

# NEWS & FOOD REPORT

JANUARY 2015

Communicating Information on the Food Distribution System • Official Publication of NH Grocers Association



## It Started with a Sandwich

See story on  
Page 13



*In New Hampshire and Vermont, Jake's Market emphasizes what it does best.*

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**NHFIEF SCHOLARSHIP POSTER**






# We're planting some fresh ideas with our retailers and their customers!



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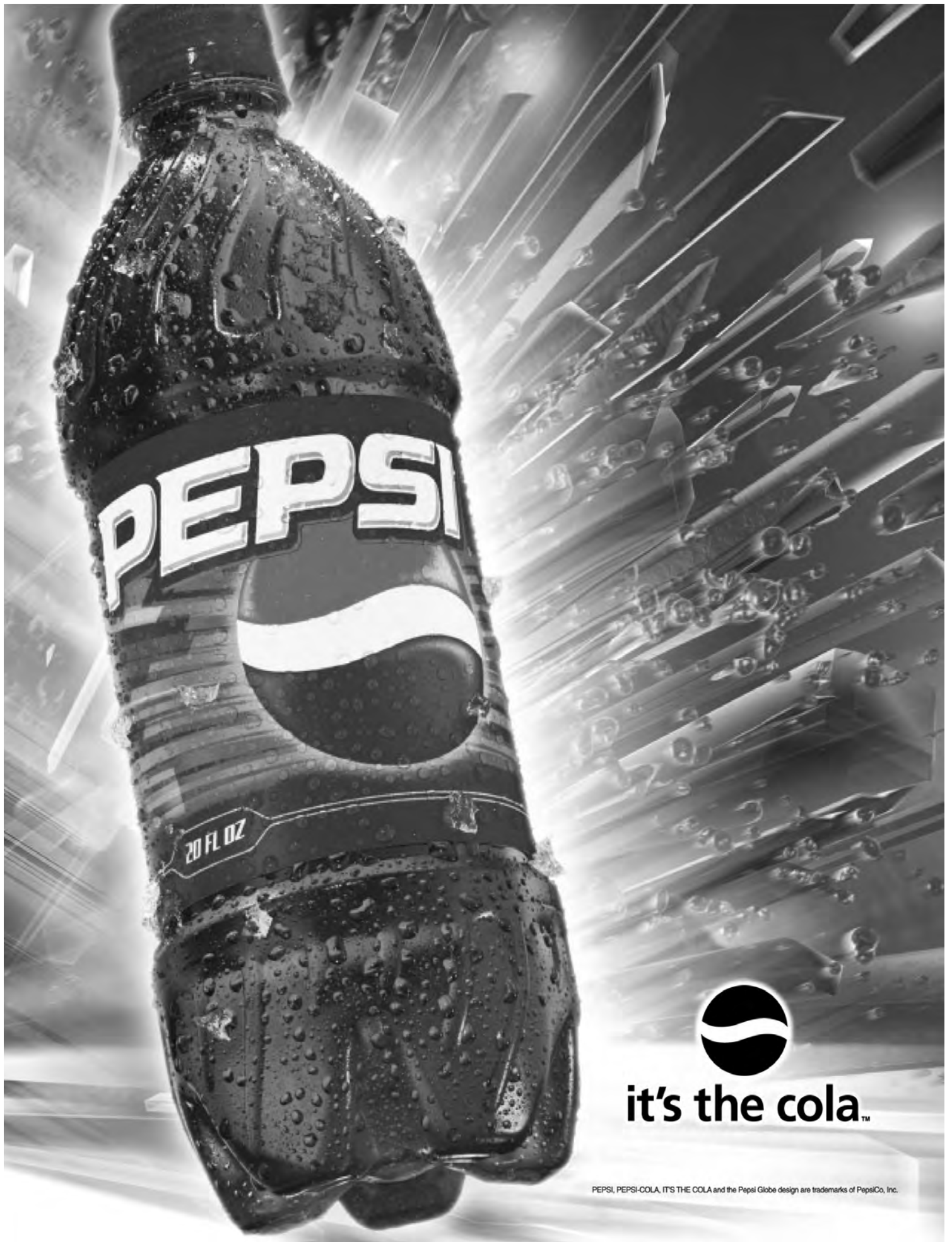
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Contact Mike Violette, (603) 223-5304 • mviolette@agne.com or Nathan Beit, (603) 223-5436 • nbeit@agne.com for more information.





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# NEWS & FOOD REPORT



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## MARK YOUR CALENDAR

**January 5, 2015**      **NHFIEF Scholarship Online Application GOES LIVE**

**February 8-11, 2015**      **2015 NGA Show, Las Vegas**

**February 24, 2015**      **NHFIEF Scholarship Snow Day**

Find more info on upcoming events at [www.grocers.org](http://www.grocers.org)

## NHGA Staff

**Rose Charland**  
**Communications**

rose@grocers.org  
(603) 669-9333 ext.103

**Denise Castiglioni**  
**Accounting**

denise@grocers.org  
(603) 669-9333 ext.104

**Kevin Daigle**  
**Vice President**

kevin@grocers.org  
Direct Line (603) 315-4163

**John M. Dumais**  
**President & CEO**

john@grocers.org  
Direct Line (603) 315-4164

**Freeman Sands**  
**Membership Coordinator**  
freeman@grocers.org  
(603) 669-9333 ext.100

**Stuart Trachy**  
**Legislative Consultant**  
strachy@aol.com  
(603) 226-2984



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#### To Keep The Membership Informed:

NHGA maintains a collaborative relationship with numerous state, regional and national organizations including Food Marketing Institute, National Association of Convenience Stores, National Grocers Association, United INDUSTRY for Recycling, Food Research Society, Grocery Manufacturers of America, NH Food Bank, Food Industry Assoc. Executives and Food Trade Press

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Find us online at

**www.grocers.org**

## What Happens This Year, Is Your Business

Every year at this time, the Board, Staff and I prepare for the inevitable crush of legislative proposals at both the federal and state levels. It also gives me pause to reflect, once again, on one of my favorite quotes that is pictured in my office by Thomas Brackett Reed, "One of the greatest delusions in the world is the hope that the evils in this world are to be cured by legislation." Now I interpret the 'evils' in this quote can take on several different meanings.

For instance it could be punitive legislation; or more often, good intent with the potential for a bad outcome. Still, there can be legislation that is beneficial to the state and improves business profitability.

For these reasons it is good to have professional insight and representation to monitor, interpret and explain what the outcomes will be. Like most state food trade associations, we are very fortunate, at the federal level, to have the collaborative efforts of several national trade associations including Food Marketing Institute, National Grocers Association, National Association of Convenience Stores and Grocery Manufacturers Association.

On the state level, we are in the very capable hands of our Legislative Consultant, Stuart Trachy. As our confidant, he also participates in numerous coalitions with other lobbyist representing specific allied trade groups.

For NHGA members, this is an awesome amount of representation when you consider that we are covering the second and third largest, free world, governing bodies (U.S. Congress and NH General Court); and over 12 regulating state agencies.

In this issue, Stuart has authored a good description of how things have changed at the State House after this fall's elections. Currently, we are already reviewing bill titles; and awaiting the final language to determine how we will prioritize our involvement in defending or opposing their impact on the food industry. We anticipate as usual, monitoring over 125 proposals at the beginning of the session. Each Friday any member is eligible to receive a free roster of the current bills we are tracking. In addition, members are invited to a weekly, one hour group conversation with Stuart on all legislative activity.

Yet as good as all this sounds, the impact will be diminished without your personal involvement. Elected officials want to hear directly from their constituents on how their votes affect business. It is the one part of government relations that no lobbyist or trade group can do for you. Your voice is the most important defense you have in protecting your business. We can research the issue and help prepare your comments, but they have to be sincere, reflect your specific situation and be offered by you.

Another prominent quote comes from our own Daniel Webster who said, "*A strong conviction that something must be done is the parent of many bad measures.*". We are looking for this to be a positive year, but only you can insure that 'bad measures' do not happen to your business.



John M. Dumais, President & CEO, [dumais@grocers.org](mailto:dumais@grocers.org)

# House Speaker Announces Leadership Team

## *Jasper Selects strong Republican team to drive New Hampshire's Agenda*

NH House Speaker Shawn Jasper (r-Hudson) today announced his leadership team that will preside over the House standing committees. The newly elected leader of the New Hampshire House of Representatives called upon a number of veteran republican legislators, as well as several lawmakers who will be serving in a leadership role for the first time.”

“I have made it clear from the beginning that I would be all inclusive in putting together our leadership team,” said Jasper. “I am proud to be working with a team of leaders, representing a diverse and talented cross section of our party, to help us develop and drive an agenda that will address critical issues of concern to the people and future of our state,” he added. “During our upcoming caucus on December 17 we will begin to develop our agenda from the ground up through an exchange of ideas from within our

caucus. We have been given the opportunity to lead and I look forward to getting to work on the issues that really matter to the people we all were sent to Concord to represent. “The Finance Committee, key to the formation of the next biennial state budget, will be chaired by Neal Kurk (r-Weare) a veteran of the committee and former chair who is entering his 15th term as a member of the House. Each of the three committee divisions will be chaired by members with a strong background in finance. Lynne Ober (r-Hudson), entering her sixth term in the House, will serve as vice chair for the Finance committee and will also preside as chairman of Division 1. David Danielson, (r-Bedford), will serve as the vice-chair for Division 1. The Division II chair will be Karen Umberger (r-Kearsarge). She will be assisted by Vice Chair Laurie Sanborn (r-Bedford).

Heading up Division III of Finance will be Richard Barry (r-Merrimack). Serving as his vice chair will be Betsy McKinney (r-Londonderry), a veteran lawmaker beginning her 16th term.

The Ways and Means Committee, which considers and reports on all bills and resolutions relating to raising money, will be chaired once again by Norman Major (r-Kingston), entering his

10th term in the House, and also a former chair of the committee. Patrick Abrami (r-Stratham) will serve as the vice-chair.

Additional leadership positions, including the deputy majority leader will be announced.

Chairmen and Vice Chairmen of the remaining committees include:

***House Speaker Announces Leadership Team*** *Continued on page 8*

## New Hampshire Senate Committees 2015-2016

### Education- LOB 103

Sen. John Reagan- Chair  
Sen. Nancy Stiles- Vice Chair  
Sen. Kevin Avard  
Sen. Molly Kelly  
Sen. David Watters  
*Tuesday, 9:00 - Noon*

### Judiciary- SH 100

Sen. Sharon Carson- Chair  
Sen. Sam Cataldo- Vice Chair  
Sen. Gary Daniels  
Sen. Bette Lasky  
Sen. David Pierce  
*Tuesday, 9:00- Noon*

### Ways and Means- SH 103

Sen. David Boutin- Chair  
Sen. Lou D'Allesandro- Vice Chair  
Sen. Andy Sanborn  
Sen. Chuck Morse  
Sen. Dan Feltes  
*Tuesday, 9:00- Noon*

### Rules, Enrolled Bills and Internal Affairs

Sen. Russell Prescott- Chair  
Sen. Kevin Avard- Vice Chair  
Sen. Jeb Bradley  
Sen. Donna Soucy  
Sen. Martha Fuller Clark  
*Will meet as needed*

### Commerce- SH 100

Sen. Russell Prescott- Chair  
Sen. Jeb Bradley- Vice Chair  
Sen. Sam Cataldo  
Sen. Donna Soucy  
Sen. David Pierce  
*Tuesday, 1:00-4:00*

### Finance- SH 103

Sen. Jeanie Forrester- Chair  
Sen. Jerry Little- Vice Chair  
Sen. Chuck Morse  
Sen. John Reagan  
Sen. Lou D'Allesandro  
Sen. Andrew Hosmer  
*Tuesday, 1:00 - 4:00*

### Transportation- LOB 103

Sen. Nancy Stiles- Chair  
Sen. Regina Birdsell- Vice Chair  
Sen. Gary Daniels  
Sen. David Watters  
Sen. Dan Feltes  
*Tuesday, 1:00-4:00*

### Health and Human Services- LOB 101

Sen. Andy Sanborn- Chair  
Sen. Molly Kelly- Vice Chair  
Sen. Kevin Avard  
Sen. Sharon Carson  
Sen. Martha Fuller Clark  
*Tuesday, 1:00-4:00*

### Energy and Natural Resources- SH 100

Sen. Jeb Bradley- Chair  
Sen. Jerry Little- Vice Chair  
Sen. Andy Sanborn  
Sen. Martha Fuller Clark  
Sen. Dan Feltes  
*Wednesday, 9:00-Noon*

### Executive Departments

and Administration- LOB 101  
Sen. Sharon Carson- Chair  
Sen. John Reagan- Vice Chair  
Sen. Sam Cataldo  
Sen. Donna Soucy  
Sen. Jeff Woodburn  
*Wednesday, 9:00-Noon*

### Public and Municipal Affairs- LOB 102

Sen. Regina Birdsell- Chair  
Sen. David Boutin- Vice Chair  
Sen. Jeanie Forrester  
Sen. Bette Lasky  
Sen. Molly Kelly  
*Wednesday, 9:00-Noon*

### Capital Budget

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Sen. David Boutin- Vice Chair  
Sen. Nancy Stiles  
Sen. Lou D'Allesandro  
Sen. Molly Kelly  
*Will meet as needed*



By Stuart D. Trachy

## Maggie Hassan

Governor  
Office of the Governor  
State House  
107 North Main Street  
Concord, NH 03301  
(603) 271-2121



## Charles Morse

NH Senate President  
State House  
107 North Main Street  
Concord, NH 03301  
(603) 271-2111



## Shawn Jaspe

NH Speaker of the House  
State House  
107 North Main Street  
Concord, NH 03301  
(603) 271-3661



## Jeanne Shaheen

U.S. Senator  
520 Hart Senate Bldg.  
Washington, DC 20510  
(202) 224-2841



## Kelly Ayotte

U.S. Senator  
144 Russell Senate Bldg.  
Washington, DC 20510  
(202) 224-3324



## Frank Guinta

U.S. Representative  
1223 Longworth Bldg.  
Washington, DC 20515  
(202) 225-5456



## Ann McLane Kuster

U.S. Representative  
2350 Rayburn Bldg.  
Washington, DC 20515  
(202) 225-5206



The November elections are over and both the NH House and NH Senate have elected their officers.

While the Senate was a bit more predictable, with the Republicans gaining a 14-10 majority and re-electing Chuck Morse (R-Salem) as President, the NH House presented a predictable "unpredictable" outcome.

Going into the 2014 state elections, Democrats controlled the NH House. After the election the Republicans retook control with a margin of 239 Republicans to 160 Democrats, with one independent. The Republicans clearly had a strong majority.

A couple of weeks after the election the Republicans majority caucused and they chose former Speaker of the House Bill O'Brien as their candidate for Speaker. He won the caucus nod over former Speaker Gene Chandler by a vote of 116-112. Chandler moved to make the caucus choice unanimous in a unifying gesture.

During those few weeks between the Republican caucus and the final vote for Speaker on December 3rd, some anti-O'Brien Republicans started to look for an alternative coalition candidate that may stand as a challenge to Bill O'Brien. That Republican would need Democratic support to overcome the Republican caucus nominee's votes.

To make a long story short, Republican Shawn Jasper was just that Republican and he was elected Speaker on the third ballot. There were just enough Democrats and dissident Republicans to coalesce against Bill O'Brien, denying him the Speaker's post in an upset.

### Who is Shawn Jasper?

Shawn Jasper is a product of New Hampshire, through and through. Jasper, who will turn 55 in January, is starting his 11th two year term in the NH House. He was born in Nashua, graduated from Alvirne High School in Hudson, and then went to college at the University of New Hampshire, graduating in 1989. He is the president of a local business, Jasper Corporation, is married and has one child. He has served as Selectman in Hudson, off and on, for over 20 years.

While some O'Brien-supporting Republicans question Jasper's party credentials, there is no mistaking his long-standing record as a strong Republican over the years.

He is a consistent supporter of Right-to-Work legislation, opposes increases in the minimum wage, has opposed expanded gambling in the past, opposed same-sex marriage, and also opposed mandatory seat belt use in the State. His past record of votes clearly defines him as a traditional conservative Republican.

How Jasper pulls House Republicans together on major legislative issues and establishes the House position on bills remains to be seen, but it is clear that many of those who opposed his election will continue their fight throughout the legislative session.

The window of opportunity to file bills for the 2015 legislative session has closed. We have seen most of the titles of bills filed to date, although senators have the ability to file "confidential" bills. We will get a peek at those later on in the process.

We anticipate many liquor and tobacco related bills, as well as many business tax bills. The House Committees overseeing such legislations will see some familiar faces returning to the helm as chairmen.

The House Ways & Means Committee will be headed by former chairman Norm Major (R-Plaistow), the House Finance Committee will be chaired by another former chair, Neal Kurk (R-Weare) and John Hunt (R-Rindge) will regain his long-standing chairmanship of the House Commerce Committee.

As this goes to press, we are waiting to see the texts of bills introduced, and await the scheduling of hearing.

Please plan to join our Monday morning Legislative Committee conference calls. We convene weekly at 8:00 AM and look forward to a lively discussion of the issues. Stay tuned for call-in information.



Get the latest Legislative and Regulatory updates from Stuart every Friday by e-mail and live call-in conference calls each Monday morning. Access even more information at the website [www.grocers.org](http://www.grocers.org) or Facebook/NHGA. All of these benefits are for members at no additional cost.

## House Speaker Announces

**Leadership Team** Continued from page 6

### Children and Family Law:

Carolyn Gargas (r-Hollis), Chair

Debra I. DeSimone (r-Atkinson) Vice Chair

### Commerce and Consumer Affairs

John B. Hunt (r-Rindge) Chair

Laura Jones (r-Rochester) Vice Chair

### Criminal Justice and Public Safety

John E. Tholl, Jr. (r-Whitefield) Chair

David A. Welch (r-Kingston) Vice Chair

### Education

Rick Ladd (r-Haverhill) Chair

John Balcom (r-Merrimack) Vice Chair

### Election Law

Kathleen M. Hoelzel (r-Raymond) Chair

James P. Gray (r-Rochester) Vice Chair

### Environment & Agriculture

Robert Haefner (r-Hudson) Chair

John T. O'Connor (r-Derry) Vice Chair

### Executive Departments &

#### Administration

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John Sytek (r-Salem) Vice Chair

### Fish and Game and Marine Resources

David Kidder (r-New London) Chair

Jim Webb (r-Derry) Vice Chair

### Health, Human Services

#### and Elderly Affairs

Frank R. Kotowski (r-Hooksett) Chair

Donald LeBrun (r-Nashua) Vice Chair

### Judiciary

Robert Rowe (r-Amherst) Chair

Joe Hagan (r-Chester) Vice Chair

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### OFFICERS

#### Tim Merrill

Board Chairperson  
Associated Grocers of NE  
11 Cooperative Way  
Pembroke, NH 03275  
(603) 223-5446

#### Laurie Goupil

Vice Chair  
Gerry's Variety  
66 Lincoln Street  
Exeter, NH 03833  
(603) 583-5164

#### Jay Rainville

Vice Chair  
Market Basket  
875 East Street  
Tewksbury, MA 01876  
(978) 851-8000  
Fax: (978) 640-8689

#### John M. Dumais

President & CEO  
NH Grocers Association  
110 Stark Street  
Manchester, NH 03101  
(603) 669-9333  
Fax: (603) 623-1137  
Cell: (603) 315-4164

#### Philip Tucker

Treasurer  
Aldrich General Store  
3039 Dartmouth College Hwy  
North Haverhill, NH 03774  
(603) 787-6241  
Fax: (603) 787-6808

#### Glen Yergeau

Vice Chair  
Rite Aid  
71 Lowell Road  
Hudson, NH 03051  
(603) 578-1972

#### Judy Knapp

Immediate Past Chair  
Hannaford Supermarkets  
PO Box 1000  
Portland, ME 0414  
(207) 885-3243  
Fax: (207) 885-2875

#### Kevin Daigle

Vice President  
NH Grocers Association  
110 Stark Street  
Manchester, NH 03101  
(603) 669-9333  
Fax: (603) 623-1137

### DIRECTORS

#### Ilene Beattie

Jiffy Mart  
4276 Route 106  
Perkinsville, VT 05151  
(802) 263-5810  
Fax: (603) 542-5127

#### Bruce Bergeron

Jake's Market  
119 Mechanic St  
Lebanon, NH 03766  
(603) 667-8254

#### Moe Boucher

Pepsi Beverage Company  
127 Pepsi Road  
Manchester, NH 03109  
(603) 625-5764  
Fax: (603) 627-8027

#### Ken Camille

Cumberland Farms  
291 Central Ave.  
Dover, NH 03820  
(603) 749-6310  
Fax: (603) 749-6408

#### Joe Correia, Jr.

Route 13 Stateline  
448 Route 13, South  
Brookline, NH 03033  
(603) 673-5475

#### Tom Demers

HP Hood, Inc.  
330 North State Street  
Concord, NH 03301  
(603) 494-3319  
Fax: (617) 241-1651

#### Elie ElChalfoun

Mega-X  
3 Allenstown Road  
Allenstown, NH 03275  
(603) 485-0202

#### Jeff Kelly

Bristol Shop N Save  
505 Pleasant Street  
Bristol, NH 03222  
(603) 744-5416  
Fax: (603) 744-2640

#### Jeff Gulko

Shaw's Supermarket  
750 West Center Street  
W. Bridgewater, MA 02379  
(508) 313-4454

#### Jake Lane

Price Chopper  
16 Ashbrook Road  
Keene, NH 03431  
(603) 352-0957

#### Ed Murphy

Amoskeag Beverages, LLC  
510 Hall Street  
Bow, NH 03304  
(603) 415-4152

#### Edward Penta

McKinnon's Market  
3 Holten Street  
Danvers, MA 01923  
(978) 774-0479

#### Dave Petell

E.M. Heath, Inc.  
318 Whitter Hwy  
P.O. Box 205  
Center Harbor, NH 03226  
(603) 253-7558

#### Dan Tewksbury

Coca Cola of NNE  
1 Executive Park Drive  
Bedford, NH 03110  
(603) 627-6134  
Fax: (603) 627-6108

## Industry Personnel Remembered

### Doris Balcom

ALLENSTOWN - Died Dec. 17, 2014. Spent 36 years in the supermarket retail service industry with the last 25 working for Associated Grocers in Pembroke. Donations in Doris' name can be made to combat pancreatic cancer by accessing [FirstGiving.com/DorisBalcom](http://FirstGiving.com/DorisBalcom).

### Donald N. Squires

BEDFORD, Died Dec. 20, 2014. Owned and operated Derry Village Store and the Ice Cream Factory in Derry.





# *Could You Be Our Champion?*

## **Get the most out of your Membership... Join our growing list of Medallist Sponsors**

New Hampshire Grocers Association would like to add you and/or your company to our list of Medallist Sponsors. Your sponsorship is an important step in demonstrating your support for enhancing our efforts and inclusion in the community, in education, and in the food industry on both the state and federal levels. Your contribution will allow us to provide our members with highest quality and most affordable experience possible while enriching their understanding and perspective on the social, political, economic and educational influences of the association and vice versa.

**Our Medallist Sponsorship provides an unequalled opportunity to focus your attention on the strategies that matter the most to your company's successful growth.**

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- Showcase your services
- Connect with clients and partners

### **ROI:**

- Enhanced competitive position
- Increased recognition
- Gain new customers & market share



*If you are interested in  
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hear from you.*

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for more information.**

# WIC CELEBRATES 40 YEARS OF SUCCESS!

In September the New Hampshire WIC Program celebrated 40 years of WIC success.

The success of the WIC Program depends on the partnerships with our WIC vendors and our Local Agencies. We would like to thank all of our WIC vendors for your continued support of our Program in supplying nutritious food to the women, infants and children of New Hampshire.

We were happy to present awards to Joseph Danis, Danis Supermarket and Brenda Thompson, Ralph's Supermarket



Joseph Danis,  
Danis Supermarket



Brenda Thompson,  
Ralph's Supermarket



John Dumais,  
NH Grocers Association

for being with the WIC Program for 40 years!

We were happy to present awards to Joseph Danis, Danis Supermarket and Brenda Thompson, Ralph's Supermarket for

being with the WIC Program for 40 years!

We also gave a Friend of WIC award to John Dumais, NH Grocers Association for his continued support of the WIC Program.

## New Tobacco "C" Stamp for Non- Participating Manufacturer Cigarettes

In accordance with RSACHp.541-C, which codifies the terms of the Master Settlement Agreement (MSA), the State of New Hampshire Department of Revenue Administration (NHDRA) has enacted rules (PART Rev. 1002) requiring wholesalers to stamp all cigarettes in packages of 20 purchased from a Non- Participating Manufacturer (NPM) and sold to New Hampshire licensed retailers with a unique "C" tobacco tax stamp. Each "C" tobacco tax stamp has a value of \$1.78 and is sold in rolls of 5,025. The se rolls can be purchased from the NHDRA using Form CD - 15, Cigarette Stamp Order. Form CD - 15 can be found at the NHDRA's website at: <http://www.revenue.nh.gov/forms/tobacco.htm>.

The new stamps will be required as of January 1, 2015. Forms AU-201 for Non-Residents Wholesalers and AU-202 for Resident Wholesales, are required to be filed on or before the 30th day following the wholesaler's regular accounting quarter. The updated forms are available online beginning January 1, 2015 at <http://www.revenue.nh.gov/forms/tobacco.htm> or by calling the NHDRA's Forms Line at (603) 230-5001.

If you sell NPM cigarette packages containing 25 cigarettes, please call the NHDRA at (603) 230 - 4359 for guidance on

stamping the product.

An NPM is any manufacturer that makes payments into a qualified escrow fund as required under RSA Chp. 541 - C, but has not become a participating manufacturer as set forth in Section II (jj) of the MSA. The directory of participating manufacturers and NPMs can be found on the New Hampshire Department of Justice's website at: <http://doj.nh.gov/consumer/tobacco/documents/tobacco-directory.pdf>



## NHGA Welcomes New Members

*A special welcome goes out to the newest members at NHGA!*

**Spit Brook Market**  
108 Spit Brook Rd  
Nashua, NH 03062

**Hermit Woods Winery**  
72 Main Street  
Meredith, NH 03253

If you have not paid your membership dues why not join these fine businesses today! The Association is your voice in many vital areas that effect your business and you.

**For further information call (603) 669-9333.**

## Important IRS Reminders

1099's and W-2's are due to the vendor/employee by January 31, 2015 and to the IRS by February 28, 2015.

It is required by the Internal Revenue Service to issue 1099's for payments in excess of \$600 for unincorporated businesses, partnerships, and limited liability companies (LLC's). Attorneys must be issued a 1099 regardless of the amount. The Internal Revenue Service requires a 1099 even if the attorney is a corporation. Also, if you pay interest or dividends to any individual in excess of \$10, a 1099 is required.

Personal use of a company auto needs to be reported on the W-2, and if your company is an S-Corp, any 2% or more shareholders need to report medical insurance on their W-2.





## Oral health is important to everyone.

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www.nedelta.com

## Leap Year Marketing Joins New Hampshire Grocer's Association

*By C. J. Graham*

We are pleased to announce that Joanne Randall, CEO of Leap Year Marketing, has recently become a member of the New Hampshire Grocer's Association.

### About Joanne Randall

Joanne Randall is the owner of Leap Year Marketing and the Host of Marketing Mojo Radio. Joanne founded Leap Year Marketing in November 2010, and has over 25 years of experience in retail, communications, and marketing. On her radio program Marketing Mojo Radio, Joanne has interviewed hundreds of guests and business owners and provided a wide variety of marketing strategies and solutions since 2010.

Joanne takes a personal approach to marketing, working with businesses of all sizes, but specializing in the marketing needs of small to medium-sized businesses. Joanne brings a deep level of care and dedication to her work. As a business owner herself, Joanne understands what it takes to run a successful company, and she works hard to tailor her marketing abilities to people's individual needs.

### About Leap Year Marketing

Leap Year Marketing specializes in implementing marketing solutions for the small business owner. In addition to providing companies with blog and e-mail content creation, website design, and social media advertising, Joanne frequently offers business and marketing success seminars and coaching services.

### Additional Services

Combined with her work at Leap Year Marketing, Joanne is an Authorized Local Expert with Constant Contact. This program is an e-mail marketing service that provides the tools and templates for businesses to create their own newsletters, social campaigns, and online surveys. Joanne represents Constant Contact by offering seminars on self-marketing and the use of the Constant Contact program.

### Contact

To learn more about Leap Year Marketing, please contact Joanne Randall, Leap Year Marketing  
6 Chenell Drive, Unit 220  
Office: 603-344-8843  
joanne@leapyearmarketing.com

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# IT STARTED WITH A SANDWICH

*In New Hampshire and Vermont,  
Jake's Market emphasizes  
what it does best.*

By Al Hebert, *Gas Station Gourmet*

Jake's Market & Deli focused on food when it opened in 1997 — still a relatively unique emphasis for a c-store back then. There were no seats, but it was the best place in Lebanon, New Hampshire, to get a sandwich. Fast forward 17 years and owner Ed Kerrigan has opened seven more stores, two coffee shops and a grocery store in Vermont and New Hampshire. In each market, Jake's is still making the best sandwich around.

Kerrigan recalled the early days: "It was a pretty bare bones deli, mostly just sandwiches. We had a good product, good value and a good staff. Customers liked the people who were [working] there, and they came back."

**One Company, Many Different Stores** As he built his business, Kerrigan's philosophy was to acquire additional stores that were existing operations. "I focused on locations where the former operators struggled making them work," he said.



*The Donuts: Muriel and Francis Maville started making donuts in 1967 and have become a Lebanon, New Hampshire, tradition. "I used to get these on my way to school 30 years ago," said Bruce Bergeron, Jake's general manager. "It's a small operation. They're only open a few hours a day." Muriel limits her donut supply to just a few stores in town. So when Bergeron had the opportunity to bring the sweet treats into the store he took it.*

General Manager Bruce Bergeron has also bought into the business model, saying, "Our strength is taking a B site and making it an A site." The model was simple: Improve staffing, install new attractive merchandising equipment, artfully increase inventory of core categories (beer, wine, snacks, candy), and most important, emphasize Jake's custom food program.

"We didn't need to pour millions of dollars into it. These were neighborhood stores. The stores are not along the interstate and we don't run them 24 hours a day," Kerrigan explained.

Each store is physically different, ranging from 1,200 to 3,000 square feet. One store is a 200-year old barn, others have converted 2-bay service stations and a few of the company's



*Jake's does two things really well: Resuscitate struggling operations and make a fantastic sandwich.*

purpose-built c-stores were built 15-20 years ago. "We admire big franchisees building modern 5,000-square-foot stores, but we have developed a formula to compete with them," Bergeron said. "We fought the temptation to go with quick-service restaurants, but our identity is the custom sandwich shop."

## The Deli

Indeed, each store is customized with a menu tailored to fit its particular market. "We have a hot food program at most of our stores. We do mac & cheese and shepherd's pie; each store makes its own. We let the store manager or the people preparing the food decide on how to make it. If they have their own family recipe then they make that," said Kerrigan.

Kerrigan feels the autonomy given to managers is an important part of Jake's success. "I have good people working for me. If someone has a good idea, I let them try it. As a result, we have a better product."

Using the best ingredients makes a big difference to customers. Quality — not cost — is the prime focus. Bergeron explained, "Our food cost is upward of 40%. Most quick-serve restaurants are closer to 30%. We buy \$5 a pound turkey, \$5.50 a pound roast beef and \$4.25 a pound ham. Most QSRs are in the \$2.50 to \$3.50 a pound range." While quality is important, so is quantity. Each sub sandwich has six and a half ounces of meat; extra toppings are free, so customers have a weighty meal.

The attention to culinary detail has paid off for the stores. Jake's has been awarded Best Sandwich Shop, Best Convenience Store, Best Car Wash, Best Coffee Shop and has received the Rotary Ethics Award from the towns they service. These local accolades mean a lot because they come from the community.

## The Coffee

For years Jake's coffee program consisted primarily of Green Mountain Coffee. When Kerrigan opened up his own coffee shop — Jake's Coffee Company — in 2007 he wanted a proprietary coffee. Once again, a desire to be different from the competition influenced his decision.

"I found a coffee importer and roaster in Manchester. ...

*It Started with a Sandwich* Continued on page 22

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- \* Full-time students who are part-time employees of by dues-paying NHGA retailer and supplier members.
- \* The member firm which employment takes place at must be located in New Hampshire (although the student may live in another state).

**Note:** Applications available online only through secure site.

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# Consumers Expect Gas Prices to Keep Falling

For the first time in two years, more consumers think gas prices will be lower in the next 30 days rather than higher, according to the latest NACS Consumer Fuels Survey. Thirty percent of respondents expect prices to be lower in the next month, while 27 percent expect fuel prices to rise.

According to NACS, the Association for Convenience & Fuel Retailing, consumers report the average price of regular gasoline where they live is \$2.70, 95 cents per gallon lower than the average consumer-reported price in July. This marks the fourth consecutive month in which the reported price has decreased.

Since lower fuel prices have led consumers to have more money in their

pockets, they plan to spend more. Twenty-four percent of the survey respondents said they will spend more in the next 30 days than they did last month, up from 21 percent in November and 15 percent in October.

Consumers aged 18 to 34 are especially buoyed by lower gas prices, with one-third expecting to spend more money in the coming month.

Lower gas prices are not raising consumers' spirits about the overall U.S. economy, however. Forty-seven percent of respondents said they are "somewhat" or "very" optimistic about the economy, unchanged from the prior three months. Meanwhile, 77 percent of consumers said gas prices are having a "great" or "some"

impact on their feelings about the economy, which is the lowest in two years.

As expected, lower gas prices could have a negative effect on the short-term prospects for sales of alternative fuels and alternative-fuel vehicles. Survey respondents said they wouldn't try to reduce driving until gas prices were \$1 higher per gallon than current levels. In addition, the survey revealed consumers would not seek an alternative to driving unless fuel prices advanced \$2 per gallon from the current prices.

The NACS Consumers Fuels Survey was conducted by Penn, Schoen and Berland Assoc. from Dec. 9-11 and polled 1,110 gas consumers.

*Reprint: www.csnews.com*

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## Reynolds, Lorillard Sets January 28th as Date for Proposed Merger Vote

Shareholders of Reynolds American Inc. (RAI) and Lorillard Inc. will vote on the proposed merger between the two companies on Jan. 28, according to a Seeking Alpha report.

Under the terms of the \$27.4-billion merger, Winston-Salem, N.C.-based RAI will buy Greensboro, N.C.-based Lorillard and keep the Newport, True and Old Gold brands.

A closing date for the merger is expected in the first half of 2015 after the Federal Trade Commission (FTC) fin-

ishes its antitrust review. In August, the FTC requested further information on the deal and the planned divestiture of several brands to Imperial Tobacco Group plc, as CSNews Online previously reported.

Once the RAI-Lorillard transaction closes, Imperial Tobacco is expected to pay \$7.1 billion for the Winston, Kool and Salem brands from RAI and the Maverick and blu eCig brands from Lorillard. In addition, Imperial Tobacco will acquire Lorillard's infrastructure, which includes the company's manufacturing

facility, headquarters offices, research and development facility, and approximately 2,900 employees.

These acquisitions will build on Imperial's existing U.S. portfolio at Commonwealth-Altadis, which currently accounts for a 3-percent share of the U.S. market, principally through the USA Gold brand. The deal will make Imperial Tobacco the third-largest U.S. tobacco company with a 10-percent share of the cigarette market.

*Reprint: www.csnews.com*

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## Nearly Half of Americans Notified of Data Breaches

Nearly half of Americans have been told that they or a household member's payment details were compromised, according to a Wall Street Journal/NBC News poll.

This figure is so high that experts say consumers now have "breach fatigue," meaning they stop worrying about cyberattacks because they appear in the news so often.

There has been news of several large data breaches in recent months, including Home Depot Inc. and Target Corp. In the

convenience store industry, MAPCO Express Inc. was the target of a data breach a couple of years ago.

Forty-five percent of Americans said they have received a breach notification letter from a retailer or credit card or debit card issuer that their payment data had been affected by a breach. The Journal doesn't have comparable data from previous years.

However, the poll also found that more Americans than ever think they have been targeted in Internet crime. As of

December, 15 percent said either they or a member of their household had been hit by online fraud or hacking.

This is in comparison to a Gallup poll four years ago. When asked the same question in 2010, 11 percent answered yes.

The Journal/NBC poll surveyed 1,000 adults and was conducted from Dec. 10-14. It has a margin of error of plus-or-minus 3.1 percentage points.

*Reprint: www.csnews.com*



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# 2015 Scholarship Snow Day

Tuesday, February 24, 2015  
Bretton Woods Ski Area

## Registration Form

**F** NH Food Industries Education Foundation  
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scholarships@grocers.org

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Company: \_\_\_\_\_ Tel: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Fax: \_\_\_\_\_  
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Exp. Date: \_\_\_\_\_ Zip Code: \_\_\_\_\_ CV2#: \_\_\_\_\_

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Fax: 603-623-1137    scholarships@grocers.org

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# 2015 Scholarship Snow Day

Tuesday, February 24, 2015  
Bretton Woods Ski Area

## Sponsorship Form



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Fax: 603-623-1137 [scholarships@grocers.org](mailto:scholarships@grocers.org)

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# IDDBA “What’s In Store 2015” Reports Shoppers’ Health Concerns Driving Sales in Grocers’ Perimeter Departments

Gluten-free items and other products that speak to consumers’ health concerns are driving sales in grocers’ perimeter departments, according to the International Deli Dairy Bakery Association’s (IDDBA) “What’s in Store 2015” report.

Sales of natural, local, organic, gluten-free and non-GMO products have spiked over the past year, notes the 29th edition of the annual trends publication of Madison, Wis.-based IDDBA.

At the same time, the dieting trend is on the decline, with individuals seeking a more balanced approach to weight loss and management.

The value of the gluten-free market is substantial, with sales estimates as high

as \$10.5 billion in 2013 and a projected worth of \$15.6 billion in 2016, according to Mintel data cited in the report. Those gluten-free buying habits translate into higher sales (\$100 vs. \$33 per overall average basket), Catalina Marketing noted.

Findings from IDDBA’s original research, “*Engaging the Evolving Shopper: Serving the New American Appetite*,” confirms these and other health and wellness trends. The research shows that consumers view foods found in the fresh perimeter categories as antidotes to what they consider as unhealthy, processed foods.

For example, the dairy department represents a real-food source of protein

in the form of yogurt, milk, cheese, eggs and tofu, while the bakery department has an increasing opportunity to deliver on key wellness priorities with more focus on a wider variety of fresh, whole grain and gluten-free products.

“In-store bakeries, delis and dairies can engage consumers by presenting them with a variety of fresh, real and minimally-processed foods,” said Eric Richard, education coordinator, IDDBA. “By doing so, they become part of shoppers’ conversations about what is healthy and delicious to eat, and where they can easily find these foods to purchase.”

For more information, visit [iddba.org/wis.aspx](http://iddba.org/wis.aspx) [1].

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# Are Self-Service Machines More Trouble Than They're Worth?

By Kyle Shamorian, *Stagnito Business Information*

The assumption among many retailers, I'm sure, is that the self-service check-out option accommodates those consumers who have just a few items in their basket and would prefer not to wait in the often longer, cashier-staffed lane.

But although self-service machines are designed to make the grocery check-out experience faster and more convenient, they might just be more trouble than they're worth, according to a new study by Lisle, Ill.-based Glory Global Solutions.

The vast majority of U.S. consumers (88 percent) said they've felt frustrated by supermarkets' self-service technology during one or more trips to the store – 89 percent females vs. 88 percent men – citing a preference for human interaction and a heightened level of customer service.

"Human interaction remains a crucial element of customer service," said Joe Gnorski, VP of marketing and sales operations at Glory Global, reiterating consumers' preference for the one-on-one attention available with a company associate.

Although men and women feel equally frustrated by self-service machines, there exists an attitudinal gap — and somewhat

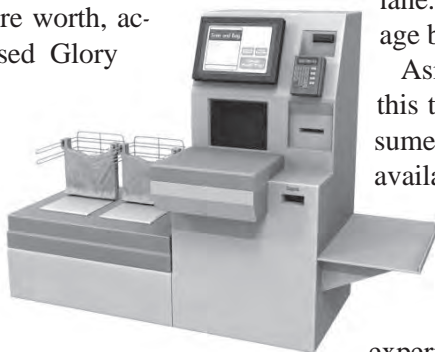
unsurprisingly -- between generations.

Younger consumers (ages 18-34), who are notoriously more comfortable with technology than their older counterparts, are the least frustrated. More than half (56 percent) said they rarely or never feel frustrated by self-service machines, compared with older consumers (55-plus years of age) who find themselves often frustrated and are the least likely to opt for the self-service lane. In fact, some 33 percent of the members in this age bracket claim to have never used one at all.

Aside from the overall negative attitude toward this technology, however, the majority of U.S. consumers are still open to using self-service when it's available (73 percent). "Today's customers demand higher service levels and deeper interaction," added Gnorski, "and as a result, self-service machines need to ensure customers are receiving a more personal and relationship-based experience."

"It's still surprising that despite the proliferation of self-service payment machines across everyday life ... around 90% still feel frustrated by the technology," Gnorski concluded. "Our research makes it clear that ... consumers need more from self-service solutions to really provide a seamless experience that meets their needs."

*Reprint: Progressive Grocers*



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They roast the beans. We order on Monday, they deliver on Tuesday. We grind each batch to order to make a fresh pot of coffee,” said Kerrigan. “It’s more work — it has to be ground at the right setting and consistency is important — but it’s better, it sets us apart.”

Today Jake’s has transitioned all its c-stores to the proprietary coffee program. Customer reaction has been good and educating them on the change contributed to the java’s success. “One customer came in and complained about the change. We gave him a free cup. He tried it and liked it,” shared Kerrigan.

It takes passion to handle the ups and downs of the convenience store business and Kerrigan has that in spades. “I love seeing the same people in and out of the store every day. These are not big box stores. They’re homey and pleasant places to do business. Customers feel it and keep coming back,” Kerrigan said.

#### About the Author

Al Hebert is the Gas Station Gourmet and showcases America’s culinary treasure — gas station cuisine. TV host Hebert shares these stories and on occasion, a recipe or two at GasStationGourmet.com. He is a regular NACS Magazine contributor, bringing foodservice ideas to readers.

*This article was reprinted with permission from NACS: The Association for Convenience & Fuel Retailing. For more information visit [www.nacsonline.com](http://www.nacsonline.com).*



*The Craft Beer: Jake’s Beer Cave has developed a reputation for being the place to go for craft beer. Customers can create their own six-pack with any 12-ounce beer. The “Pick Six Pak” was started seven years ago, long before the tactic became popular across the industry. Many of the stores have more than 200 beers for customers to select. The Lebanon store stocks about 400 types of beer*

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**Grocers Coupon Service** is a member-only service brought to you by NH Grocers Association.

*Members of other state and local grocer/food retail associations are also eligible for this service. Call to find out if your association qualifies.*

**For more information contact Denise at  
[denise@grocers.org](mailto:denise@grocers.org) or 877-669-9333**



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Lepage Bakeries.....(207)783-9161

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## BEVERAGE

A&J Beverage, Inc.....(603)772-4045

Amoskeag Beverage.....(603)622-9033

Bellavance Beverage.....(603)882-9722

Candia Vineyards.....(603)867-9751

*Coca-Cola Companies:*

Seacoast.....(603)926-0404

Bottling Co. of NNE.....(603)627-7871

Lakes Region.....(603)267-8834

Clarke Dist. Keene.....(603)352-0344

Great State Beverage.....(603)627-7677

Hermit Winery.....(603)253-7968

Jewell Town Vineyards.....(603)394-0600

Law Warehouses.....(603)883-5531

MG Coffee Roasters.....(802)281-4151

NH Distributors, Inc.....(603)224-9991

NH Wholesale Beverage.....(603)742-2212

*Pepsi-Cola Companies:*

Pepsi of Manchester.....(603)656-6853

Perfecta Wine Company.....(603)645-1234

Polar Corp.....(800)225-7410

Southern Wine & Spirits.....(603)223-2323

Wine Institute.....(603)580-2490

## BUSINESS BROKER

NH Business Sales.....(603)715-1097

## DAIRY

Garelick Farms.....(800)343-4982

HP Hood.....(800)628-8207

Oakhurst Dairy.....(800)482-0718

Sure Winner Foods.....(207)282-1258

## HEALTH & BEAUTY DISTRIBUTORS

Imperial Distributors.....(508)756-5156

## ICE DISTRIBUTORS

Laconia Ice Company.....(800)244-2143

## INSURANCE, FINANCIAL PLANNING

ABI/Hub International.....(978)661-6998

Benefits Brokerage.....(603)669-9333

CGI Retirement Services.....(603)232-9317

Clark Mortenson.....(603)352-2121

Cove Risk.....(800)790-8877

Cross Insurance.....(603)528-5255

HPM Insurance.....(603)673-1201

Northeast Delta Dental.....(800)537-1715

## MANUFACTURERS

Durkee Mower Inc.....(781)593-8007

## MEATS

North Country Smokehouse.....(603)543-0234

## PAPER

Central Paper Products.....(603)624-4064

## PAYROLL

Checkmate Payroll Services.....(603)225-2004

## PRODUCE

The Fruit Center.....(603)641-0080

## REFRIGERATOR/HEATING

Advanced Refrigeration.....(603)623-4499

Delta Mechanical Corp.....(603)668-6515

## SERVICE & SUPPLIES

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Carriage Trade Services.....(800) 822-0422

Door Control.....(800)258-9742

GS1 Global Public Policy.....(202)625-4634

Heartland Payment Systems.....(800)398-2809

Imagetek Labels.....(802)885-6208

Innovative Payment Solutions.....(207)712-0320

Metromedia Energy.....(508)948-0103

Monsanto Company.....(617)645-3059

NH Lottery.....(603)271-3391

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Public Service of NH.....(866)967-0152

## SNACK FOODS

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Cape Cod Potato Chips.....(781)444-0447

Wise Foods.....(603)624-8340

## Specialty FOODS

Cucina Aurora.....(603)458-6159

Vermont Signature Sauces.....(802)869-5000

## TOBACCO

Altria.....(518)431-8000

RJ Reynolds.....(336)741-5000

## WHOLESALE GROCERS

AG of New England.....(603)223-6710

Bozzuto's.....(203)250-5398

C&S Wholesale.....(978)749-2601

Capital Candy.....(802)476-6689

Pine State Trading.....(207)622-3741

Retailers, if your supplier is not listed here, tell them about the benefits of a NHGA membership. Better yet, let us send them a valuable information packet in your name.



**New Hampshire Grocers Association**

110 Stark Street, Manchester NH 03101

Toll Free: (877)669-9333 ext. 105 or

Email: [kdaigle@grocers.org](mailto:kdaigle@grocers.org)

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