

Megaplex's sweet taste in Salt Lake City... Coming to a theater near you



Bon Bon Desserts at the Megaplex

Salt Lake City, Utah; July 30, 2011, it's no surprise that the Megaplex Theatre at Jordan Commons sold more tickets to "Harry Potter and the Deathly Hallows: Part 2" than any of the other 4,375 theaters showing the film throughout the country.

According to the Los Angeles Times, the Sandy theater had \$360,400 in ticket sales, beating theaters in New York and San Francisco for the top spot. No doubt that the movie was excellent and the stars performed well, but it is Megaplex's ambient that has likely made the difference.

With multiple food amenities available, especially the Gelato and Ice Cream in these summer months, the Utahans made their mark and showed their love for not just Harry Potter but for the Megaplex experience. With 6 current locations and a new one under construction, this movie chain is on the rise.

23 IMAX screens will be featured in the new location, along with auditoriums capable of showing 3-D and Extreme Digital projection, offering what is now the highest quality movie presentation.

According to Blake Andersen, senior vice president and general manager of Megaplex Theatres "No other theatre is offering the selection and variety of gourmet desserts with the elegance, style and flair of Bon Bon Desserts" "Our guests love the made-from-scratch Bon Bon Desserts varieties of sweet and savory crepes and later followed with gelato, sorbet and ice cream.

"Since Megaplex Theatres is such a popular date night location and gathering place for friends, Bon Bon Desserts is the perfect way to top off a night out at the movies," said Andersen. "With 23 new screens currently under construction in Utah, we are looking forward to offering even more guests the amazing treats available at Bon Bon Desserts." Bon Bon Desserts is the brainchild of Maxim Morozov. "It is extremely satisfying to hear the positive reactions from guests as they try one of our desserts for the first time," said Morozov. "Since I personally create most of the gelato, sorbet, and ice cream served at Bon Bon, I enjoy knowing that I have helped to create a product that people love and a business that makes people happy." Bon Bon Desserts Inc. has all the traditional selections like French Vanilla, Chocolate, and Mint Chip, Bon Bon Desserts offers more than two dozen specialty flavors, including Chocolate Hazelnut gelato, Butter Pecan ice cream, and a fat free Pomegranate/Blueberry Sorbet. Maxim indicates that the Premium ingredients are imported from Europe to help satisfy the most sophisticated tastes. www.megaplextheatres.com



Careful when you drive... The Forklift

July 25, 2011

Years of Love and Care, and More Than \$1 Million Worth of Fine Wine, Go Down the Drain

It was the crash heard around the world after a forklift malfunction caused the fall of 462 cases of Mollydooker's Velvet Glove Shiraz just as it was being loaded for export to the U.S. Four hundred and sixty two cases of the 2010 Mollydooker Velvet Glove Shiraz won't be arriving in the United States this fall after a forklift suffered a malfunction that caused a container holding one third of the winemaker's annual production to crash to the ground, shattering bottles, crushing cartons, and leaving the container floor awash in premium red, red wine.

Back at the McLaren Vale winery, owners Sarah and Sparky Marquis received a call letting them know that the container of Velvet Glove had been dropped as a forklift attempted to load it onto a truck. The malfunction was caused when a twist lock on the forklift broke, one end of the container broke free, the container tipped and then slid inexorably and inevitably to the ground, crushing, crumpling and compacting the cartons of wine.

"It was the call no winemaker ever wants to receive," said Sparky Marquis. "This wine is our pride and joy, we think it is the best we have ever made, and to see it accidentally destroyed and not consumed, has left us all a bit numb. But luckily we still have two thirds of our production left so we still have plenty to share with our friends."

At \$185 per bottle, Velvet Glove is Mollydooker Winery's top premium wine, and was being shipped to the USA ready for the release of the 2010 wines on September 15 (known by friends and fans as International Mollydooker Day). Still suffering shock, the Marquises and insurance assessors are now checking each bottle by hand to determine if any of the \$1.025 million shipment can be salvaged.

Sarah and Sparky don't make Velvet Glove every year. Parcels of wine have to achieve a rare 95%+ Marquis Fruit Weight before being eligible for inclusion. Mollydooker's 3 previous Velvet Glove bottlings have received 99, 98 and 97+ scores from The Wine Advocate, and have all been rated 'Classic' by Wine Spectator, making it one of Australia's highest rated wines.

About Velvet Glove Shiraz:

The 2010 Velvet Glove Shiraz grapes were grown on the Gateway vineyard in McLaren Vale. Dark black violet in color, this wine has an intensely spiced nose with fruit aromas of fresh raspberry, plum and blueberry with an edge of tar, mocha and blackberry jam extending the complexity. The palate shows amazing purity of fruit with delicate flavors, fine oak tannins and creamy oak. To honor the beauty and individuality of Velvet Glove Shiraz, Mollydooker wines seal it in a unique bottle, apply a real velvet label printed in silver foil, and then place the bottle in either a velvet bag or handmade gift boxes to provide a joyful experience for the consumer from beginning to end.

About Mollydooker Wines:

Sarah & Sparky Marquis, owners of Mollydooker Wines, are some of the most decorated winemakers in the world, having received more 94-99 point scores in the last 10 years from Robert Parker's The Wine Advocate than any other winemakers in the world, including five 99-point scores. Four of Mollydooker's wines have been chosen in the Wine Spectator's "Top 100" and their Carnival of Love Shiraz has made the "Top 10" list two years in a row. Sarah and Sparky have been named "Australian Winemakers of the Year," have been chosen by Robert Parker among the "Top Wine Personalities in the World," and have been crowned "McLaren Vale's Bushing King and Queen" a record three times. Mollydooker's winery is located on 116 acres of prime McLaren Vale vineyards, about 45 minutes outside Adelaide.





Carrier and Watsco to Expand Distribution Joint Venture Into Mexico

FARMINGTON, Conn. — Carrier Corp. announced that a definitive agreement has been executed to add Carrier's HVAC distribution operations in Mexico to its existing distribution joint venture with Watsco Inc. Watsco owns 60 percent of the joint venture and Carrier 40 percent.

Carrier and Watsco have existing distribution joint venture entities operating generally as Carrier Enterprise, in the United States and selected territories in the Caribbean and Latin America. The HVAC distribution operations in Mexico will add revenues of approximately \$80 million, with 90 employees and six locations.

"Performance by Carrier Enterprise has exceeded our expectations with sales growth outpacing the industry," said Geraud Darnis, president of Carrier Corp. "The expansion into Mexico will build on this success to further grow share and profitability while delivering exceptional customer service."

Albert Nahmad, Watsco's chairman and chief executive officer, said, "We are most pleased to expand our joint venture with Carrier to this most important market in North America. With a population of over 112 million and the 11th largest economy in the world, the addition of Mexico represents a substantial and important growth opportunity for us. The strong brand equity of Carrier in Mexico and the seasoned leadership team already in place, coupled with our commitment to increase the market footprint and add additional non-equipment products will expand the market share and lead to substantial growth."

The transaction is expected to close on July 29, 2011.

For more information about Carrier, visit www.carrier.com. For more information about Watsco, visit www.watsco.com.

Target pilots greener refrigeration cases

by Martin Moylan, Minnesota Public Radio

July 27, 2011

St. Paul, Minn. — Target is testing some refrigeration cases in a few of its retail stores, which are designed to be environmentally friendly.

The cases are being tested at 11 Target stores, including one in Hudson, Wisconsin. If the refrigeration cases perform well environmentally and commercially, they could be installed in Target stores being remodeled to offer more refrigerated and frozen groceries.

"It's a greener, a healthier technology," said Target spokeswoman Jenna Reck. "There is some energy efficiency that's included within that. But it's mostly about using these refrigerants that are better for the environment."

The test coincides with Target joining the Environmental Protection Agency's GreenChill program, which helps food retailers reduce refrigerant emissions.



Wal-Mart Employs Lighting Controls in Refrigerated Cases

by Matthew Traum

July 28, 2011

The first time I walked through, I thought the new Wal-Mart in Highland Village, TX was haunted. Like most Wal-Marts, this monster store never closes, and I take advantage of all-the-time access to complete my shopping very late at night when the store is almost totally devoid of other customers to slow me down.

I was wondering down the deserted frozen food aisle when something unexpected occurred. As I walked past the frozen waffles, the cooler case spontaneously changed from a darkened state to a lighted state

At first I thought a playful poltergeist (or a bored store clerk) was tricking me because a moment later, the lights in the case shut off again. Just then, I noticed the motion sensor above the case.

A few experiments proved I had not encountered a lingering spirit. Instead, Wal-Mart had installed controls on their refrigerated spaces to assure the lights only turn on when a consumer is peering into the case.

Lighting in refrigerated cases is particularly problematic for energy conservation. Supermarkets know that well-illuminated products outsell poorly lit products. Unfortunately, cold cases naturally reflect outside light, making the food inside appear dark and unappealing. Thus, fluorescent bulbs are placed inside refrigerated spaces to provide proper product lighting. However, these bulbs are usually always on, and the energy they dissipate as heat must be lifted out of the refrigerated space. Hence, these cases normally present a double energy penalty. First, extra lighting must be used to showcase the enclosed product. Plus, extra energy must be expended to remove heat generated by that light source out of the cold space.

Keeping the lights in refrigerated cases off until a customer is in close enough proximity to see the products inside is a simple, elegant, and clever adaptation of lighting controls to mitigate unnecessary energy guzzling. Clearly, Wal-Mart understands energy efficiency. I, of course, spent the next 30 minutes running up and down the refrigerated food aisles, creating a “wave” of light akin to a baseball game. The motion sensors turned the lights in those colds cases on and off as I whizzed past with my shopping cart.



33300 Central Avenue | Union City, CA 94587