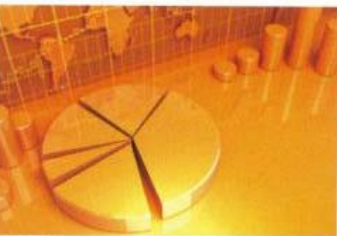


# THE GOURMET RETAILER®

THE LEADING VOICE OF THE GOURMET INDUSTRY

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## OVERCOMING ECONOMIC CHALLENGES



Tips from industry experts on working smarter in today's business climate

## CAPTURING LOYAL CUSTOMERS

BUILD ON WHAT THEY WANT

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## PUMPING UP STAFF TRAINING

PREPARE YOUR STAFF FOR SALES

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## LEARN YOUR I

CHAPTER  
A SOUTH

## CUTTING TOUGH T

SPECIALTY CHEESE

EVERYDAY GOURMET CONSUMERS  
HAVE AN APPETITE

an extract is the quality of the ingredients flavoring the alcohol, and the Nielsen-Massey brand is known for that from their vanilla; these extracts are a natural extension of that brand essence." For more information, contact info@nielsenmassey.com. Suggested retail ranges from \$5.25 to \$9.95 for 2-ounce bottles.

**4. Fagor America New Electric Multi-Cooker**

Packaging .....	8
Label/Graphics .....	7
Potential Turn per Square Foot .....	8
Performance .....	9
Product Visual Appeal .....	9
Functionality of Peripherals (handles, knobs, etc.) .....	9
Ergonomic Intuitiveness of Use .....	9
Value .....	8
Product Appearance .....	7
Place this item in your store? .....	8
Personally buy for home use? .....	9



The new 6-quart Electric Multi-Cooker is a pressure cooker, slow cooker and rice cooker all in one. The 3-in-1 multi-cooker offers maximum convenience of one-pot meals: decreases the amount of time spent doing dishes since there's only one nonstick pot. One of our testers remarked the product was "easy, quick and cleanup really was a breeze. We made the risotto from the enclosed recipes, and it was delicious. I can't wait to try more! Electric really makes sense since it can double as a slow cooker. Additionally, a burner isn't

tied up when you are cooking for a crowd." Another enjoyed the multipurpose functionality of the Multi-Cooker. "So many of these things sit in the closet, cupboard or basement after a few uses. This could be used every day. Do you want it on your countertop? Probably not; Fagor may want to look at a few color scheme choices." Some of the things testers liked most were the removable, washable Teflon cooking pot, as well as the instruction book: "It's good, accurate, helpful with recipes and suggestions. Some of the best recipes I have come out of little add-in books like this." MSRP is \$119.99. For more information, please visit [www.fagoramerica.com](http://www.fagoramerica.com) or call 201-804-3900.

**5. East Shore Skinny Dipping Pretzels**

Taste.....	7
Value .....	8
Packaging .....	6
Salability .....	8
Ingredients .....	8
Nutritive Appeal .....	N/A
Product Appearance .....	9
Place this item in your store? .....	7
Personally buy for home use? .....	7



Our specialty food retailers were very familiar with the East Shore brand. "We have sold East Shore dipping pretzels now for years, and it is our standard pretzel for sampling a variety of dips and sauces in the store. The Skinny Dipping Pretzels is a clever name for a pretzel that has a

slightly improved nutrition label versus their standard seasoned thin pretzels (the name relates to its size rather than its ingredients)." Retail for \$1.85/unit price; \$22.20/case pack. Visit [www.eastshorefoods.com](http://www.eastshorefoods.com) or call 800-236-1069.

**6. Meridian Home Products Patty Maker**

Packaging .....	8
Label/Graphics .....	7
Potential Turn per Square Foot .....	8
Performance .....	10
Product Visual Appeal .....	9
Functionality of Peripherals (handles, knobs, etc.) .....	10
Ergonomic Intuitiveness of Use .....	10
Value .....	8
Product Appearance .....	9
Place this item in your store? .....	8
Personally buy for home use? .....	8

This little sleeper of an item really surprised us! The Patty Maker makes easy work of preparing meat or vegetable patties either for immediate use or frozen in the storage containers for later. Testers gave the product high ratings and were impressed with its versatility. "You don't appreciate this one until you get it out of the box — it is one of the better ones I have seen. The clear plastic sleeve tells you the approximate size of the patty from quarter to half pound; the pieces are good-quality plastic and dishwasher-safe; and it's a good color. It stores in a compact space without losing the

