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John Prickette to Chair Convenience Distribution Assn.



■ JOHN PRICKETTE

The Convenience Distribution Association (CDA) has announced that John Prickette, GSC Enterprises, Inc., Sulphur Springs, TX, was elected as Chair for 2021 at the association's Annual

Membership Meeting.

Prickette was presented with the customary green jacket and gavel virtually by 2020 CDA Chair Scott Carrico, Richmond-Master Distributors, South Bend, IN, symbolizing the position of CDA Chair, during the 2020 CDA Annual Membership Meeting, taking place at the association's Convenience Distribution Business Exchange (CDBX), this year being held

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Tony Sarsam Named SpartanNash President/CEO



■ TONY B. SARSAM

SpartanNash Company has named Tony B. Sarsam as President and Chief Executive Officer (CEO). Sarsam assumed his new role and joined the Board of Directors on September 21.

Sarsam is an accomplished CEO who has a unique blend of consumer products and supply chain expertise in the food industry, which positions him especially well to lead SpartanNash Company. Sarsam most recently served as CEO of Borden Dairy Company, Inc. where he led business growth and positive trends in a challenging industry. He successfully led Borden through its recent restructur-

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Hy-Vee's Innovative New Way to Create Added Sales

INNOVATIVE MERCHANDISING Page 19!



Zoup! Rebrands Broth Lineup

Zoup! Good, Really Good Broth is bringing a fresh and modern design to its gourmet broth offerings with a new logo. Designed to pop on retail shelves, the updated logo features clean, black letters atop the brand's signature orange color, while playful graphics denote the broth's main ingredient – chicken, beef, veggies or shellfish. The “Good Enough to Drink” messaging featured prominently at the bottom of the label reinforces Zoup!’s position as a flavor-focused brand since day one, while attribute call-outs like ‘No Artificial Ingredients,’ and ‘GMO Free’ make it easy for consumers to recognize Zoup! Broth as a better-for-you choice. The redesign of Zoup! Good, Really Good® Broth aligns with the current look and feel of Zoup! Eatery, the successful, soup-differentiated restaurants that initially inspired the retail lineup.



IFG Creates New Logo and Packaging Artwork

To Simplify Marketing Efforts for Suppliers and Retailers

International Fruit Genetics (IFG) has launched a new variety of logos to inspire consumers to come back – again and again – for more of the grapes they have come to know and love. The new bold and vibrant designs were created based on licensee and retailer requests to provide more tools for creating interest and attention on the store shelf with a consistent and unified look for IFG brand brands.

These visually appealing logos tell the IFG brand story and help consumers easily recognize the various grape varieties. When consumers recognize the new logos on the shelf, they can expect fresh, flavorful, and delicious grapes.

“As more 52-week table grape supply programs are in place, unified designs and brand recognition will help suppliers and marketers provide retailers more opportunity to drive sales. IFG continues to invest in our varieties and trademarks and offer these logos for packaging artwork on bags, wraps and labels,” explains Andy Higgins, CEO of IFG.

IFG is bringing to life the varieties in a preapproved way and assisting in making marketing efforts more effective and profitable. The new logos and packaging artwork will be provided to IFG licensed growers and marketers as part of an ongoing investment to enhancing the consumer experience. The provided names with supporting graphics can be mixed and matched and will also include sample artwork for packaging. The creation of these logos and artwork also simplifies the approval process for IFG and trademark use as licensed growers and marketers save time and money by adopting these IFG compliant designs.

IFG aims to further elevate their varieties in consumer’s minds so they become a go-to favorite household nutritional choice. The company continues to generate buzz and excitement with their product innovation in the highly appreciated table grape category where IFG’s original flavors and shapes lead and energize the industry.

New Harry Potter Treats from Jelly Belly



Jelly Belly Candy Company has announced the latest addition to its Harry Potter Collection, introducing the chocolate Golden Snitch! The brand new 1.65-oz milk chocolate replica embodies the physical characteristics of the Golden Snitch and is wrapped in gold foil. The packaging includes a Quid-ditch game rule sheet that explains the significance of the Snitch.

Seekers from every Hogwarts house can seek out the chocolate Snitch available on shelves and online this fall. Fans can also enjoy other popular items from the fan-favorite Jelly Belly Harry Potter-inspired line from jelly beans, to chocolates and gummies. The collection, in partnership with Warner Brothers, includes chocolate wands and house crests, Bertie Bott’s Every Flavour Beans, Jelly Slugs and Gummi Creatures like Fang, Fluffy, and more.

Tillamook Partners with American Farmland Trust and Eva Longoria

To Help Support Farmers in Need

This year’s harvest is one of financial hardship for many American farmers. Tillamook County Creamery Association (TCCA) is stepping up to help. Throughout September, 10% of sales – up to \$1.6 million – from Tillamook products went toward grants that will save farms and farmland, provide financial relief directly to farmers, and support sound farming practices.

“At Tillamook, our purpose is to nourish lives in a growing world, and we want to support all farmers who share that mission,” said Patrick Criteser, TCCA President and CEO. “We are launching the Tillamook ‘All For Farmers’ campaign and grant program by partnering with American Farmland Trust (AFT) and farmworker advocate, Eva Longoria, to raise awareness and dollars to help farmers survive a multi-year downturn and thrive in the future.”

Award-winning actor, pro-



■ EVA LONGORIA, award-winning actor, producer, director and long-time advocate for farmers and farmworkers, lends her voice to the ‘All For Farmers’ campaign.

ducer, director and activist, Eva Longoria brings her star power and passion for American agriculture and the farmworker community to the Tillamook ‘All For Farmers’ effort. Longoria is a longtime advocate for farmers and farmworkers and is committed to doing her part to address the challenges facing agriculture today.

“I am thrilled to join forces

with Tillamook and American Farmland Trust to support this new initiative and continue to advocate on behalf of farmers and farmworkers,” said Longoria. “While the COVID-19 pandemic has brought to light the fact that farmers and farmworkers are now ‘essential,’ they have always been essential to our food supply and they deserve our continued support and protection.”

SaltWorks Fusion Black Garlic Sea Salt Wins Gold Sofi Award

SaltWorks Fusion Black Garlic Sea Salt has won the gold award in the Seasonings & Spices category as part of the Specialty Food Association’s 2020 sofi Awards.

To craft this award-winning salt, SaltWorks developed a proprietary “fusion” process that bonds real ingredients to each sea salt crystal. This results in a sea salt where every grain has a punch of flavor without the use of additives, chemicals or artificial ingredients.



OPTASE



Dry Eye Product Line Now Available at H-E-B

Healthcare company Scope Eyecare enters the Texas market with its OPTASE dry eye treatment products arriving on the shelves of the iconic Texas retailer H-E-B.

OPTASE comes to Texas as a growing number of Americans are suffering from dry eye disease (DED) triggered by excessive screen time, seasonal allergies, medication side effects, contact lens use, aging, and other risk factors. The OPTASE products available at H-E-B are designed to alleviate the dry eye symptoms of redness, irritation, and inflammation through a comprehensive “Heat, Cleanse, Hydrate” regimen.

The reusable, microwavable OPTASE Moist Heat Mask provides the “heat” to tackle both the symptoms and causes of dry eye. The “cleanse” comes from the preservative-free OPTASE Tea Tree Oil Lid Wipes. The new OPTASE Dry Eye INTENSE Drops provide preservative-free, long-lasting relief in a sterile multi-dose dispenser for moderate to severe dry eye.

“Our goal is to raise awareness of eye health so that proper eyecare becomes second nature. With OPTASE products coming to H-E-B, we’re a big step closer to that goal,” Scope Eyecare Marketing Director Paul O’Reilly said. “We’re proud that the OPTASE brand is now offered by H-E-B, known for its commitment to quality, innovation and the needs of its local communities.”