

MCCONNELL'S ICE CREAM: ORIGINAL, HANDCRAFTED, ULTRA-PREMIUM

Written by *McConnell's*

McConnell's Ice Cream first opened its legendary doors in Santa Barbara, CA in 1949, hinged on good ol' Mac McConnell's dream of "making the very best ice cream in the world." Nearly seven decades (and numerous ice cream headaches) later McConnell's is still a family run business, one of the oldest and finest heritage brands in the industry. These days, it's run by a small band of ridiculously dedicated ice cream "cone-issuers" who continue to churn out the best, all natural, wickedly indulgent, ultra-premium ice creams--many of which remain identical

to Mac's original recipes from 1947—in the most sustainable way we know.

Loyal McConnell's super fans would tell you that it's the experience of devouring our Ultra Premium ice cream that keeps 'em coming back – from the first delectably rich taste, to the creamy roundness of the mouth-feel, and the sinfully sweet finish.

These ice cream fanatics would also tell you that it's our ingredients that make the difference. We keep it real with the finest sources and producers, who hook us up with the very best ingredients the industry has to offer. We're talkin' California's own, hormone-free dairy, egg yolks and sugar, along

with our 100 percent all-natural, artisan-produced flavorings. Many of these companies, like McConnell's, are decades-old, family-run businesses, whose standards for their products are as demandingly high as our own.

Oh, and let's not forget about our unique, handcrafted, small-batch process. Our proprietary hybrid, French Pot process, the one "Mac" McConnell dreamed-up waaaaay back in 1947, the brainchild of a method he'd witnessed when stationed in Europe as a pilot during World War II. This fancy schmancy process is responsible for churning out the most gloriously decadent, mind-blowing ice cream you could imagine. There. We said it.

With deep roots in California's Central



Coast, we take pride in our unique, natural surroundings and are passionate about protecting the environment. We aim to not only leave behind a rich legacy of the most fabulous ice cream known to man,

but to do it the right way – with locally-sourced ingredients, sustainable methods, and going organic whenever possible – generally leaving this world a little "sweeter" than we found it. Because what does making great ice cream matter if you can't leave it to future generations? That, after all, is what it's all about.

McConnell's. The original, handcrafted, Ultra Premium, ice-cream.

For more information, call 805-963-8813 for wholesale, or visit www.mcconnells.com or Expo West booth #5770.

MEDITERRANEAN GOURMET BRINGS FLAVORS OF THE MEDITERRANEAN TO YOUR PLATE

In 2008, Mediterranean Gourmet was formed as a distributor and producer of high-end gourmet products at reasonable prices. In the year 2012, we expanded our services with a variety of oils and spices, new organic products and delivery services, with the personal choice to support small farming communities.

Our line includes gourmet olive oils, seafood, spices, traditional grilled peppers

salad and other unique items. To savor our products is to transport your senses to a new world of flavors. It is a testament to 2000 years of history, reflecting the Mediterranean's rich diverse agriculture and the integrity of the people who harvest and produce these unique flavors using farming practices passed down through generations. It is this rich heritage that allows us to, in

turn, bring you a variety of products cultivated with the greatest care, with a great sense of humility and gratitude.

As demand grows for our products, we bring value to our customers by providing access to sought-after specialty foods that took us several years to identify. Our products are known to have the best flavors in the market, unique in their taste and richness.

Our organic products include saffron and argan oil. The line is exclusively produced by a local Berber women's cooperative in rural Morocco. We wish to continue supporting their community and livelihood, in



exchange for introducing these natural flavors to your environment.

Most of the producers we work with have at least 50 years of experience in their business. We believe in finding unique tastes

from different areas around the Mediterranean region and making them available to the U.S market along with a few selected areas around the world.

At Mediterranean Gourmet we stay true to our goals and values: to give the consumer authentic tastes, priced right. To learn more, please visit www.mediterraneangourmet.net or booth #5532 at Expo West.

ALL-NATURAL MANDELBROYT, FROM PAPA BEN'S KITCHEN

Papa Ben's sweet, crispy twice-baked Mandelbread or Mandelbroyt, as it is traditionally called, is an Eastern European delight is headed to fine retailers near you. Ben Lesser, enriches the family tradition with five unique flavors to tantalize every palate. The new recipes include: Original Family Recipe, Lemon Blueberry with Poppy Seeds, Minty Dark Chocolate, Chocolate Espresso Bean and Spicy Chipotle with Ginger and Dark Chocolate.

These anytime cookies are prepared using simple, fresh and natural ingredients, and are bursting with mouth-watering flavor. All of the delectable cookies are Kosher, Pareve (non-dairy), and compliment any sweet tooth no matter what the dietary restrictions may be.

Papa Ben learned the art of baking as a young boy while helping his father in their family kitchen in Eastern Europe. Using the ancient stone oven in their cottage, they

worked together to prepare the finest baked goods for family, friends and their surrounding village. At the age of 80, Ben rediscovered his passion for baking and hopes to share his precious family recipe with families all over the country.

"Baking is an emotional connection to our heritage and the glue that holds families together. My kids and I grew up baking with my dad and sharing some of the stories of his past", says Gail Lesser, Ben's daughter and President of Papa Ben's Kitchen. "My kids remember the smells in the house when my dad was baking. It is our hope that we will



create those great memories with your families with our Original Family Recipe as well as our new exciting flavors of Mandelbroyt", she adds.

Papa Ben's Kitchen is committed to supporting the Zachor Holocaust Remembrance Foundation, an organization that supports Holocaust education, remembrance and tolerance of and for all people. As part of that commitment, a percentage of the profits from Papa Ben's Kitchen will be donated to the Zachor Holocaust Remembrance Foundation.

For more information, contact 888-233-1072 or www.papabenskitchen.com.

FINALLY, THE WHOLE KOMBUCHA PACKAGE...GOODNESS, TASTE AND STYLE!

Búcha Live Kombucha enjoys rapid distribution growth and sell through while launching unique new flavor pairing, Raspberry Pomegranate.

Launched in 2009, Búcha Live Kombucha

remains on a mission to deliver a wholesome, live and delicious suite of unique flavors without the biting, vinegar taste the category is often faulted for. Sporting a stylish package, búcha's great taste is changing the category as it brings new users in and current consumers

back for more. Fans will be pleased to find an exciting new flavor that's hitting store shelves now.

Led by CEO Ronald Lloyd, the company is quickly becoming a leading brand in all of its markets. A veteran natural foods and beverage executive, Lloyd joined early last year and has successfully expanded the brand's footprint with a very focused marketing strat-



egy. "Our goodness, taste and style messaging is working. Retailers are supporting us because búcha has become the onramp for new users to enter and help grow the kombucha category. Consumers like us,

too, because we look better, taste better and have all of the goodness they want from a live

Continued on Page 112

American Licorice Co. (Con't. from p. 108)

sweet indulgence that consumers can feel good about enjoying. For easier portion control, the two flavors, Strawberry and Traditional Black, both come in resealable bags that keep in freshness and flavor. Each 8

ounce bag retails for just \$3.49.

The brand has been the most successful new product launch in the company's history, and as a result, Natural Vines is now the #1 selling brand of all-natural gourmet licorice made in America. It was named Top New Product for 2011 (Non-Chocolate) by the

National Confectionery Sales Association.

According to Mercedes Davidson, Associate Brand Manager for the American Licorice Company, "Our customers told us what they were looking for. The success of Natural Vines is a great example of the healthier, all-natural, and made-in-the-USA

snack trends."

Natural Vines are made in La Porte, Indiana, and shipped to supermarkets, national chains, specialty grocers, and natural food stores across the country. More information is available at www.naturalvineslicorice.com. Visit us at Expo West booth #5538!

National Enzyme Company (Con't. from p. 109)

throughout the show duration and we're featuring a new convenience pack concept!

Customers will have chances to unlock the prize. Be sure to stop by booth #638.

Contact the National Enzyme Company at 800-825-8545 and at www.national

enzyme.com.

* Editor's note: NSF is the National Sanitation Foundation, a U.S. body regulating supplements; TGA is Australia's Therapeu-

tic Goods Administration. Good Manufacturing Practices are safety standards for dietary supplements issued by the U.S. Food & Drug Administration.

APPEAR BIGGER THAN YOU ARE: THE DUBE GROUP ON SALES AND MARKETING OUTSOURCING

In today's marketplace, many companies find it difficult to justify full time senior level sales and marketing professionals. Yet these are the very people that leading retail chains expect to deal with on a day to day basis. One increasingly common business model is outsourced sales and marketing expertise.

Today's outsourced professionals are a new breed. They are not the "master brokers" of bygone years working on old relationships with little product knowledge. Today's outsourced professionals can queue up high level appointments too but they act as an extension of the supplier's team. They perform the traditional marketing functions including participation in strategic planning sessions with suppliers, they know product details, they plan

and execute retailer promotions, they study and interpret retailer metrics, and they keep track of retailer and competitive activities.

Outsourcing allows suppliers to play in the big leagues without the expense of big league budgets. In today's highly competitive environment most suppliers get one chance with major retail chains. First impressions are lasting impressions and having the right expertise is as important as having the right product.

Remember, survival of the fittest does not always mean the "biggest." It means the "smartest."

Contact the Dube Group at 727-559-1785, email information@dubegroup.com or visit www.dubegroup.com.

FALL RIVER WILD RICE: RESOLUTE AND INNOVATIVE

From a cool mountain valley known for its artesian water-flows, springs a company fit for this location—Fall River Wild Rice. The Fall River Valley and surrounding Inter-mountain area have conditions that are perfect for growing wild rice.



Fall River Wild Rice supplies a full line of bulk sizes that will take care of your foodservice needs. The company provide 5-, 25- and 50-pound sizes, all delivered to your door quickly and

Continued on Page 46

VITACLAY: HELPING BUSY PEOPLE ENJOY NATURAL, UNPROCESSED FOODS THAT TASTE GREAT

Written by VitaClay

"My shelves are totally stocked with red rice, black rice, pintos, black soys, adukis, kidneys, garbanzos. You name it, I've got it. ...That said, cooking these nutrient-packed

dinners could take hours and this lady's only got minutes in the kitchen, so I've figured out a system that's working perfectly."

So writes vegan Lynn Kessner, on her blog

Continued on Page 58

Drinkme (Con't. from p. 40)

and my world. I replaced my diet with only living foods—vibrant colours full of energy and life force. I introduced only edible oil-sand creams to my skin and hair, and allowed my lungs to breathe clean air. To my surprise (although I already knew the answers within), my body accepted the new world I lived in, and began thriving. On a cellular level, I was testament to everything that I had learnt about enzymes and the biology of the body. A healthy body could prosper, as long as it was fed clean air, nutrition, and positive thoughts.

Why do we not see the answers staring us in the face? I am the "me" in drinkme! My vision is to share my powerful story and my living product with all the positive energy and life-force I can give it. We are happily introducing drinkme to America, offering living food as fuel, with unbelievable taste. Like our bodies' chakras, drinkme's energy surges through our ingredients of red, green,

orange, and yellow. Our plan to save sharks from extinction completes our energy spectrum, with blues and violets encompassing our move to return balance to our oceans and ecosystem. When you consume drinkme, you can feel the life force – and you say, "Wholely Kale! This is not what I expected."

Drinkme is a 100 percent raw, certified organic, whole food beverage. Our three flavours, Green, Green3 and Ruby, are loaded with 3.5-5.5 servings of fruit and vegetables in every bottle. Kale is the star, but whole oranges, bananas, and raspberries make drinkme fruity, savoury sweet and delicious. Kale, teamed with whole beets, make it vibrant, energizing and extremely nutritious. drinkme never touches heat in our manufacturing process, so all this goodness is living.

Please visit www.drinkme.ca to learn more about our product, call 877-797-9003 or email info@drinkme. Visit booth #5578 at Natural Products Expo West.

Booth #5423

Goodness
From
Inside
Out™

All Natural Aloe Vera Juice & Pulp.
Cut Straight From The Leaf.



Inside every new bottle of ALO is free music mixed for each flavor.

Indulge in our family tradition™

**PAPA BEN'S
KITCHEN™**

Papa Ben's Kitchen's introduces you to a crispy, twice-baked Eastern European delight called Mandelbroyt!

<p>PAPA BEN'S KITCHEN All Natural Mandelbroyt Original Family Recipe</p>	<p>PAPA BEN'S KITCHEN All Natural Mandelbroyt Minty Dark Chocolate</p>	<p>PAPA BEN'S KITCHEN All Natural Mandelbroyt Chocolate Espresso Bean</p>	<p>PAPA BEN'S KITCHEN All Natural Mandelbroyt Sassy Cheesecake with Ginger and Dark Chocolate</p>	<p>PAPA BEN'S KITCHEN All Natural Mandelbroyt Lemon Blueberry with Poppy Seeds</p>
--	--	---	---	--

www.PapaBensKitchen.com 888.233.1072

All Natural - Kosher - Pareve - No Artificial Ingredients