

celebrating local products and discovering local legends

ISSUE 2, VOLUME 1
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Hannaford Close to Home

eating fresh & local

is easy when you keep it
Close to Home at Hannaford

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A lot of companies talk about their commitment to local communities and how much they value area businesses. At Hannaford, it's more than talk - We prove it every day. In our stores you'll find produce and many great products that come from neighborhood farms and businesses. We call this staying Close to Home - and it's something we care deeply about. Not only does it help us discover and share great local legends, it lets us do our part to reduce our carbon footprint. By sourcing more local products, we reduce our emissions and contribute to a better planet. When you shop Close to Home, you support local businesses and reduce your impact on the environment, too.

This year, Hannaford has made two exciting new commitments to keeping things local and protecting our environment. First, we'll have a local sourcing specialist who will focus full-time on continuing to build more relationships with local farmers and producers. And second, we will open our first store to qualify for LEED platinum certification in Augusta, Maine. We look forward to sharing more news with you in the future as we continue to focus on local and environmental issues. ■

RON HODGE
President & CEO
Hannaford Bros. Co.



local products featured on the cover:
Pineland Farms Cheese (ME), Borealis Bread (ME), Scallops from Bristol Seafood (ME), Asparagus from Smiarowski Farm (MA), North Country Applewood-Smoked Bacon (NH), Saranac Root Beer & Beer (NY), Vermont Smoke & Cure Hamsteaks (VT)

Help us stay close to home.

We want to know what you think about our Close to Home program. Send us an e-mail at cth@hannaford.com or write us a note and mail it to:

Close to Home Feedback
Hannaford Supermarkets
PO Box 1000
Scarborough, ME 04074



This newsletter is printed with soy ink.

Catching up with a loyal customer & a trusted supplier

What we're hearing...

a chat with Mrs. Budd's

Delicious, fresh-made chicken potpies that our customers love is the best reason for working with **Mrs. Budd's of Manchester, New Hampshire**. Of course, there are other reasons, notes Peter Forester, Hannaford's Category Manager. "The quality is there, and they offer great prices for our customers... they're nimble and can help us change to meet our customer needs more quickly. Being a Close to Home vendor means we can have a close relationship with them that really works." And Lou Sprecher of Mrs. Budd's agrees. "The fact that Hannaford focuses on local suppliers is huge. Not very many large companies reach out to companies like ours. We need to remind people (the big chains) that we are a small supplier. So it is a nice thing to have a chain come to us and say, 'We'd like to have you here because we celebrate local businesses.'" ■



Karen Bremer, Clinton, NY

a Close to Home interviewer gets a customer's point of view

CTH: Is it important to you that your supermarket supports local farmers and suppliers?

KB: Absolutely, because it supports the community and local growers. That's why I like shopping at Hannaford.

CTH: What kinds of things are you most likely to buy if they are sourced locally?

KB: Everything, but I always support the local farmers by buying their produce.

CTH: Obviously these are difficult economic times. Does Hannaford's commitment to the local community, its workers, farmers and producers influence your decision to shop there?

KB: I'm happy I shop there because they are very supportive of the community. They listen to the people and answer questions. They really care about their customers.

CTH: Now's your time to shine. Is there anything else you'd like to add?

KB: I just love my Hannaford...

CTH: Thanks, Karen, we think you're pretty special, too. ■

Ron, Budd Foods Inc.



eating fresh & local is easy

when you keep it Close to Home at Hannaford



Chris, Vermont Smoke & Cure

"It's coming up on three years now that we've worked with Hannaford, and people in the stores are really rooting for the local producers."

Keeping it local is a great way to enjoy summer. Make a fresh salad with Close to Home produce, put together a quick picnic of sandwiches with local breads, meats and cheeses - wash it down with cold soda or ale from an area brewer and you're getting a taste of the best foods you can find.

No matter where you are in Maine, New Hampshire, Massachusetts, Vermont and New York, you can shop Close to Home at Hannaford. Here are just a few examples of what you'll find from the neighborhoods we serve:

Choose local cheese. **Pineland Farms Creamery of New Gloucester, Maine**, has been a favorite of ours because their cheeses are all natural and made



Kevin, Pineland Farms Cheese

from their own cows' milk. "We crafted our first batch of award-winning cheeses back in 2006, and Hannaford has supported us from the very start," said Pattie McGuiness of the Creamery. We think their cheeses are some of the best around and hope you do, too.

"We crafted our first batch of award-winning cheeses back in 2006 & Hannaford has supported us from the very start."

North Country Smokehouse, Claremont, New Hampshire

"North Country Smokehouse is a third-generation family business. They really are committed to quality and are very easy to work with," said Peter Forester, Hannaford's Category Manager. At select Hannaford stores, you'll find their maple bacon that's cured with maple syrup that's also sourced from local producers.

"We know that Hannaford appreciates the fact that we're artists who are in this for the love of making our products," said Mike Satzow, North Country's President.

But it's not just local bacon in our stores, we source meats from many area producers. **Vermont Smoke and Cure** is one of our favorite places for ham.

"We're a small family business that's been around for 35 years, and we're growing," said Chris Bailey when talking about his company in South Barre, Vermont. "It's coming up on three years now that we've worked with Hannaford, and people in the stores are really rooting for the local producers."

Of course, fresh produce is a sure sign of summer, and Hannaford is proud to feature hundreds of vegetables and fruits from New England and New York growers. Picked in the morning, it's in our stores before noon. In Massachusetts, customers find **Smiarowski Farm of Sunderland's** produce in their stores. "Hannaford understands that their customers expect a fresh product, and we've been able to meet their quality demands. And when they support

"Hannaford understands that their customers expect a fresh product, and we've been able to meet their quality demands. And when they support a Close to Home farmer, they're supporting the local community as well."



Rocky, FX Matt Brewing Co.

Fred Matt, FX Matt Brewing Co.

a Close to Home farmer, they're supporting the local community as well," noted Dan Smiarowski, a third generation owner of the farm.

And what could be better on a warm summer day than a cold, locally brewed root beer or pale ale to wash down your meal? We can't think of a thing, and neither can **FX Matt Brewing Co.** These Utica, New York-based craft brewers supply us with Saranac pale ale and Saranac craft-brewed root beer. Founded in 1888, this family-run company is a great fit for Hannaford because, like us, they really care about their products and their customers.

So when you get right down to it, eating fresh and local is easy when you keep it Close to Home at Hannaford. Enjoy your summer. ■

Massachusetts Spinach Salad with Blue Cheese, Shrimp & Maple Vinaigrette

- 2 Tbsp. white wine vinegar
- 1 Tbsp. minced shallot
- 1 tsp. Dijon mustard
- 1 tsp. coarse salt
- 2 Tbsp. **Blue Heron Maple Syrup**
- 6 Tbsp. olive oil
- 1 container (7-ounces) baby spinach
- 4 oz. **Great Hill Blue Cheese**, crumbled
- 1 Granny Smith apple, cored, thinly sliced
- 1 cup walnuts, toasted
- 1 box frozen Taste of Inspirations Bacon-Wrapped Shrimp, cooked
- 1 1/2 cups **Stacy's Pita Chips** (Simply Naked flavor)

Combine vinegar, shallots, mustard, salt and maple syrup in small bowl. While whisking, slowly add olive oil until mixture is emulsified. Toss spinach, blue cheese, apples and walnuts in large salad bowl. Add 1/4 cup dressing. Toss gently. Divide salad among 6 serving plates. Top each plate with 4 bacon-wrapped shrimp and pita chips. Serve with remaining maple vinaigrette.



some of our favorite fresh local recipes

Special recipes made with Close to Home ingredients proudly carried by Hannaford Supermarkets*

New York

Open-Face Ham, Cheddar & Apple Sandwich

6 slices **Rockhill Bakehouse**

Artisan Bread

- 2 Tbsp. olive oil
- 2 Tbsp. Dijon mustard
- 4 Tbsp. Taste of Inspirations Cranberry Apple Chutney
- 1 large New York State apple (Cortland), quartered, thinly sliced
- 1 1/4 lbs. **Shalen's Smokehouse Deli Ham**, thinly sliced
- 12 oz. **Yancey's Fancy XXX-tra Sharp Cheddar Cheese**, sliced
- 1/4 cup chopped fresh chives

Preheat broiler to high heat. Brush one side of each slice of bread with olive oil. Place oil side up on baking sheet. Broil, watching carefully, until bread begins to brown around edges, about 1-2 minutes. Turn bread over and spread mustard and chutney on un-toasted side of each slice. Top with ham, apple slices and cheese. Broil until cheese melts and begins to brown in spots, about 2-3 minutes. Sprinkle with chives and serve warm.



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Vermont

Smoked Ham & Cheddar Cheese Breakfast Strata

- 8 large eggs
- 4 cups whole milk
- 1 1/2 tsp. dry mustard
- 1 tsp. salt
- 1/4 tsp. freshly ground pepper
- 8 slices white bread, crusts removed, cut into 1-inch pieces
- 1/2 medium red bell pepper, seeded, diced
- 1/2 **Vermont Smoke & Cure Ham Steak**, diced
- 2 cups grated **Cabot Sharp White Cheddar**, divided
- 2 Tbsp. butter
- 1 cup **Hannaford Corn Flakes** cereal

Butter a 13 x 9-inch glass baking dish. Beat eggs, milk, mustard, salt and pepper in large bowl. Spread bread, red pepper, ham and 1 1/2 cups cheese (reserve remaining 1/2 cup cheese for top) in baking dish. Pour egg mixture over bread. Cover and refrigerate overnight. Preheat oven to 375°. Bake strata uncovered until just set in center, about 50 minutes. Meanwhile, melt butter, pour over corn cereal in small bowl. Toss to coat. Sprinkle remaining 1/2 cup cheese and corn flakes over top and bake until cheese melts, about 5 minutes more. Let stand 10 minutes and serve.



New Hampshire

Rotini with Applewood Bacon, White Beans and Puttanesca Sauce

- 6 slices **North Country Applewood-Smoked Bacon**, cut into 1/2-inch pieces
- 1 Tbsp. olive oil
- 1 small onion, diced
- 1 tsp. chopped garlic
- 1 can (14.5-ounce) small white beans, rinsed, drained
- 1 jar **Vito Marcello's Puttanesca or Marinara Sauce**
- 12 oz. rotini pasta, cooked
- 1 cup grated Parmesan cheese

Sauté applewood-smoked bacon in large pot over medium-high heat until bacon is crisp, about 5 minutes. Remove bacon from pan with slotted spoon and set aside. Pour off all but 1 Tbsp. fat in pan. Add oil to drippings in pan. Add onion and cook, stirring until onions are soft, about 8 minutes. Add garlic and white beans to pan. Reduce heat and cook, 1 minute. Add Vito Marcello's pasta sauce and simmer to blend flavors, 15 minutes. Mix in cooked pasta and 1/2 cup Parmesan cheese. Simmer 1 minute. Transfer pasta to serving bowl. Sprinkle bacon over top and serve with remaining Parmesan cheese.

* please note: not all products sold in all Hannaford locations

Hannaford. close to home