

# Market of Choice, Good Taste, Good Choice

## OTL Cases at the heart of the bakery line up

Eugene, Oregon; Shopping at Market of Choice isn't just about grabbing a cart and buying groceries. It's about selecting hard-to-find ingredients for a gourmet feast, tasting a newly released wine, sampling artisan cheeses, picking up a freshly prepared gourmet meal, ordering an artfully made dessert and choosing the perfect floral arrangement.

This supermarket chain has the warm feel of a Neighborhood store, yet the selection of the Largest Supermarkets that have everything any shopper might need. Family owned and operated for 32 years, Market of Choice creates a unique environment that fosters exceptional customer service, employee commitment, community involvement, operational performance and financial results.

Customers enjoy a relaxing and enjoyable shopping experience with truly friendly people who care about the communities where they live and work.



Koreia Interior Corner Shown

Market of Choice has stores located in Eugene, Portland, West Linn and Ashland. All stores feature contemporary colors, strong outdoor connections and many choices. In addition to its stores, it also offers full-service catering in the Eugene area, called Market Catering.

As Market of Choice continues to grow, its focus remains on customers. Listening to and providing for its shoppers' needs is the store's strongest commitment. That is why thousands of customers call Market of Choice, "My Market."

[www.marketofchoice.com](http://www.marketofchoice.com)

### Market of Choice award winning:

- A few of the awards are as follows:
- The American Business Awards, Stevie Award: In winning the Stevie for Best Food and Beverage Web site, Market of Choice and CAWOOD were lauded for their business accomplishment. Finalists in the category included Hormel Foods Corporation, ZICO Pure Coconut Water and SeafoodSource. More than 2,600 entries from companies of all sizes and in virtually every industry were submitted for consideration.
- APEX, Grand Award: This international competition recognizes outstanding publications from newsletters and magazines to annual reports, brochures and Web sites. The entries are largely based on content and site navigation. Announced in June, the Grand Award is APEX's top honor. More than 3,785 entries were received and 100 Grand Awards were given.
- APEX had this to say: "A spectacular visual treat. Who knew food could be so appealing. Top-notch site navigation

# Paris Casino in Las Vegas



Koreia shown in line up with chocolate and gelato

## March 12, 2011 Sugar Factory American Brasserie & Bar

The Sugar Factory is a sweet-lovers' dream filled with delectable treats, scrumptious chocolates, and an incredible array of selections. Decadent gifts and specialty confections, they are all there to satisfy your greatest cravings.

Besides offering great Gelato, Sorbet and Ice cream, this restaurant offers a wide array of familiar favorites such as fluffy omelets, fresh garden salads, chicken and waffles, and our Black Angus steak frites. Specialty items including Red Velvet Buttermilk Pancakes, fresh made sweet and savory crepes, signature sweet pizzas, frozen hot chocolate and chocolate fondues.

The Sugar Factory also offers special event packages. Celebrate holidays, birthdays, private events, Sweet Sixteens and Quinceaneras in a unique atmosphere. Visit their official web site @ [www.sugarfactory.com](http://www.sugarfactory.com).

# Pozzetti – Traditional Italian Ice Cream

## The New "Pozzetti":

Clabo has engineered and patented a new state of the art Pozzetti case, keeping alive the old Italian ice cream tradition, however with a new and modern look. This new case will debut at Chicago NRA show this May of 2011 and no doubt it will be a great hit. The windows combined with modern LED lighting and a tilted tub makes it one of a kind. Production to begin late spring of this year...



COME SEE IT IN CHICAGO @ THE McCORMICK PLACE  
NRA SHOW MAY 22-24, 2011

# In The News: LED Lighting – Now Available on most OTL cases\*



## Dimmable LED Tape comes in sealed thermoplastic enclosure

**W.A.C. Lighting Company**  
Garden City, NY

**Mar 25, 2011** Compatible with Electronic Low Voltage (ELV) dimmer, INVISILED® Pro provides task lighting for cove or under cabinet applications in new construction and retrofit projects. It delivers 200 lm/ft output with consistent illumination and color control. Field-cutable for custom lengths, tape measures less than 1/8 in. tall and 7/16 in. wide and comes in 2 in. sections as well as 1 and 5 ft sections. Linear runs can be installed at lengths up to 40 ft with 100 W power supply.

\* Dimmable version not yet available on OTL cases

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**In The News:**



## **Danfoss Shows Cut Backs on Energy and Carbon Footprint at Euroshop March 2011**

The Danfoss focus at this year's Global Euroshop exhibition was to show the ways Danfoss supports customers with energy savings in Supermarkets and Convenience stores. Another focus was to show why CO<sub>2</sub> as refrigerant is a sound choice and why.

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