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CANADIAN GROCER

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HELPING GROCERS WIN SINCE 1888

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Why click and collect will take off in Canada

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A nation of omelette makers?

IGA'S ANNICK GAZAILLE

*on how I built
a better grocery store*

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←
"I said my next store would be a school of food. We're educating people about eating!"

PHOTO: JEFFREY M. HARRIS/GETTY IMAGES

INNOVATION



Comedian Jimmy Kimmel with actress Penélope Cruz enjoy some fresh-brewed Nespresso

+ IPAD EXTRA

Download full interviews with single-serve coffee makers in this month's *Canadian Grocer*



BIALETTI

Four SKUs capture regional Italian tastes. Venezia is a mild taste favoured by Northern Italians



CAGLIARI

Five "aromas" ranging from firm espresso Ristretto to the flavourful Deca



TASSIMO

Second Cup Espresso Forte contains 100% Rainforest Alliance Certified coffee



NESPRESSO

Four espresso capsule blends in the Virtuoline system are each topped with rich, foamy crema

PUSH FOR POSHER PODS

Single-serve coffee makers are turning to upmarket pods and machines to satisfy consumers' increasingly upscale tastes

by Nancy Kwon

As single-serve coffee machines become a kitchen staple, java junkies are demanding a more premium coffee experience at home. In response, coffee makers have created a host of upper-end pods and machines all aimed at a better brew. Last year, in its "Canadian Coffee Drinking" study, the Canadian Coffee Association reported that one-third (32%) of Canadians drank an espresso-based beverage within the last week. As café culture goes mainstream, consumers' taste profiles have broadened, says Janis Norwood, senior brand manager of Tassimo. "Consumers want the same beverage breadth and variety they can have at the corner café, but in the comfort of their own home." Indeed, the simplicity and convenience of making espresso at home is what's driving the boom of higher-end single-serve espresso makers. "Before these machines, you needed to spend a lot of money to make espresso at home," says Dino Falvo of Uneek Brands, distributor of the Cagliari machines and capsules. "People who want entry into the espresso world can now get a quality machine at a fraction of the price."



Another 23 stores: Target enters Quebec. Meanwhile, Q2 sales reach \$275 million but losses hit \$169 million

A few more openings means Target is now in all 10 provinces and has reached its 124-store goal. **High fives all around!**

The breach: Seventy million customers, including Canadians, get hit by the second-largest credit-card breach in U.S. history. Target offers free credit checks

Ouch! Target says it has lost close to US\$1 billion in Canada to date

Wait'll 2015: Credit-rating agency Moody's predicts Target Canada will turn things around and might even post a profit next year

Survey says: Only 27% of Canadians say they're "very satisfied" with their experience at Target



Why dwell on the past? Nine more openings planned, including a ground-up store in Toronto



Please! Interim CEO, John Mulligan, asks Canadians for a second chance

A little grocery medicine? After hiring Sobeys to supply it with groceries, Target says in-store pharmacies in Quebec will carry Metro's Brunet drug banner

Canadian **president Tony Fisher is fired** only two weeks after Target CEO, Gregg Steinhafel, steps down amid fallout over December's credit-card breach

UNEEK Brands

UNEEK Brands' Director, Dino Falvo, talks about the rapidly expanding full-service brokerage company and the distinctive new products it's bringing to the Canadian market.

Tell us a bit about your company, UNEEK Brands?

We noticed increasing consumer demand for quality, higher end and healthier products. UNEEK Brands felt there was an opportunity to deliver great products at an affordable price. After witnessing the success of our Mario's Gelati brand, we decided to leverage some of our international contacts. With their help, we're building a portfolio of great brands and with our wholesale and retail partners, we're well positioned to have excellent presence in grocery, convenience, drugstores and other establishments.

What are some of the key brands you've introduced to the Canadian market? What makes them unique?

Our flagship brand is **Mario's Gelati**, which has been delivering innovation to the gelato and sorbetto business for four generations. All Mario's Gelati is made from scratch, without pastes or syrups. Our premium gelatos and sorbetto are available in flavours to please everyone and we also offer unique, retail-ready novelty gelato products like our Hedgehog bars with hazelnut gelato dipped in milk chocolate.

Caffè Cagliari earned a gold medal at the 2010 International Coffee Tasting (organized by the International Institute of Coffee Tasters) for its Superoro blend. The Cagliari family has been roasting highly acclaimed coffee blends, which are now available in 50 countries, since 1909. With the increasing popularity of home-brewed espresso capsules, UNEEK is proud to introduce the Carina Home Espresso Capsule Machine with its own line of four distinct espresso blends. It brings home the quality you would find in a fine Italian espresso bar.

Protein is on consumers' minds lately. Most people don't get enough protein in their diet to support lean muscle growth and fat loss. ProBalance has addressed this with a line of products now available in grocery, and in outlets such as Walgreens and CVS in the U.S. ProBalance's protein blends have been



put through a series of hydrolyzation processes that break the protein down into component amino acids making it the easiest, most bio-available protein on the planet, with 100% absorption. We're introducing **Protein 15** this month. It tastes great, is made with real fruit, natural flavours and has only 70 calories. It is also lactose free, gluten free and sugar free.

How have consumers responded to these products?

At all the trade shows we have attended we keep hearing from wholesalers, distributors and the public: "When and where can we get our hands on these products?"

Is there anything else about UNEEK Brands that we should know?

With offices in four countries: Canada, United States, Italy and Korea, UNEEK Brands has its eyes and ears all over the globe. From consulting to import/export and distribution, UNEEK Brands can help locate products you need as well as help with brand conception and building—we've got you covered!
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