

# NYACS Trade Show Recap

By James S. Calvin, president, New York Association of Convenience Stores

Here are highlights of our 25th anniversary Trade Show & Convention, held May 18-19 in Rochester, NY:

- During a special ceremony in the exhibit hall, Michael Newman of NOCO Express, Retail Board chairman; John MacDougall of Nice N Easy Grocery Shoppes, NYACS co-founder; and Kevin Noon, trade show grand marshal, presented plaques to over 40 retail and associate member companies that have been members of NYACS throughout its 25-year existence.

- Michael Newman received his past chairman's jacket, but agreed to stay on temporarily as Retail Board chairman until chair-elect Peter Tamburro of Nice N Easy Grocery Shoppes is ready to succeed him, probably in September. Case Marshall of Pit Stop Convenience was re-elected treasurer.

- Terry Pier of Swisher International was elected 2011-12 chairman of the NYACS Associate Board, an advisory body of leading supplier and service provider mem-

bers. He succeeds John Driscoll of Anheuser Busch. Kirk Leff of the McLane Company was elected vice chairman and Mike Deuser of Tripifoods, Inc., was elected secretary.

- During the Chairman's Banquet at Mario's Via Abruzzi sponsored by Tripifoods, Inc., Peter Conley of United Refining Co. and Dave Keeney of RJ Reynolds Tobacco Co. were inducted into the New York Convenience Store Hall of Fame.

- The Welcome Party, co-sponsored by McLane Northeast and Altria, attracted 400 retailers and suppliers to the spacious Water Street Music Hall.

- The keynote presentation, sponsored by Core-Mark, featured NACS State of the Industry data and analysis presented by Fran Duskiewicz of Nice N Easy, NACS research chairman, as well as an update on swipe fee reform and other national issues from our special guest, Jeff Miller of Miller Oil Co., Norfolk VA, NACS chairman.

- Linda McKenna of

Convenience Store Coaches, Inc., had a good crowd for her store managers training session on team-building. We also presented breakout workshops on motor fuel issues (Case Marshall), ABC laws (Scott Wexler, Ostroff Hiffa Associates), health care reform implications (Bob Graboyes, NFIB), and digital marketing (Kate Ngo, Cumberland Farms, and Kim Tylec, Wilson Farms).

- An overcast morning gave way to afternoon sunshine for the golf tournament at Mill Creek Golf Course, co-sponsored by Pepsi and North American Breweries. The Lorillard Tobacco team took first place.

- Rene Patterson of Mirabito won the \$1,000 "Pirate's Treasure" grand prize.

- Pepsi/Frito Lay won the exhibitor award for best use of theme décor.

- A new element of this year's Trade Show was a special display, just inside the entrance, of new products recently launched by our exhibitors, along with the booth

number where attendees could find them.

- We'll return to Syracuse for next year's Trade Show and

Convention. Tentative dates are May 16-17, 2012, with the trade show exhibits open Thursday, May 17.

## Willow Tree Expands Line Of Chicken Pies

Willow Tree Farm announced two new offerings in its line of premium chicken pies with the addition of Willow Tree Chicken Pie with Classic Vegetables and Willow Tree Chicken Pie with Red Bliss Potatoes.

Like the original, both new Willow Tree chicken pies will feature white meat chicken, home-style gravy, and topped by a flaky crust made from scratch. The new Chicken Pie with Classic Vegetables will feature corn, peas, string beans and carrots, while the Chicken Pie with Red Bliss potatoes will offer pieces of random-cut potato. Both pies will be available in three-serving, 26-ounce sizes.

"We created our original premium chicken pie as a main entrée, with sides dishes left to the consumers' choice. But as family lifestyles and eating habits have changed, we decided to offer additional options for complete, satisfying meals that deliver the same high quality and delicious taste consumers have come to expect from Willow Tree," said Walter Cekala, president, Willow Tree. "We baked a lot of pies and did a lot of taste-testing until we were satisfied that we had found vegetables and potatoes hearty and flavorful enough to be added to our signature product."

The new pies will be ready for distribution to retail and wholesale customers in time to stock store freezers for the fall season. Willow Tree will provide sales support through aggressive multi-media advertising and couponing campaigns, sampling programs, point-of-purchase signage and sales materials. In addition, the company recently introduced new boxed packaging designed to reduce breakage during shipping and storage and to enhance in-store display.

Willow Tree's chicken pies and other premium products are available in most major supermarket chains throughout New England, as well as hundreds of small independent retailers and delis. Willow Tree is the top-selling frozen chicken pie in New England and is gaining share in recently entered markets in New York, New Jersey and Pennsylvania.

"Willow Tree is a name that has come to symbolize comfort, quality and value in the freezer aisle and at the deli for tens of thousands of families throughout New England and beyond," said Cekala. "Our retail and wholesale customers have found that Willow Tree consumers are fiercely brand-loyal and distinctly devoted. They shop where our products are available and ask for them by name."

The company upgraded its production facilities last year in order to accommodate this new product line expansion. The upgrade also increased the efficiency of Willow Tree's pie-making operations, allowing the company to control costs and maintain pricing.

Willow Tree also expects to begin offering its own homemade, fresh-packed chicken gravy and turkey gravy this fall in time for the holiday season.

## GOYA CONGRATULATES NJFC 2011 LIFETIME ACHIEVEMENT RECIPIENTS

LEN SITAR - SHOP RITE OF CARTERET  
BOB YAGER - STOP & SHOP  
JIM MCCAFFREY - MCCAFFREY'S MARKETS



At GOYA, our appreciation for food extends to those who passionately devote their lives to selling it, which is why it gives us great pleasure to congratulate the NJFC 2011 Lifetime Achievement Award Recipients. Their outstanding dedication and service to the food industry are truly an inspiration to us all.



## Ahold's First Quarter

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sales increased by 6.0 percent. Operating income was €444 million, up 8.6 percent. Retail operating income was €459 million, €30 million better than last year, primarily driven by higher operating results in Ahold USA. Net income was €291 million, up €17 million.