

FRESH VICE PRESIDENT

Susan Mayo
receives Women
Business Award

See story on page 2



Efficient Operations, Smart
Inventory Management
Help Food Retailers
Endure Tough Times

Story on page 2



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SERVING THE FOOD INDUSTRY SINCE 1956

HAPPY NEW YEAR TODAY'S GROCER

COVERING ALABAMA, FLORIDA, GEORGIA, LOUISIANA, MISSISSIPPI, NORTH AND SOUTH CAROLINA



conomy roared back to life in 2003 and so did consumer
ds companies who collectively launched a record num-
products in 2003. All told, packaged goods firms churned
w food, beverage, health & beauty aids, household and
during 2003, according to the Productscan® Online data-
products.

Publix at Grand Boulevard at Sandestin Opens for Business



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BAJA BOB'S® mixes come in several flavors: Original Margarita, Wild Strawberry Margarita, Desert Key Lime Margarita, Lean & Mean Bloody Mary, Crazy Caribe Pina Colada and Loco Lemon Sweet & Sour.

Baja Bob's® Low-Carb Bar Mixes Now in Wide Distribution

Millions of people who have joined the weight-loss low-carbohydrate revolution have reason to celebrate with the announcement that Baja Bob's® Low-Carb Bar Mixes are readily available. With their recent entrée into wide distribution plus their recent agreement with Albertsons and Fred Meyers in the Pacific Northwest, Baja Bob's low-carb bar mixes now offer realistic options to the weight-conscious consumer.

The mixes are designed to be pleasing to the appetite. Unlike most diet drinks, Baja Bob's Low-Carb Mixes taste better than typical bar-mixes, many of which contain over 30-grams of sugar. Baja Bob's mixes are made with fresh ingredients and Splenda (an alternative sweetener made from sugar) so there is no "chemical" after-taste. These low-carb, sugar-free mixes aid those who are staying clear of sugar for health reasons or for those who are watching their waistline.

"We set out to give consumers who saw the benefits of low-carb eating and drinking an option that was both healthy and palatable," said co-founder, Craig Cook. "Until now, there was no guilt-free way to socialize and partake in mixed cocktails without consuming large quantities of sugar and calories. Now dieters have an option; there is no better substitute for sugared drinks than Baja Bob's brand of drink mixes."