

H.E.B is talking 'Gelato'

A 329 location supermarket chain debut Italian ice cream

Austin, Texas November 1, 2011; The story of H-E-B begins more than 100 years ago in a small, family-owned store in Texas. H-E-B began with one store in 1905 nestled in Kerrville, in the heart of the Texas Hill Country. They have always believed in the value of hard work and the importance of taking care of people. And they have always dreamed big. 'We hire great people' that's H-E-B first slogan, they also offer Customers the best service and sell only the freshest, safest products. Moreover, they always look for great products for

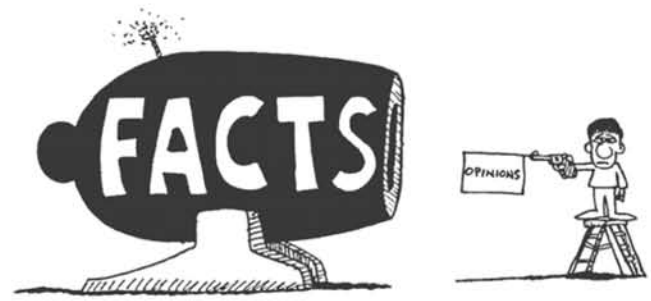
today and tomorrow, and make sure to give Customers low prices with the best value. Their commitment to excellence has made them one of the nation's largest independently owned food retailers. Yet their success hasn't changed the commitment to exceptional service, low prices, and friendly shopping. They partner with suppliers who understand the unique needs of H-E-B customers and have creative ideas on how to serve them. Those partnerships enable them to stay competitive and better serve their communities. Increasing diversity among suppliers benefits their marketing and merchandising strategies and encourages everyone's participation.



Today H-E-B serves families all over Texas and Mexico in 155 communities, with more than 329 stores and 76,000 employees. Clabo North America has partnered with Southern Store Fixtures a first class supermarket equipment manufacturer to supply H-E-B with the newest Ventura models. For more info on this outstanding factory, please visit www.southernstorefixtures.com

Just the Facts please

What you need to know about Ice cream.



Overview

About 1.62 billion gallons of ice cream, including both hard and soft-serve, was produced in 2010, a decrease of 1.2 percent over 2008. Representing approximately 26.2 percent of the entire frozen dairy product market, low-fat and nonfat ice cream production decreased by 0.2 percent in 2009.

Based on ice cream consumption figures, the top five individual flavors in terms of share of segment in the United States are: vanilla (27.8%), chocolate (14.3%), strawberry (3.3%), chocolate chip (3.3%) and butter pecan (2.8%). Source: The NPD Group's National Eating Trends In-Home Database

Ice cream and related frozen desserts are consumed by more than 90 percent of households in the United States.

Source: Mintel

Production

Production of the largest category, regular ice cream (60.5 percent), decreased by 1.1 percent in 2009. Production of water ice and "other frozen dairy products," (which includes products such as sorbet), were the only categories that showed growth according to Department of Agriculture statistics; water ice increased by 0.8 percent and other frozen dairy products increased by 2.8 percent over 2008. Together, they represent about 5 percent of frozen dairy products. California continued to lead the United States in output of frozen dairy desserts in 2009, at over 169 million gallons, or approximately 11.1 percent of the U.S. total, an increase of 1.1 percent over 2008.



Frozen dairy production follows a clear seasonal pattern. Summer is the unchallenged season for eating ice cream and other related products. Production kicks up in March and April to fill retail and foodservice pipelines in the late spring and early summer. June is the highest production month of the year, but production remains strong through August to satisfy summer demand. Production declines through the end of the year.

Sales

Frozen dessert consumption declined slightly in 2009, with total per capita sales decreasing by 1.0 percent to 19.1 quarts in 2009. More than 90 percent of American households purchase ice cream, so manufacturers closely monitor and react to changes in consumer preferences in order to keep and grow their shares in this relatively mature market.

The frozen dessert market is predominantly one of ice cream, comprising approximately 86.7 percent of total volume; the rest of the category includes frozen yogurt, water ices and sherbet. USDA divides ice cream into two categories: "regular" and "low-fat/nonfat"; as well as by hard and soft varieties. Regular ice cream represents 60.5 percent of the total hard and soft ice cream market, about 12 quarts per capita. Low-fat and nonfat ice cream represents 26.2 percent of the total hard and soft ice cream market, about 5.2 quarts per capita in 2009.

With almost 27.8 percent of the market, vanilla remains the most popular flavor of ice cream eaten at home according to a database of in-home eating trends. However, chocolate is growing in popularity, moving from 10.4 percent in popularity in 2008 to 14.3 percent in 2009.

Novelties

Novelties are separately packaged single servings of a frozen dessert - such as ice cream sandwiches, fudge sticks, fruit and juice bars - that may or may not contain dairy ingredients.

Vending machine sales of frozen novelties in 2009 totaled \$886 million Source: Vending Times, Census of the Industry 2009

International Review

Total U.S. exports of ice cream reached more than 59,500 metric tons in 2009 - worth about \$63 million. Source: USDA/Foreign Agricultural Service

In 2009, Mexico was the single largest market for U.S. frozen dessert exports, with an estimated value of \$25.8 million. Canada was the number two destination for U.S. frozen dessert exports, valued at \$7.4 million. The Bahamas (\$2.4 million), Trinidad and Tobago (\$1.8 million) and Jamaica (\$1.6 million) are third, fourth and fifth respectively. Source: USDA/ Foreign Agricultural Service

Contractor Reduces Setup Time With Electronic Controller



Setting up a refrigeration condensing unit for a refrigeration system can present a challenge in foodservice applications. Technicians can spend 25 minutes or more to properly adjust a mechanical low pressure control on a refrigeration condensing unit. These coarse adjustments tend to drift over time, requiring return service calls.

Mechanical low pressure controls require:

- Hooking up a gauge set;
- Reading system pressure;
- Adjusting the mechanical pressure control with a wrench or screwdriver;
- Allowing system pressure to settle;
- Reading the system pressure again;
- Making any needed final adjustment(s) to the mechanical pressure control; and
- Removing the gauge set.

Contractors asked for a control they could set up more quickly that would not drift. Solution The Electronic Unit Controller (Figure 2) from Emerson Climate Technologies is now standard on many refrigeration condensing units. The controller reduces setup time and is designed to remain accurate over the life of the product. In addition, contractors can utilize the built-in diagnostics to more quickly troubleshoot any field issues.

“The Electronic Unit Controller from Emerson was easy to install and set. Our technician was very impressed by the accuracy of the pressure readings compared to his service gauges,” said Dan Whitten, Rosetown Central Refrigeration & Air Conditioning Ltd., Brampton, Ontario.

Emerson noted that overall benefits of the controller are:

- Setup time reduced from 25 minutes to one minute.
- Setpoint accuracy of 1.5 percent over the life of the product.
- Multi-refrigerant approval in one condensing unit.
- Built-in troubleshooting diagnostics.
- Added system safeguards.
- No cap tubes to break.

For more information on the Electronic Unit Controller, visit emersonclimate.com/electronicunitcontroller.

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