

Sunkist Names New Marketing Head

Sunkist Growers has named Kevin Fiori vice president of sales and marketing. He succeeds Russ Hanlin, who will assume the presidency of the company in November.

Fiori comes from Dole Food Co., where he was senior vice president for agricultural operations for Dole Fresh Vegetables.

"Kevin has extensive sales experience with branded commodity products," says Hanlin. "We could not have found anyone who fit more perfectly into our operations."

College Operators Learn With Simplot

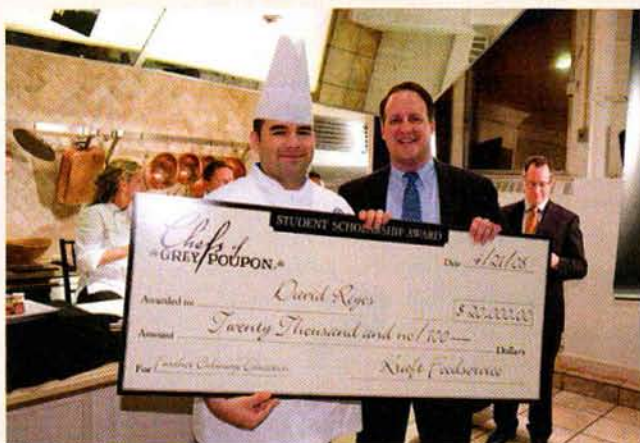
Twenty college and university foodservice operators recently attended a two-day interactive Operator University at the Simplot Technical Center in Caldwell, ID. The operators learned about the latest product innovations from the company, as well as how to use specific products to make the

most of their menus. There were also forums for informal roundtable discussions and networking opportunities with peers.

Guest speakers included Shawn LaPean from the University of California-Berkeley, winner of the 2008 Silver Plate award in the College/University category. The attendees also toured Simplot's Technical Center and Nampa potato processing plant and were treated to meals developed by Simplot Director of Culinary/Executive Chef Mark Hill. The menu items, such as Southwest Tamales and Aztec Shrimp Salad featured Simplot's new line of savory side dishes, UpSides.

Schwan Picks Flack as New CEO

The Schwan Food Co. has named Greg Flack CEO, president and COO. Flack was serving as interim head of the company since the resignation earlier this year of Lenny Pippin. Flack is a 21-year veteran of Schwan's, most recently serving as president of



Kendall College student David Reyes receives the grand prize of a \$20,000 culinary scholarship for winning the 2008 Chefs of Grey Poupon Student Culinary Competition with his recipe for Dijon Surf and Turf in the New World Romesco Sauce. Presenting the award is Kraft Foodservice Category Manager Dave Wilcox. Laura Curtis, a student from the Culinary Institute of America, won the \$5,000 second prize and Johnson & Wales student Elizabeth Bova the \$2,500 third prize. The competition was held at the Chopping Block in Chicago's Merchandise Mart and was hosted by Kraft Foodservice.

the Consumer Brands unit.

"I am very pleased and proud to see Greg being selected to lead The Schwan Food Company," says Chairman Alfred Schwan. "He has shown tremendous passion, strong business acumen

and focused vision in his role as interim leader and has demonstrated the company's culture and values for over 21 years. He has my full support as he leads the company. With Greg, I know the best is yet to come."

Briefs

The USA Rice Federation and its foodservice agency of record, Mariner Marketing Communications, have received a 2008 Corporate Marketing Campaign Award of Excellence from the International Association of Culinary Professionals. The award was for the comprehensive web-centric USA Rice foodservice program "Rethink US Rice: Endless Menu Possibilities."

Butterball LLC has named Richie Jenkins director of foodservice marketing. He most recently served as director of marketing for Townsends Foodservice in Georgetown, DE.

Knouse Foods has chosen Mariner Marketing Communications to manage its new foodservice website and web marketing initiatives. Coffee extracts maker **X Café LLC** has received the 2008 Award for Innovation in Business by the

Smaller Business Association of New England.

The United Fresh Produce Association has named Chef Jonathan Davey of Brigham Young University the winner of its 2008 Produce Excellence in Foodservice Award in the B&I/Colleges category.

Revolution Tea has announced that it will partner with Kraft Foodservice for national distribution in the foodservice channel.

The U.S. EPA and the Dept. of Energy have named **ITW Food Equipment Group of North America** winner of the 2008 Energy Star Partner of the Year award in the Product Manufacturer category

Prepared, value-added frozen seafood marketer **High Liner Foods USA** has named Keith Decker president/COO. He had been president/COO of High Liner's Fishery Products International unit.

The Ethisphere Institute has selected SCA, parent firm of SCA Tissue North America, for inclusion among its 2008 World's Most Ethical Companies list. Some 5,000 companies were considered for the listing by the Institute, a think tank dedicated to the research and promotion of profitable best practices in global governance, business ethics, compliance and corporate responsibility.

Mark Pumphret has been named group vice president of sales for Pitco/MagiKitch'n and Blodgett. He is currently vice president of sales & marketing for Blodgett.

Thirty foodservice management professionals recently attended the NACUFS Leadership Institute sponsored by Tyson Foodservice. Held at the Tyson discovery Center research and development facility in Springdale, AR, the program

focused on helping participants analyze their personal leadership styles, including how to recognize and apply basic leadership principles, demonstrate effective team building and manage group dynamics. Tyson has sponsored the Leadership Institute since it started in 1985.

The School Nutrition Foundation and the **United States Potato Board** have awarded \$2,500 wellness grants to 10 elementary schools. They can be used during the 2008-09 school year for improvements such as incorporating new foodservice equipment for healthful food preparation, purchasing physical activity equipment and developing or executing nutrition or physical activity educational programs.