

# TODAY'S GROCER

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## Ian McLeod to Succeed Graham Allan

*At Dairy Farm*



■ IAN McLEOD

Dairy Farm International Holdings Limited announced that Graham Allan is to step down as Group Chief Executive on August 31<sup>st</sup>, after five years with the Group and be succeeded on the Board by Ian McLeod on September 18<sup>th</sup>.

Ian McLeod has over 30 years of experience in the retail sector. He spent his early career with Asda in the United Kingdom and Germany before joining the Halfords Group in the Director of Coles in Australia in 2008, where he oversaw a significant improvement of the business which outperformed the market during his tenure. McLeod joins the Group from Southeastern Grocers, the fifth largest supermarket chain in the United

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## Fresh Thyme Farmers Market Announces New Executive Team Members



■ CAROL OKAMATO

Fresh Thyme Farmers Market, a full-service specialty retailer focusing on value-priced, healthy, natural and organic offerings, has added two new members to its executive team: Carol Okamoto as Chief Financial Officer and Mark Doiron as Chief Merchandising Officer. Both Okamoto and Doiron bring with them extensive retail and grocery experience, and will help to support the growing brand with its rapid expansion goals.



■ MARK DOIRON

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Our Amazon-WFM Commentaries Continue



# KEEP CALM AND CARRY ON

There are More of You...  
Then There are of Them!

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**28** Target's Next Generation of Stores



**30** Sendik's Opens 44K Waukesha Location at Meadowbrook Marketplace



**32** Cash&Carry Smart Foodservice Debuts Coeur d'Alene Store



## Retail Is Detail

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■ The new branding elements visually reinforce Willow Tree's fresh, delicious, easy-to-prepare family meal solutions, and the simple, honest and premium ingredients used to make them. The goal of the overall redesign, a year in the making, is to update and contemporize the visual elements that instantly represent the Willow Tree brand to customers, while also honoring the brand's heritage as a favorite and trusted New England brand for over sixty years.

## Willow Tree Unveils First-Ever New Look

New England's leading provider of freshly prepared, hand-crafted poultry pies, deli chicken salads and dips since 1954, recently revealed a fresh new brand identity, including redesigned packaging and a refreshed logo.

"Willow Tree's wholesome, delicious foods have been a family favorite for generations," says Walter Cekala, President of Willow Tree. "The Willow Tree name symbolizes family, quality and value, just as my father, Chet Cekala, intended when he started the company over 60 years ago. It's important that our brand continues to attract new customers while still communicating our ongoing commitment to providing simple meal options that are thoughtfully created and made with fresh, natural ingredients."

The updates will extend across Willow Tree's full line of more than a dozen varieties of products including chicken dips; hand-crafted frozen all white meat and vegetable chicken and turkey pies; and fresh deli chicken salads Avocado and Sriracha. Key elements of the redesign include:

**CELEBRATING THE TRANSITION FROM SMALL FARM BRAND TO REGIONAL FOOD COMPANY:** The refreshed logo features upgraded typography and a new brand icon marks the company's name transition from "Willow Tree Poultry Farm" to "Willow Tree." The name Willow Tree better reflects the company's evolution from a single location small poultry and egg farm started in 1954 to New England's premier provider of premium chicken and turkey pies, deli chicken salads and chicken dips that have graced family dinner tables for generations.

**THE FAMOUS AND FAMILIAR YELLOW AND RED PACKAGING, UPDATED** – The packaging redesign creates a brand system that allows for easy identification of

individual product varieties while maintaining an overall cohesive look and feel across all product lines. Elements like home-style-looking labels, clear and bold typography and textural background elements and illustrations visually communicate the brand's promise to deliver quality, wholesome, family favorite meal solutions. The packaging is modernized for a fresher, more organized aesthetic, yet still retains the traditional, easily recognizable brand asset of the red and yellow Willow Tree brand colors. The chicken and turkey pie packaging also reflects the brand's family history with a message from the Cekala family on the back of each box.

**EXPANDED AND ENGAGING WILLOW TREE WEBSITE** – The new [www.WillowTreeFarm.com](http://www.WillowTreeFarm.com) offers enticing new product and food photography and an innovative recipe section to find fan favorite ways to enjoy Willow Tree products. The homepage will feature a rotating Willow Tree Recipe of the Month submitted by customers via social media as well as a dedicated retail section for local customers to find specials at the brand's flagship retail store in Attleboro, MA.

To raise awareness for Willow Tree's new look and to reach a new customers, targeted digital ads in key markets and social media platforms will drive consumers to the new [WillowTreeFarm.com](http://WillowTreeFarm.com) where they can discover "Where to Buy" products and peruse recipes. Willow Tree has also recruited digital influencers to create and release high quality digital product and food photography which the brand will use across various online channels to increase sales and visibility.

"As part of our redesign, Willow Tree is also taking a fresh approach to how we reach and expand our target audience," says Alex Cekala, General Manager of Willow Tree. "Social media is a vital tool for reaching our custom-

ers in engaging, convenient and innovative ways and as a brand we plan to continue to invest and grow our online platforms through original, attention-grabbing online campaigns."

Willow Tree chicken and turkey pies (MSRP \$2.49-\$10.99), chicken salads (MSRP \$3.99-\$7.99) and chicken dips (MSRP \$7.99) are available at major retailers through New England and Florida.

### ■ Believe It:

## I Can't Believe It's Not Butter! is Available in Vegan and Organic

I Can't Believe It's Not Butter!, is spreading into new territory with the launch of its new vegan and organic varieties. It's Vegan and It's Organic. Now all consumers—regardless of dietary preference—can enjoy the unbelievable taste of I Can't Believe It's Not Butter! spreads for all of their cooking, baking and spreading needs.

It's Organic and It's Vegan are made with real, simple ingredients, providing consumers with easy and delicious options to meet their lifestyle and dietary needs. It's Vegan is 100% Certified Vegan by Vegan Action, ensuring that each savory bite is free from eggs, milk and any other animal-sourced ingredients. It's Organic is Certified Organic by the USDA.

"I Can't Believe It's Not Butter! is committed to delivering unbelievable products to consumers," said Brian Orlando, General Manager of the Baking, Cooking and Spreads Company owned by Unilever. "This expansion into organic and vegan alternatives emphasizes the brand's commitment to innovation and inclusiveness for any diet or lifestyle."

Like all I Can't Believe It's Not Butter! products, It's Organic and It's Vegan spreads are made with real, simple ingredients—a blend of plant-based oils, purified water and a pinch of salt—and do not contain artificial flavors or preservatives.



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## Whole Foods Market 365 Store Coming to Delray Beach

Whole Foods Market has signed a new lease for a Whole Foods Market 365 store in Delray Beach, Florida.

"We're excited to bring the first Whole Foods Market 365 location in Florida to Delray Beach," said Juan Nuñez, President of Whole Foods Market's Florida Region. "This store will bring a unique shopping experience to the community that will delight both new and longtime Whole Foods Market shoppers."

Whole Foods Market 365 stores focus on an affordable and convenient shopping experience through design, technology and customer experience. The carefully curated product selection at Whole Foods Market 365 stores provide a streamlined and modern experience, while still adhering to Whole Foods Market's industry-leading quality standards.

Customers can also look forward to unique in-store experiences with the "Friends of 365" program, and the free 365 Rewards program to save even more.