

# Global Gazette

*The latest news, updates, and announcements*

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### *Quote of the Month:*

*“Our greatest glory is not in  
never falling, but in rising  
every time we fall.”*  
— Confucius



## July: Tackling the Opioid Crisis

This month, in support of Sustainable Development Goal 3: Good Health and Well-Being, our workshop focused on the Opioid Crisis in the US. Encouragingly, 2023 saw the first decline in overdose deaths since 2018, with a 3% reduction, suggesting a potential turning point. Our workshop delved into the origins of this crisis and reviewed strategies for mitigation, emphasizing the importance of regulating the pharmaceutical industry and reducing the stigma associated with addiction. We learned that addiction must be treated as the chronic, relapsing disease it is, requiring a multi-faceted approach to treatment. The key takeaway is that there is hope and a pathway to recovery for those affected. As a people-centered business, we are dedicated to raising awareness and playing our part in education. This month, our donation reflects a broader scope of compassion. In response to Hurricane Beryl, which devastated parts of the Caribbean where we have many retail partners, our employees voted to support [World Central Kitchen](#). This incredible nonprofit has been on the front lines, providing 60,000 meals to those impacted by the disaster. We are proud to contribute to their efforts and stand with our community in a time of need.

# Summer Fiestas with Jewel



We are always on the lookout for exciting ways to connect our vendors with the best showcase events. Summer in Chicago is the perfect time for this, with the city buzzing with festivals and activities. Our local retailer Jewel-Osco has some fantastic events this month, and Global was thrilled to join our vendors to be part of the action. Their second annual Street Party took place on Sunday, July 7, at Jewel's Roosevelt and Wabash location. It was a fantastic community celebration with music, race car simulators, and delicious samples from brands like Mix Match, Milo's, Lorenzo's Frozen Pudding, and our favorite, Tajin!



There's still more to come this summer with Jewel's Sabor de Herencia Hispana events over the upcoming weekends, the perfect way to get ready for your Summer Fiestas! These in-store celebrations are packed with special savings, freebies, and tasty food and drink samples from brands like our star La Preferida, Herdez, Mission, and more! Plus, live performances from



Mariachi Mexico Vivo and fun mixes by DJ Enrique. With airbrush tattoos and balloon art for the kids, there's something for the whole family to enjoy. Not to mention, you can't miss the eye-catching shipper displays from Tajin, Dolores, and La Sierra during this event. These festivities will take place over the next two weekends at the Elgin and Aurora stores. Stay tuned for more exciting events!

# Export Highlights: From Barbados to Saint Paul



Lately, our team has been busy exploring new horizons, and we're excited to share their adventures with you! Terri Jones, one of our Territory Sales Representatives for the Caribbean islands, and Felix Villa II, our SVP of Exports, recently took a trip to Barbados and Trinidad. These face-to-face meetings are more than just routine check-ins; they are opportunities to dive deep into the local market dynamics. These two visited a few of our fantastic retailers like Nature's Discount, Massy Supermarket, Price Lo Supermarket, and Clifton Market. Felix and Terri engaged with retailers to better understand their needs and challenges, which helped us tailor our product offerings more effectively. They explored the unique aspects of each store, observed consumer preferences, and identified gaps in product availability. This firsthand knowledge is crucial for ensuring our services meet and exceed our Caribbean partners' expectations.

The week before Adelina Maliqi and Marja Cruz were at the INFRA show in Saint Paul, Minnesota. This large-scale event, organized by the Independent Natural Food Retailer Association, was packed with networking opportunities, buying sessions, and educational talks. Marja had a busy schedule walking the floor with our customers, while Adelina, attending INFRA for the first time, took it all in as she gained valuable insights and made some great new connections.

We hope you enjoy the “postcards” from these travels that showcase our team’s experiences. From the bustling INFRA show to the vibrant Caribbean markets, these snapshots highlight our global reach and commitment to building strong connections.

