



Go to www.acmestores.com to read the e-BREEZE online!
Associates can read the e-BREEZE on the Acme Fresh Market web portal!

Holiday 2020 Observations



NICK ALBRECHT
President

Happy Holidays Acme Associates,

Thank you. You are doing a great job operating our stores in a clean, neat, and safe manner for you and your fellow associates and for our customers. Keep up the great work!

We have faced so many new and unexpected challenges in 2020 and I am proud of our Acme team and how we have risen to meet those challenges; however, in early 2021 these same challenges will persist. We will need to continue to social distance at work, wear masks, limit our social interactions with friends and family, and take care of our personal health as our country and our world deals with the vaccination process.

We will welcome 2021 and the Hope that 2021 will hold with open arms and we will leave behind this unusual year of 2020 but, until then, I have a thought for you and yours. As the famous singer and actress Judy Garland first introduced to us in song, **"Have yourself a merry little Christmas!"** Please give it a listen and let me know what you think!

It is a different holiday season this year and it should be. Traditions we all followed like large family gatherings, visiting multiple homes on Christmas day for presents and food, and hosting friends and family from out of town will not be the norm this year. That is okay! You and your immediate family can still find joy in your very own "merry little Christmas" or holiday celebration and, while it will be different, I promise, it will be very memorable.

Even though these times are different, you can still feel that familiar holiday excitement in our Acme stores! Wine displays, the biggest of the year, fill "hot-spots" in the front of our stores with our 90+ wine campaign! Giant fudge displays tower in our bakeries- what a great stocking stuffer idea! General Merchandise- toys, gifts, boardgames, add color and style to our lobbies! It is so refreshing and fun to see the new, fun, "in-out" general merchandise and the great merchandising out there. I am eyeballing the Invigorate Neck Massage Pillow myself!!! Hartzler Egg Nog in the dairy department...add a pinch of nutmeg! What will be the centerpiece of the meal this year given a smaller family gathering? An expertly cut to your specifications Rib-Roast, a Turkey Breast (good luck!), or a new "experimental" red-pasta dish you finally can test on your closest family before rolling out to the whole clan next year...And you cannot forget my favorite, in the lead deli endcap, sauerkraut balls!

The familiar holiday feeling is still out there, ready for us all to enjoy! My wish to all of you, on behalf of Acme's Executive Officers, is to have yourself a very "Merry Little Christmas now"...and a very Happy NEW YEAR!

Nick

Do I Sound Like a Broken Record? I Hope So!

LAURA DARROW
DIRECTOR – HUMAN RESOURCES

By now, I hope each of you can predict what I am going to say in my article...

- Wear a mask!
- Social Distance – keep at least 6 feet between yourself and others!
- Wash your hands!
- Stay Home if you don't feel well!
- Stay home if you know you've been exposed to someone that has Covid-19!

**SIX FEET
for Safety!**

That's 6 Footlong Subs!

I hope you are hearing these messages from your store management team, from me, from the news. These new habits are such a big change from "the old" way of interacting with our customers, family and friends that it takes frequent reminders to stay on track. It is so important that we all work together to keep our fellow Acme associates, family and friends safe and healthy by following these Center for Disease Control (CDC) guidelines.

The holidays are here, which brings a few new CDC recommendations for interactions during this season. CDC recommends that all of us avoid crowds of greater than 10 people and avoid indoor spaces when meeting with people outside of our "bubble." Please follow these recommendations - I want to keep you healthy, and able to work (not quarantined due to exposure!)

Can you still have fun this Holiday Season? Yes! This is the perfect time to find activities for your "bubble" – the limited people that are in your household or daily life. Check out internet recommendations for drive through light shows, try new baking recipes, binge your favorite holiday shows, or dust off your board games. Have you seen the Sparkling Cranberry Christmas Cake recipe on acmestores.com... now there's a delicious-looking project!

Wear a mask! Maintain a social distance! Wash your hands! Stay home if you don't feel well or if you've been exposed to Covid-19... and have a Happy Holiday Season and a Happy New Year!

Create & Satisfy Need with Unique Holiday Items!

MIKE HARGET
DIRECTOR – OPERATIONS

The holiday season is upon us, and now more than ever we must work harder to satisfy the needs of the consumer. Shopping lists become more complex this time of year, as customers try to make that old family recipe that require

that one special ingredient only used during this time of year. Some holiday items that come to mind are baking ingredients like pure vanilla, sugars, and almond paste. Each of these items increase up to triple the amount we sell in a normal month.

Other items like dried beef, beef consommé, water chestnuts and Knorr's vegetable dip all have a huge spike during the holiday season. Did you know last year we sold over 5000 packs of Knorr's vegetable dip in the month of December alone? That's a lot of dip!

Our stores are ready and waiting. Our shelves are being stocked full, truck schedules adjusted for holiday week, all to help our stores maintain in stock position. Whether its that special ingredient to make grandma's famous cookie recipe or just a simple item to complete tonight's family dinner, Acme Fresh Market will always be there to satisfy and create need this holiday season and throughout the year.

Can We Sell 10,000 Chocolate Crème Cake Rolls?



MERANDIA KELLER
CATEGORY MANAGER – BAKERY

Winter is chocolate season! Our Chocolate Crème Cake Roll will be the hot feature for January! Our Chocolate Crème Cake Roll is an upgraded version of everyone's childhood favorite – Swiss Cake Rolls. Remember those? Yum. Acme's Chocolate

Crème Cake Roll is a moist cake with a rich chocolate flavor, filled with vanilla flavored crème filling.

Why am I getting after Acme's Chocolate Crème Cake Roll, besides it being a classic, childhood favorite?

We have the opportunity to knock it out of the park and start the year off with a bang! Just look at what we did with pumpkin roll. By running five big ads at \$5.99 (save \$3.00) and putting these in the lobby, we increased our pumpkin roll sales by \$96,000! I'm looking to do the same thing with our Chocolate Crème Cake Roll! These will be in ad on 12/25, 12/31, 1/14, and 1/21. Our goal is to sell 10,000 Chocolate Crème Cake Roll in the month of January!

Will you be our first sale!?



Acme Fresh Market Meat Department – Best in Town!



MIKE CHEVALIER
CATEGORY MANAGER – MEAT

Acme Fresh Market's Meat Departments are the best in town – the highest quality, the best value, and expert associates. During the holiday season, customers shop our meat departments for the key ingredients for their holiday.

Even with this year being completely different, we will still have the Christmas Favorites, and many new items this year to meet the needs of smaller gatherings – while still offering the same great quality! Acme always offer the highest quality meats - Certified Angus Beef Prime Rib, Acme Gold Standard Spiral Ham, and Cape Covelle Shrimp. Start with the best ingredients, and your holiday meal will taste better!

A big focus this year is smaller meals for smaller holiday gatherings. Acme sells hams in many different sizes for the perfect family gathering. Try a Walnut Creek cottage ham, or a quarter ham sliced for a party of 2-4.

Another focus this year is first time cooks! Bob Evans side dishes are perfect for those that don't normally prepare the holiday meal. They taste homemade and are ready in minutes. Another great option for first time cooks is our Bacon Wrapped Shrimp, Bacon Wrapped Scallops, and Bacon Wrapped Stuffed Shrimp. These appetizers are ready to cook, and they come in smaller packages that are just right for smaller gatherings.

Whatever their holiday plans, our customers... and you too!... can find high quality meats in Acme's Meat Departments!



Only the Best!

KATIE SWARTZ
VP – MARKETING

What's important to customers in November and December that Acme does really well? The marketing department thought hard about that question to figure out what we should talk to our customers

about during these critical holiday months. Our answers: We have the highest quality meat departments, and we have awesome 90+ wines!

Hopefully, you've seen our marketing efforts on meat and 90+ wine! Look around your store – in the wine department, you should see a bunch of purple 90+ signage, calling out to the customer that these bottles of wine are especially well-rated. In the meat department, look up and notice the sign above the service meat counter – Only the Best!

Outside of the store, we have really been pushing the message that Acme's meat departments are THE PLACE for quality meats. A HUGE Thank You to James, our Meat Manager in Montrose, who is driving home this message in TV commercials and print advertising. Customers are also hearing this message on the radio, seeing it online, watching our commercial on social media, and of course, seeing the message in our weekly ad.

Make your holidays a bit easier. Start with the best ingredients from Acme's meat department, and your food will taste better!



Only the BEST The Quality I Want for My Family... and I'm Pleased to Share it With Yours!

– James,  Meat Manager for Over 20 Years



Easy Carve Pepper & Herb-Crusted **PRIME RIB**

INGREDIENTS

- 1 (7-8 pound) Certified Angus Beef® bone-in ribeye roast
- 2 tablespoons coarse cracked black pepper
- 2 tablespoons coarse kosher salt
- 1 tablespoon granulated garlic
- 1 teaspoon dry rosemary
- 1 teaspoon dry oregano
- 1 teaspoon dry thyme leaves

INSTRUCTIONS

1. With a boning knife, carefully cut rack of ribs as one slab away from roast and tie back on with butcher's twine between each bone. (If possible, have your butcher do it.)
2. Combine pepper, salt, garlic and dried herbs. Rub the entire roast with seasoning blend and wrap tightly in plastic; refrigerate overnight.
3. Preheat oven to 325°F. Remove plastic from roast and place roast in a shallow roasting pan with a rack, fat-side down. Roast, uncovered, for 90 min.



4. Flip roast so that fat side is now up. Continue roasting approximately 1 hour or until internal temperature reaches 125°F for a deep pink interior.
5. Transfer roast to a cutting board and let rest 20 minutes; remove twine and bones for easy carving.



9.99
lb.