The Bulk Of It

newsletter

THE BULK OF IT is a quarterly newsletter designed to preview some of the latest trends in bulk foods merchandising.

EVERY ISSUE will include product features, testimonials, news, faq’s, stats, or other valuable information on the bulk foods industry.
Welcome...

In this seventh issue of The Bulk of It, we revisit the new RHINO® Grind - Nut Butter Grinder, which allows retailers to grind whole nuts, save labor, time and money while offering a nutritious and delicious nut butter to consumers.

Fresh, delicious nut butters continue to be a growing trend, and with a variety of nuts, mix-ins like chocolate chunks, and cross merchandising opportunities, nut butter is a key element to a successful bulk foods program. The RHINO® Grind - Nut Butter Grinder is just the right tool to deliver the highest quality product.

We also will look at how the RHINO® Grind - Nut Butter Grinder compliments the Foodservice sector in areas such as college and hospital cafeterias as well as corporate kitchens and break rooms.
The RHINO® Grind - Nut Grinder was launched in early 2017 with great fanfare. Many in the Natural Foods industry were ready for a dependable alternative grinder that would power through whole almonds and other whole nuts. Since that time more than 2,000 units have been installed to retailer and consumer satisfaction. This versatile machine has many attributes that inspire consumer and retailer confidence and increased sales.

One of the first features that retailers and consumers notice, is the recessed duck bill valve that prevents residual nut butter from clinging to the spout of the unit. The spout is also designed to create a sneeze guard application. These attributes create a more sanitary machine and nut butter product. Consumers feel good that they are not purchasing nut butter product that has been clinging to the spout in the open...increasing the chance of picking up various contaminants.

Another wonderful attribute of the RHINO® Grind unit is its larger grinding plates. These plates allow the unit to power through nut products, and prevents the grinder from clogging, which creates lost sales from machine downtime. This important aspect helps retailers sell more product because the machine is in continuous use. If a grinder is inoperable, that is virtually the same as the machine being out of stock, and we all know the multi-faceted damage to sales from out of stocks.

Finally, the sleek new design and smaller foot print allow the RHINO® Grind unit to make better use of existing square footage (increased sales per square foot) or to be merchandised in smaller spaces. Food-service applications such as cafeterias and office break rooms, where space is tight, can benefit from this smaller footprint. This allows these venues an opportunity to offer healthy nut butters to cafeteria diners, or employees while on break.

Nut Butter is...

- All Natural
- Healthy
- Nutritious
- Delicious
- Quick Snack
Testimonials...

**Haggen**, Jeremy Knapman; “There have not been any issues with the machine, which has been great. The biggest comment from the store has been the ease of cleaning compared to a different model, that the employee had worked with at another retailer.

**Harris Teeter**, Chris Pate – Merchandising; “Saw the grinders yesterday for the first time. Product had just been filled in them, and I did a test on them. I’ve got to say – these grinders look nicer, they are easier to use, they don’t make a mess, and they even sound better than the Hampton Farms units. From the first look, they are worth every penny.”

**Mother’s Market & Kitchen**, Steven Prendergast – COO; “We grind whole dry-roasted almonds, and these units are working just fine. We like that the machine is quiet, easy to clean and has a slimmer profile.”

**Raley’s Supermarkets**, Andrew Guerra – Asst Store Team Leader; “So far the nut grinders have been working extremely well, especially in comparison to the ones I have seen in the past. Our team tells us it is extremely easy to clean, once you know how, and although we have had them for a short period of time, they seem to be extremely durable!”

**Crest Foods**, Brandon Weingartner – Bulk Foods and Floral Buyer; “So far so good. I will slowly replace all my stores with the new grinders, in the near future. They are much more durable and easier to clean, than the Hampton Farms grinders. I think the customer enjoys the fun having the control of the grinder itself.”

**Whole Foods – Southwest Division**, Samantha Finch, Asst. Store Team Leader – Little Rock store; “This new grinder is amazing!”