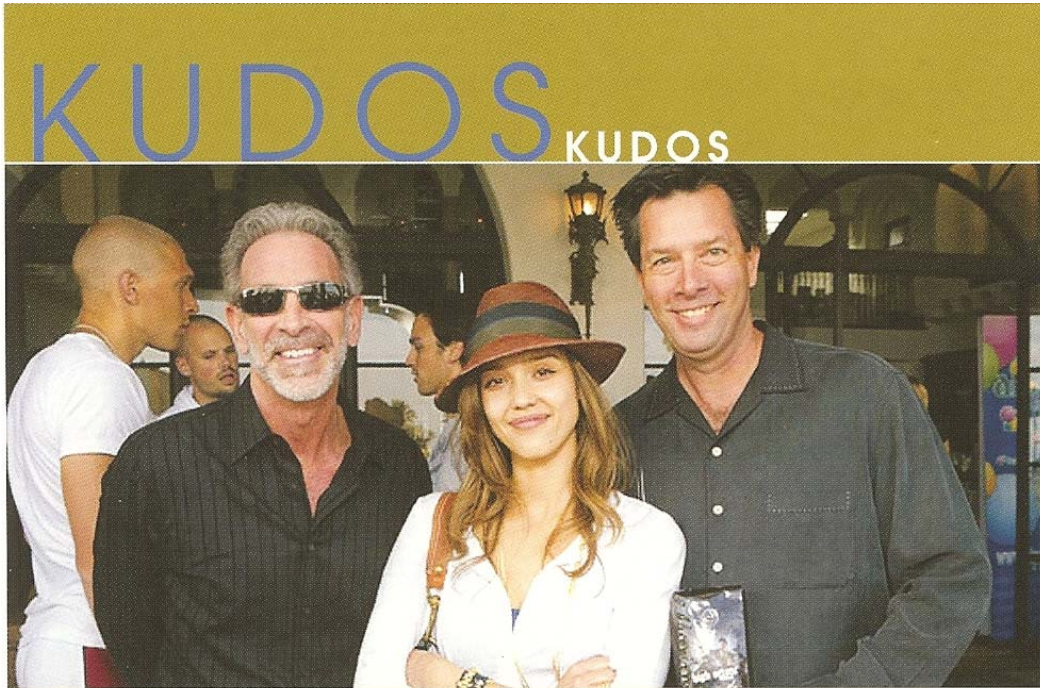


**Kudos**  
Great Taste  
August 2007



## RAW

**I**t's A Grind, the Long Beach-based coffee house, has hit it big with coffee-lovers. Their top-selling blend, **High Octane**, recently made the rounds with celebrities and guests at an MTV Movie Awards pre-event gathering. The blend is best described as "bold, black roast with bite." Actress Jessica Alba (center) posed with It's A Grind CEO Steve Shoeman (left) and It's A Grind Vice President of Operations Rick Kowalski (right) at an MTV Movie Awards pre-event party.

The demand for fresh products like organic and natural foods at colleges and universities is bigger than ever. That's why

campus foodservice operators were happy to hear that **Pacific Natural Foods** has expanded its market, making their products available to colleges and universities. Pacific's products will be available beginning July 11 at **The National Association of College & University Food Services (NACUFS)** national convention. The theme for 2007 — "Fresh is Coming."

**National Frozen Foods Corporation** has promoted **Patrick D'Ambrosio** to director of bulk and industrial sales. According to Bob Ashmun, National's chairman of the board of directors and vice president of sales, D'Ambrosio had been working as a sales representative for puree and by-products.