

## Connection Is Key

By Kathy Kuzava, GFIA President

For years, I have told legislators that I represent the most wonderful industry with terrific and generous people. At our July convention, our legislative guests got to witness our generosity firsthand. In fact, our elected officials and their families participated in our service project, Grocers Give. Working with Second Harvest, hundreds of attendees – adults and children – came together to assemble 3,000 bags of food for hungry children. I think this may become an annual event! (see page 7 for pictures)

I love hearing the stories about the powerful impact our members have on their communities. They truly connect with the people they serve. In my opinion, a supermarket is different from any other retailer. A sporting goods store, fabric store, or book store does not see their customers every week. They can't build relationships like the grocery retailer can. You become part of a customer's family. You watch the family grow up, helping them plan events like birthday parties and



graduations. Your customers come to you for their Halloween candy, the 4th of July BBQ supplies, the back to school snacks, the Thanksgiving turkey. You are there—in good times and in bad. This is what makes the grocery industry so great.

Connection is also the key to politics. When you go to the ballot box, you will choose the candidate who has successfully connected with you the best. Most politicians only wish they could connect with voters the way the food industry connects with its customers!

As you concentrate on your customers, the GFIA leadership wants to make sure that this association is taking care of you. We are proud of our history and on-going efforts to make your business stronger and to represent the food industry. As we look to the future - with a changing landscape in the industry and challenges at every turn – we need to make sure that GFIA is well positioned to serve your needs. In a world of mergers, reorganizations and zero-based budgeting, we need to make sure we are connecting with our members and bringing value to your investment.

GFIA is undertaking a strategic planning initiative, the first in six years, and we value your feedback and input on how we can improve. You will be receiving a confidential survey this month and your input is critical. Only with our members' feedback can we ensure GFIA is working on programs that are valuable to the industry. We will keep all the members apprised of our activities, findings and action plan. I thank you in advance for keeping the GFIA strong!

Stay tuned.....

## JOIN US!

### GFIA Board of Directors' Fall Golf Tournament

Wednesday, October 19, 2016

MIRROR LAKE GOLF CLUB  
Villa Rica, Georgia

Purchase \$10 raffle tickets for the chance to win fantastic prizes!

Registration forms and details available at [www.GFIA.org](http://www.GFIA.org)  
Contact Michelle Boyer for sponsorship information [mboyer@GFIA.org](mailto:mboyer@GFIA.org)  
(678) 654-3316



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# Are you Ready for the New Meat Grinding Regulations?

In order to minimize the risk of food borne illness, USDA's Food Safety and Inspection Service (FSIS) has adopted new record keeping requirements for retailers who grind ground beef. FSIS says that the grinding process can spread pathogens throughout each lot of ground beef, and between lots if grinding equipment and/or food contact surfaces are not properly cleaned.

The new rules, which became effective on June 20, 2016 will be enforced by FSIS investigators and inspection personnel beginning on October 1, 2016. Curt Eilers, Program Analyst, with USDA's Office of Policy and Program Development has provided the GFIA with information to assist retailers with the new regulations.

## Mandatory Recordkeeping

In the case of raw ground beef products, official establishments and retail stores are required to keep records that fully disclose:

- The establishment numbers of the establishments supplying the materials used to prepare each lot of raw ground beef product,
- All supplier lot numbers and production dates,
- The names of the supplied materials, including beef components and any materials carried over from one production lot to the next,
- The date and time each lot of raw ground beef product is produced, and the date and time when grinding equipment and other related food-contact surfaces are cleaned and sanitized.
- A lot is the amount of ground raw beef produced during particular dates and times, following clean up and until the next clean up, during which the same source materials are used.
- Official establishments and retail stores that prepare ground beef products that are ground at an individual customer's request must keep records that comply with the regulations.

## Location of Records

For beef grinding, the records must be kept at the location where the beef is ground. This requirement will save investigators valuable time and will reduce the risk that records will be lost or misplaced.

## Retention Period

- The retention period for beef grinding records is one year after the date of the recorded grinding activity.
- To be eligible to export raw beef product to the United States, countries must maintain an equivalent inspection system for beef; traceback and traceforward systems for beef products that allow the country to identify the source of contamination.

### Which products are covered by the Final Rule?

- The Final Rule does not apply to specific products. It requires that official establishments and retail stores that grind raw beef keep records of their grinding activities.
- If the ground beef is cooked before being put into commerce, FSIS does not intend to enforce the recordkeeping requirements.
- The rule does not set new recordkeeping requirements for mechanically-tenderizing or needle-injecting raw beef.

### How is a ground beef lot defined in the final rule?

- A ground beef lot is the amount of ground raw beef produced during particular dates and times, following clean up and until the next clean up.
- As long as the date and time of cleaning is recorded, the lot will be clearly identifiable.
- Lots may include raw beef from multiple suppliers and/or source materials.

**Which ingredients have to be recorded?**

- Only raw beef that is ground must be recorded.
- For example, spices, casings, vegetables, or other types of meat or poultry in a product containing raw ground beef do not have to be recorded.
- Product labels do not have to contain any additional information under this rule.

**Where can I find the production dates and supplier lot numbers?**

- Production dates and supplier lot numbers should be evident on boxes of source materials.
- If this information is not apparent, FSIS recommends contacting the supplier for the information. If the information is not available at the time of grinding, FSIS recommends recording any other available source material information that may facilitate a swifter traceback, such as bar code numbers, invoice numbers, etc.

**How will the final rule be enforced?**

- In retail stores, FSIS’s Office of Investigations, Enforcement and Audit (OIEA) Compliance Investigators will verify compliance.
- If a retail store fails to maintain the required records, FSIS personnel may issue a Notice of Warning or request the Department of Justice to initiate a civil proceeding.

**Will failure to maintain records result in a recall?**

A recall is a firm’s removal of distributed meat products from commerce when there is reason to believe that such products are adulterated or misbranded under the provisions of the Federal Meat Inspection Act. Unless there is reason to believe that there is adulterated or misbranded product in commerce, no recall will be requested.

**Sample Grinding log with final rule requirements**

NEW WAVE STORE  
123 Main Street  
Anytown, USA, Zip Code

FRESH GROUND BEEF PRODUCTION LOG/TRACKING LIST

Employee Name \_\_\_\_\_ Today’s Date \_\_\_\_\_

Date and Time of Grind	Manufacturer Name of Source Material Used for Product Produced	Supplier Lot #s, Product Code and/or Pack Date of Source Material Used	Est. Number(s) of Est. providing source material	Date and Time Grinder and Related FCSs Cleaned and Sanitized	Comments

\_\_\_\_\_  
Signature of Store Management Reviewer Date

# Record Breaking Year for Education Foundation Fundraising

*GFIA members “raised the roof” on the Big Top to bring in over \$170,000 for industry education*

We would like to give a huge thanks to our generous donor companies that continue to help make educational dreams come true! We sincerely appreciate the retailers who take the time out of their busy schedules to host some of our live auction events. Thank you to Bruce Lucia, Scott Boomershine and Bryon Owens of The Kroger Company; Greg Edenfield of Wayfield Foods; Jamey Leseueur of Food Depot; Verlin Reece of Quality Foods; and Commissioner Gary Black, all of whom donated their time for our Live Auction items.



PUBLIX SUPER MARKETS  
CHARITIES

A very special thanks goes to Publix Super Markets Charities for their \$15,000 donation to the Publix Charities Foundation!



The AJC also helped rake in an additional \$20,000 by donating two ads which were sold to The Kroger Company to benefit the Foundation.



*Our Trustee Team doesn't clown around when it comes to raising money for industry education!*

## Thank you to all of the companies and individuals who participated in our Live Auction

### Dinner with Bruce Lucia

**Donated by:**  
The Kroger Company  
Mercer Estates Winery

**Purchased By:**  
Coca-Cola Refreshments / Snyder's-Lance, Inc.  
/ Deoleo USA

### Golf with Bruce Lucia Fly Fishin' with Kroger

**Donated by:**  
The Kroger Company

**Purchased By:**  
Frito-Lay &  
Pepsi Beverages Company

**Donated by:**  
Abita Brewing Company  
The Kroger Company  
United Distributors, Inc.

**Purchased By:**  
Heineken USA

### Recreation for Education

**Donated by:**  
Food Depot,  
Wayfield Foods and  
Quality Foods, Inc.

**Purchased By:**  
UTZ Quality Foods

### GFIA Night on the Farm

**Donated by:**  
Commissioner of Agriculture  
Gary Black

**Purchased By:**  
Snyder's-Lance, Inc.  
Coca-Cola Refreshments  
Sherwood Foods  
Foothills IGA, J&J Foods,  
Quality Foods, Inc. &  
Wayfield Foods

### Mitsubishi Electric Classic

**Donated by:**  
Quality Foods, Inc.

**Purchased By:**  
Flowers Foods

### Falcons VIP Experience

**Donated by:**  
Snyder's-Lance, Inc.

**Purchased By:**  
The Kroger Company

## Welcome New Foundation Board Members

Please welcome our most recent additions to the Education Foundation Board of Trustees. These seven board members join an amazing group of suppliers and retailers who volunteer their time and leadership to raise money for our scholarship and industry education programs.



Julie Barnes Scott,  
Bimbo Bakeries USA



Dan Kelly,  
Georgia Crown Distr. Co.



Vernon Kelly,  
General Produce LLC



Todd Lindley,  
Sunset Farm Foods



Jackie Miller,  
Milo's Tea Company



Babs Paine,  
Leon Farmer & Co.



Glen Wilkins,  
Walmart Stores, Inc.

We would also like to express our sincere thanks to the board members whose terms expired in July – Donna Garcia with Jana Water; Tim Crain with Garden Fresh Gourmet, Scott Blackwell with Trincherro Family Estates and Mike Parrott with Colorado Boxed Beef Company

## Meet your new GFIA Education Foundation Chairman



Jimmy Tryon  
Retail Wine Division Manager, Empire Distributors

Jimmy began his career bagging groceries for Publix Super Markets when he was only 14 years old. After working for Publix for many years, Jimmy moved over to selling beer and wine. He is now the Retail Sales Manager for the largest division of Empire Distributors.

Jimmy has been volunteering with GFIA in many capacities for over 14 years. He said, "It brings me great pleasure to know that our organization is helping students financially with scholarships that take some of the burden off of school loans. GFIA and the Foundation are headed by a team of great leaders and professionals, and I am truly blessed to be the new GFIEF Chairman for 2016-2017".

Get to know more about Jimmy and his family at [www.GFIA.org/chairmans-message.html](http://www.GFIA.org/chairmans-message.html)

Snyder's-Lance is a proud sponsor of the Georgia Food Industry & Education Foundation.

HELPING TO FILL THE EDUCATION GAP.



At Snyder's-Lance, we are not only passionate about making great snacks, we are also passionate about supporting the community. Few things are more important to childhood development than a good education. Which is why it's been our continuing mission to support initiatives that promote academic achievement. When we work together to fill the education gap, we fuel change in our communities that will benefit all of us.

[snyderslance.com](http://snyderslance.com)



# Welcome New GFIA Board Members

*GFIA is pleased to announce its newest board members, inducted at the annual meeting held at the July convention.*



**Deana Hamby Collins,**  
The Kroger Company

We are excited to have Deana Hamby Collins, a Regional Director with The Kroger Company, join our GFIA board of directors. Deana succeeds David Wells, who was promoted to VP of Operations for the Quality Food Centers Division in Seattle. Deana has been employed by Kroger for 25 years, and brings a breadth of industry knowledge and leadership skills to our association.



**Greg Edenfield,**  
Wayfield Foods

As we lose retiring board member Ron Edenfield, who has faithfully served this association for over 30 years, we are gaining a valuable asset in his son, Greg Edenfield. Greg was a member of our Foundation Board of Trustees for 8 years, and also served as its Chairman. We are looking forward to working with Greg on our GFIA board as he carries on the family legacy of service to GFIA and the grocery industry.



*Congratulations to GFIA's new Vice Chairman, Mike Coggins of Sherwood Foods, and new GFIA Membership Chairman, Jamey Leseueur of Food Depot, pictured above with Larry Higdon of Ira Higdon Grocery Co., winner of this year's membership recruitment award.*

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# Grocers Give Back to the Community

Working with Second Harvest food bank, more than 200 GFIA convention attendees gathered together to assemble 3,000 bags of food for hungry children. Many thanks to MDI, Kellogg's and PepsiCo/ North American Nutrition for donating food to this worthy cause.



*GFIA members show the generosity of our great industry.*



*Agriculture Commissioner Gary Black and his wife, Lydia, are all smiles as they fill bags for needy children.*

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# New Grocery Retailer & Wholesaler Preshow Opens to Rave Reviews

The GFIA Board of Directors added a new feature to its wildly popular convention trade show – a 90 minute preshow open only to grocery retailers and wholesalers. The preshow gave exhibitors valuable one-on-one face time with key decision makers and customers, and proved to be a welcome addition to the GFIA convention lineup.

Attendees and exhibitors unilaterally expressed support for the new endeavor, where vendors were able to spend more time showcasing their product. Their customers enjoyed the relaxed atmosphere that allowed them to visit with many vendors in a short amount of time. One wholesaler stated that he was able to meet with more of his vendors in one hour than he could have in over a week at the office.

Thank you to all of our trade show exhibitors and attendees for making this year’s show a success. We are proud to be able to offer such a valuable addition to our sponsors’ investment.



Adam Downey, Ballast Point Brewing; Jason Fusco, Southbound Brewing Co.; and Todd Collins, Publix Super Markets, Inc.



Ramona Mendoza & Timothy Cox, Wells Blue Bunny with Warren Brown, Quality Foods



Greg Crook, Crook’s Marketplace; Don Barnette, Market Grocery Company; Joe Hartman & Jamie Leggiero, Pepsi Beverages Co.



John & Tasha West of West Foods with The Flowers Foods team



Jamey Leseueur of Food Depot meets with the Post Consumer Brands team



Justin Gwin of Terrapin Beer showcases his product line to Bryon Owens, Ruben Fernandez & Scott Boomersine of The Kroger Company



The Cousin Willie’s gang enjoy a healthy snack with Dave Logue & Clark Stephens of MDI



The MillerCoors crew poses with Les & Donna Jones of The Kroger Company and Deb Powell, Classic City Beverages



Larry Higdon, Ira Higdon Grocery Co. with Mike Parrott, Colorado Boxed Beef Company



Roberto Privitera of Coca-Cola Refreshments offers a fresh Coke from the “Hugs” vending machine to Matt Crawley of Publix Super Markets



# SAVE THE DATE



**Independent Retailer Seminar**  
October 5, 2016  
Mayfield Dairy Farms  
Braselton, GA



**Fall Golf Tournament**  
October 19, 2016  
Mirror Lake Golf Club  
Villa Rica, GA



**Holiday Extravaganza**  
November 29, 2016  
The Cobb Galleria Centre  
Atlanta, GA

## Congratulations to Our Trade Show Booth Contest Winners

*Trade show exhibitors were judged based on theme, crowd interaction and how well they showcased their product.*

# SAME TEAM DIFFERENT JERSEY



OFFICIAL PARTNER OF

**GFIA**  
GEORGIA  
FOOD INDUSTRY  
ASSOCIATION



Coca-Cola Refreshments won best overall multiple booth.



Mondelez International took top honors for best single booth.

# Mike Faulk Honored for his Leadership

*Each year the Georgia Food Industry Association honors one of its members with its highest tribute, the GFIA Legacy Award. This year's award winner was Mr. Mike Faulk, with The Kroger Company.*

*Confident... funny... hardworking... tough, but fair... sincere... trustworthy... loyal... devoted... a true leader...* These were the words used to introduce this year's recipient. As Chair of the Education Foundation for the past two years, Donna Garcia, Jana North America, presented the award to our humble and surprised winner. The audience was treated to a presentation showcasing Mike's contributions to our organization.



*Mike Faulk of The Kroger Company accepts GFIA's prestigious Legacy Award from friend and colleague Donna Garcia of Jana Artesian Waters*

Mike Faulk served on the Board of Trustees for the Georgia Food Industry Education Foundation from 2002-2016 and his contribution has been invaluable. "Mike served in every leadership capacity and his involvement has been instrumental to making GFIA's foundation one of the strongest in the country," according to Kathy Kuzava, GFIA President.

Mike has served in many roles in his 40-year career with Kroger. He has worked as a night stocker, produce manager, co-manager and zone coordinator. Mike went into merchandising, getting experience in both grocery and produce. He recently returned to operations as an operations coordinator.

Ruben Fernandez, Executive Vice President of Merchandising for Kroger's Atlanta Division, says he has had the pleasure to work with Mike for many, many years. "Mike is a people person and loves to engage with our customers & associates during his visits to our stores. He is a very dedicated employee. If you cut him, he would bleed 'Kroger Blue'."

Mike's dedication to his company came at an early age. His mother was the front end manager at the local Kroger in North Augusta, and Mike started working there at age sixteen. He continued working at the store during his college breaks. Mike took an interest in Karla, the cutest cashier, and the romance turned into a 32 year marriage.

Anyone who knows Mike mentions his devotion to his family. He loves spending time with his son Michael and daughter Ansley, who he calls Della. Five years ago, Mike's heart melted with the arrival of his granddaughter, Izzy.

How would some of his fellow Trustees describe Mike?

"Mike has the highest integrity, loyalty and a strong dedication to his family and his company," according to Barry Thompson, Flowers Foods.

Scott Blackwell of Trincherro Family Estates, says that "Mike is one of the most loyal Kroger employees and family men that I have ever encountered. He is a man that is both sensitive and disciplined. He will cry at the drop of a hat while being one of the toughest buyers I have ever worked with."

Danny Dunbar of Snyder's-Lance, Inc. shares that, "Mike Faulk is a true southern gentleman. He is a class act in the office and a gracious host and guest whenever the Education Foundation needed him to 'sacrifice' his personal time to help raise funds for scholarships with fishing or hunting outings."



*Mike Faulk and crew*

Mike has made memories all over the United States and Canada on hunting, fishing and golf adventures. Ask Joe Lambert, United Distributors, about one trip together where Mike ended up fishing in his underwear!

Lynn Micale, Mondelez International, says that "Mike is someone you want to be around. He has a very kind heart and is always positive. Mike is never too busy to help out his fellow colleague or friend, without complaint. If something needs to be done, Mike makes it happen. He is a man of action, not just words! Mike looks at life as an adventure."

Karla Faulk sums up her husband this way. "Mike loves God, his family and his job. He is honest, with a great work ethic. He handles stress better than anyone I know. He is always smiling and content."

The Georgia Food Industry Association is proud of our 2016 Legacy award winner, Mr. Mike Faulk.



*Mike Faulk, winner of this year's GFIA Legacy Award, and his family*

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Northeast Sales, Inc.

*mike's hard lemonade New Belgium Brewing Pabst Brewing Company Terrapin Beer Company*

Pepsi Beverages Company / PepsiCo

Piggly Wiggly Alabama Dist. Co.

Sherwood Foods

Snyder's-Lance, Inc.

SUPERVALU INC

United Distributors, Inc.

*Abita Brewing Company mike's hard lemonade Sierra Nevada Warsteiner*

United Distributors, Inc.

*Ballast Point Brewing Orpheus Brewing Co. Southbound Brewing Co. Sweetwater Brewery*

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 Quality Foods, Inc.  
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# Publix Bagger Takes The Top Spot

Our annual Georgia Best Bagger contest was held on July 14th at the GFIA convention in Orlando, FL. Excitement levels were high as representatives from Food City, The Kroger Company, Publix Super Markets and Quality Foods bagged like crazy for scholarship money and a chance to compete for the title of National Best Bagger at the NGA convention in Las Vegas!



*Best Bagger Contestants Kendell Nelson, Food City; Kevin Davis, The Kroger Company; Matthew Head, Publix Super Markets, Inc. and Lawrence Buchanan, Quality Foods, Inc.*



*Joe DiBenedetto, Vice President of the Atlanta Division at Publix Super Markets, Inc., congratulates Matthew Head on winning Georgia's Best Bagger contest. Matthew will go on to compete in the national competition at the NGA show in February.*

# New GFIA members at convention

*"Being brand new members to the GFIA, we were excited to be able to attend the 2016 annual convention. There were many new doors opened for opportunities for our wine business, allowing us to meet people in a greater capacity and in a relaxed setting, as well as being able to meet a number of wonderful new friends working in the food and beverage industry."*  
 ----Amy Kuchar, Executive Wines, Inc.



**Amy & Rob Kuchar, Executive Wines, Inc.**



**Julio & Leana Bayona, The Ricky Joy Company with Bruce Lucia, The Kroger Company**

*"The convention was a great opportunity to meet with key people while having fun with my family. While attending events, I was able to schedule meetings with several retail customers, and gain contacts for chain store buyers. These connections will help me to expand my product offerings in stores throughout my sales territory. I also had an opportunity to meet Agriculture Commissioner Gary Black and discuss opportunities for establishing production in Georgia. The GFIA convention was an excellent investment in my company's future!"*  
 ---- Julio Bayona, The Ricky Joy Company



**Bob & Jill Overly, Mark Doble, Aviator Brewing Company**



**Jason Whitlatch & Bryan Layman, Jekyll Brewing; Roger Davis & Madison Phillips, Red Hare Brewing Company**



**Douglas Galloway & Jason Fusco, Southbound Brewing Co.**

# WELCOME NEW GFIA MEMBERS

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CONVENTION



Wendell Keeling, Northeast Sales; Justin & Joanna Gwin, Terrapin Beer; David Jones, United Distributors



Wade Batten, Snyder's-Lance, Inc.; John Rutledge, Coca-Cola Refreshments; Scott Boomershine, The Kroger Company; Danny Dunbar, Snyder's-Lance, Inc.



Todd & Karen Collins, Publix Super Markets, Inc.; Danny Dunbar, Snyder's-Lance, Inc.



Brian Gillen & Melanie LeBlanc, Anheuser-Busch; Jimmy Allen, Calypso Lemonade; Tim McElwee, Southern Eagle Distributing; Russ Simmons, Atlanta Beverage Company; Jim Adams, Southern Eagle Distributing



Matt Crawley, Publix Super Markets, Inc. Byron St Cyr & Elizabeth Lapella, MillerCoors



Tony Gregory and Mario Reyna of Blue Bell Creameries



George Tolson, Gary Rosser & Angel Flores, Wise Foods



Chris Floyd, Empire Distributors, Inc., Scott Boomershine, The Kroger Company, Courtney Klein, E & J Gallo Winery



Skip Vaughan, Pepsi Beverages Co.; Darrell, Garrett & Crevolyn Wiley, J&J Foods



Bob Barnette, Market Grocery Co.; Clark Stephens, MDI; Emily Wiley, J&J Foods



Barry Thompson, Flowers Foods; Donna Garcia, Jana Artesian Waters; and Bruce Lucia, The Kroger Company



CONVENTION



Jonathan & Taylor Warren, Dr Pepper Snapple Group; Cindy & Jamey Leseueur, Food Depot; Joe Hartman, Pepsi Beverages Company



Lance Jagmin, The Wine Group; Pete Thibodeau, KOBRAND Fine Wine & Spirits; Kenneth Clark, Pernod Ricard USA



David Wolfson & Dwayne Harrington, Delicato Family Vineyards; Dan Kelly, Brent Elkins & Greg Ozburn, Georgia Crown Distributing Co.; Tom Clifford, UTZ Quality Foods



Jared Lloyd, Aqua Hydrate; Kevin Wise & Brian Kregler, Core Hydration; Michael Cinnella, Savannah Distributing Co.



Barbara & Ed Dellapiana, Warsteiner; Tori Bodenhamer, The Brooklyn Brewery



Scott Cossiboom, Bob Durand & Danny Babb of Associated Wholesale Grocers enjoy time with their wives on opening night



Mary Blair Ray, Domino Foods; Jeff Downing, Foothills IGA Market



Garett Lockhart, Red Brick Brewing; Kevin Kaseta, General Wholesale Beer Co.; Jason Topping, Red Brick Brewing



Eric Ax, Betsie Zeedyk and Teresa Hernandez, Kellogg's



Mary Elizabeth and Robb Finkey, Eagle Rock Distributing



Mary Lynn Crisp, Kerry Cook and Stephanie Bullock, TNG



Howard Maxwell (R-Dallas), Kathy Kuzava, Jack Hill (R-Reidsville), Stacey Abrams (D-Atlanta), Sheila Humberstone, Steve Gooch (R-Dahlonega)



John Wilkinson (R-Toccoa), Sheila Humberstone, Tyler Harper (R-Ocilla)

CONVENTION



Keith Milligan, JTM Corporation; Jerry McCann, Piggly Wiggly AL Distributing; and Joel Veach, Ellaville Piggly Wiggly



Jimmy Freeman, Irving McClendon, Jai Freeman, Freeman Foods with Larry Higdon, Ira Higdon Grocery Company



Scott and Stephanie Blackwell, Trinchero Family Estates; Bruce Lucia, The Kroger Company; with Morgan and Tracy Brick, Treasury Wine Estates



John Rutledge, Coca-Cola Refreshments; Melanie LeBlanc, Anheuser-Busch, Inc. with Joe DiBenedetto, Publix Super Markets, Inc.



Trace Hohenstein, DIAEGO-Guinness USA; Mike Faulk, The Kroger Company; Lisa Hohenstein, DIAGEO-Guinness USA; Charles Gregg, DIAGEO-Guinness USA



Greg and Cindi Edenfield, Wayfield Foods, Inc.; Brandon Barrow, Bunzl Distribution, Vernon and Rita Kelly, General Produce, LLC.



Scott Boomershine, The Kroger Company; Joe Lambert, United Distributors, Inc.



Lecia & Mike Parrott, Colorado Boxed Beef Company; Peter Kiley and Rachel Kenser, Monday Night Brewing



Helio E. Bernal, El Jarocho Inc. and Jamey Leseueur, Food Depot



Jerry Jeffery, Chris White, Mark Ashley and Mike Cate, Mayfield Dairy Farms



Joseph Johnson, Sweetwater Brewery; Mike Burns, United Distributors; Chad Ledbetter, Heineken USA



Lindsey Cagle, Lois and Willi St. Pierre, Julie Barnes Scott and Jerry Perkins, Bimbo Bakeries USA



Gary and Martina Buchanan, Bargain Barn, Inc.



Lisa Fernandez, The Kroger Company; Fred Caldwell, Deep River Snacks; Ruben Fernandez, The Kroger Company

# Thank you to all of the volunteers who helped to make our convention such a success this year!

If you have not had an opportunity to volunteer at one of our events, you are missing out on lots of fun and chances to build relationships with your customers and fellow GFIA members. Contact Kim Peterson if you are interested in helping out at our next event.

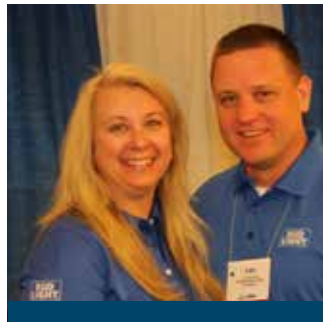
*Registration volunteers have ALL the fun at convention*



It takes a full crew to load the truck for the GFIA convention!



Thanks to the Atlanta Beverage Co & Anheuser-Busch team for volunteering at registration!



Teri & Lee Streetman, Atlanta Beverage Company



Huge thanks to Laura Ritcey, Quality Foods, Inc., for all of her hard work at registration! (with her granddaughter McKinley)

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