

BETTER4U FOODS THIN CRUST PIZZAS SELLING IN NORCAL WHOLE FOODS

Whole Foods Markets' 31 Northern California stores are now carrying a variety of Better4U natural gluten-free and thin crust pizzas.

The stores are selling four Better4U gluten-free Mediterranean, Uncured Pepperoni, Four Cheese and Dairy-Free Roasted Vegetable pizzas as well as three varieties of Better4U Foods Wood Fired Thin Crust pizzas: Thin Crust Roasted Vegetable, Thin Crust Four Cheese and Thin Crust Mediterranean.

SHIPPING RESUMED FOR ANNIE'S RISING CRUST FROZEN PIZZAS

Natural and organic food company Annie's Inc. has resumed shipping its Annie's Rising Crust Frozen Pizzas to stores nationwide.

"Our great-tasting rising crust pizzas will soon be back in local freezer aisles," said John Foraker, CEO of Annie's. "While our recent voluntary recall of pizza products was unfortunate, we've sourced our flour from a different third-party supplier and stepped up our already stringent detection programs."

The company announced a voluntary recall of its rising crust frozen pizzas on Jan. 22 after learning a fine metal mesh screen failed at a third-party flour mill and fragments of flexible metal mesh were found in the flour and pizza dough.

COOL WHIP ROLLS OUT NEW FROSTING

The Cool Whip brand, long known for its Whipped Topping, is introducing a new line of whipped and easy-to-spread frosting available in three varieties—chocolate, cream cheese and vanilla.

"We know moms aren't happy with shelf-stable frosting because it is too sweet, too thick or really difficult to apply without damaging the cakes or other baked goods,"

said Marjani Coffey, brand manager for Cool Whip. "Our new Cool Whip Frosting makes it fun and easy to bake, frost and enjoy because of the perfectly whipped texture. It's definitely worth a trip to the freezer aisle."

New Cool Whip Frosting varieties are available now in frozen food aisles of grocery stores nationwide with SRP of \$2.99.

CLARK'S INSTALLS VISUAL ICE ADS

Visual Ice Inc., global developer, patent holder and exclusive distributor of the Visual Ice® in-store POP promotions product, has launched its newest campaign with Clark's Nutrition & Natural Foods Market based in Riverside County, Calif. The draw to Visual Ice came after the marketing director of Clark's had seen a published article

about the success of Visual Ice in its nationwide campaign.

Clark's and Visual Ice initially agreed to do several applications as a test pilot for its stores and after

much positive feedback, the decision was made to expand the brand awareness Visual Ice advertising provides to other locations to support the store's grand reopening.

"We'd heard about Visual Ice and wanted to see it in action for ourselves," commented Mike Barnett, marketing director of Clark's Nutrition & Natural Foods Market. "After an initial test pilot, we received overwhelming positive responses and made the decision to implement Visual Ice advertising in each of our locations with the ultimate goal aimed at offering Visual Ice to our valuable vendors."



Obituary

DALE GAFFNEY, 'MR. FROZEN FOOD'

Dale Gaffney, known in the industry as "Mr. Frozen Food," died Jan. 14. He was 89.

Gaffney was one of the most respected leaders in the Southern California frozen food industry. He was instrumental in driving its growth throughout the 1960s and '70s when Southern California's supermarket industry was leading the nation in the development of the category. He worked closely with national frozen foods manufacturers and local high-growth retailers; first on behalf of Carnation Foods, then as a VP of frozen foods for the Ray Wells and Bradshaw Brokerage companies. He opened the market to frozen pies, vegetables, orange juice, potatoes, pizza and bagels.

Gaffney worked closely with many legendary founders of the industry: Dwight Stuart of Carnation Foods; Murray Lender, the founder of Lender's Bagels; Rose Tatino, the founder of Tatino's Pizza; Craw Pallock, the marketing genius behind Green Giant frozen vegetables; Jim Wharton of TreeSweet frozen orange juice; and the H.J. Heinz team of Ore-Ida frozen potatoes.

Gaffney went on to close out his career at Mezzeta of Sonoma, Calif., where he served as sales manager covering Southern California and Arizona.

He will be remembered as the first broker manager to sell more than 1 million cases of Green Giant frozen vegetables.



Dale Gaffney