake domes.

"Consumers' number one packaging concern about ready-to-sell cakes can be about getting the plastic packaging open," says Hugh Brooks, senior product manager for Dawn Food Products.

Looking for a way to add value and convenience for their customers and consumers, Dawn Food Products

collaborated with PWP Industries to develop a solution. The result is a revolution in bakery packaging—the Twist-Top Cake Dome.

This easy-to-open, easy-to-close cake dome with base reduces damage to iced cakes and cake decorations and helps keep cakes fresh on-shelf and in consumers' homes. By using the two tabs, the dome can be twisted and easily lifted from the base to open. To close, the dome just needs to be snapped on. This makes it convenient for cake processors and for consumers at home. "By partnering with PWP's in-house designers, we were able to develop a product that eliminates opening issues entirely for



Photos courtesy of PWP Industries

consumers." Brooks says. "It wasn't enough for the packaging to offer a functional benefit alone. Ready-to-sell cakes are often impulse buys, representing nearly 30 percent of in-store bakery purchases," he adds.