

## New Products

November 2009



### Kikkoman

Kikkoman Panko Bread Crumbs, the same Japanese-style bread crumbs many chefs use, are now available to consumers. The latest product in the Kikkoman Restaurant Series, the panko are made from bread that is specially baked to create light and fluffy crumbs that will hold their shape in just about any recipe. They are then lightly toasted to add a little color, a slightly nutty taste and the distinctive crunch that makes them so popular. The result is a crumb-coating that

will make even the most inexperienced home cooks feel like accomplished chefs. And because Kikkoman Bread Crumbs are unseasoned, they can be used in a number of recipes, from savory fish sticks to a sweet crumb topping for desserts.

<http://kikkomanusa.com>

### Chicken Baron

Georgia-based Chicken Baron Inc. has rolled out its Chicken Burger, an alternative to the beef burger. The individually quick frozen Chicken Burgers—conveniently packed using wax paper, an inner sealed bag and a resealable outer bag—are ready to go straight from the freezer to the cooking surface. And they present a healthy alternative: Each Chicken Burger has only 160 calories and 6 grams of fat and offers 22 grams of protein. They contain no carbohydrates, trans fats or sugar and feature a simple and natural ingredient list: premium 100 percent pure ground chicken thighs, breadless, sea salt and black pepper. No fillers, artificial ingredients or preservatives. Six quarter-pound patties per bag.

Distribution is nationwide and coverage is growing rapidly. The company is seeking brokers in selected areas. Contact Fred or Rich at (706) 886-8600 or e-mail [info@chickenbaron.com](mailto:info@chickenbaron.com). <http://www.chickenbaron.com>



### Chattanooga Bakery

Chattanooga Bakery Inc., maker of the iconic MoonPie brand marshmallow sandwich, will launch its new variety, MoonPie Crunch Mint, on Nov 2. Sized like a "mini" MoonPie, the new variety features a creamy mint filling, a crunchier, chocolate flavored cookie and a chocolate coating on the outside. Mint will become the second item in the new MoonPie Crunch line, following the launch of Peanut Butter in September 2008.

MoonPie Crunch Mint will be available in the same formats as Peanut Butter—an 8 ct. multipack carton, a 48/8 ct. floor display and a twin-pack for single-serve, available in a 12-ct. shelf/counter caddy and 96-ct. floor display.



MoonPies are available in three sizes (Original, Double-Decker® and Mini) and six flavors (Chocolate, Vanilla, Banana, Lemon, Orange & Strawberry). <http://www.moonpie.com>

### Anheuser-Busch

Inspired by consumer interest in a more flavorful light beer and the growing popularity of wheat beers, Anheuser-Busch introduces Bud Light Golden Wheat, an unfiltered wheat beer brewed with citrus and a hint of coriander. Bud Light Golden Wheat hit store shelves nationwide on Oct. 5. Brewed at Anheuser-Busch's Baldwinville, Cartersville and Fort Collins breweries, Golden Wheat marks the third brand extension under the Bud Light name. The new product contains 118 calories, 4.1 percent alcohol by volume (also available in 3.2 percent ABW) and is available in 12-oz. glass bottles, 22-oz. single-serve bottles and draught. <http://www.anheuser-busch.com>

### Maven Brands LLC

Maven Brands LLC has introduced SAVIDA SANGRIA—from the entrepreneur who created Agua Luca cachaça in 2004—to the Atlanta market. This premier bottled sangria is available in both red and white versions and features premium California wine blended with all natural juice and no added sugar. "Sangria is one of the most popular cocktails in the country,"

said Jay Tramonte, founder and president of Maven Brands LLC. "Until now, there have not been any ready-to-drink sangrias available that capture authentic flavors of modern recipes. The unique blend for SAVIDA SANGRIA was inspired by trends in mixology and results in a sangria that tastes homemade because it only uses the highest quality ingredients available and a variety of exotic fruits."

It can be served chilled straight from the bottle or over ice and garnished with fresh fruit. White SAVIDA SANGRIA includes a blend of Sauvignon Blanc wine, tangerines and peaches, plus hints of lemon and lime, while the Red SAVIDA SANGRIA features a mixture of Merlot and Syrah wines, passion fruit, elderberry, lime and a splash of strawberry.

Among its accolades, SAVIDA SANGRIA holds a Bronze Medal for the Red sangria from the 2009 San Francisco International Wine Competition. No sugar is added, and each bottle is 11 percent alcohol by volume. SAVIDA SANGRIA is available at Whole Foods Market and major wine and spirits retailers throughout Atlanta. <http://www.savidasangria.com>

### Sister Schubert's

Sister Schubert's in Luverne, Ala., is introducing colorful new packaging and two convenient product sizes this fall to its family of frozen dinner and breakfast rolls and biscuits that go from freezer to table in minutes.

The new Parker House Style Mini Pans include two 8-ct. aluminum pans of Sister Schubert's Parker House Style Yeast Rolls. Sister Schubert's also sells its signature Parker House Style Yeast Rolls in a single 16-ct. pan. The new 8-ct. size of Sister Schubert's Clover Leaf Style Dinner Rolls packages of pull-apart yeast rolls in a resealable bag offers the convenience of serving one or more rolls at a time.

The new packaging includes a photograph of the finished product on each package along with a refined opening and an updated Sister Schubert's logo incorporating a new image of company founder Patricia "Sister Schubert" Barnes. Each item has its own color band for clear distinction of consumers at retail.

Each of the company's breakfast rolls, packaged in a 16-ct. aluminum pan, has its own label color: red for Sister Schubert's Cinnamon Rolls, orange for Orange Rolls, blue for Blueberry Rolls and dark brown for Sausage Wrap Rolls. <http://www.SisterSchuberts.com>



### Yoplait

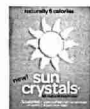
Yoplait is shedding new light on digestive health by helping yogurt lovers regulate digestive health without compromising calorie intake or taste with the launch of YoPlus Light. Available in three flavors—Honey Vanilla, Strawberry Banana and Key Lime—each cup has just 70 calories. Similar to YoPlus yogurts already available in supermarkets nationwide, YoPlus Light contains a special blend of probiotic cultures and a natural dietary fiber, but now with 36 percent fewer calories. Research shows that the combination of special cultures and fiber in YoPlus helps support digestive health and can help consumers regulate their digestive health when eaten regularly.

In addition to the probiotic culture Bifidobacterium lactis Bb-12, YoPlus Light contains the live and active yogurt cultures L. bulgaricus and S. thermophilus. It is also a good source of calcium, vitamin A and vitamin D. <http://www.yoplus.com>

### McNeil Nutritionals LLC

Sun Crystals® All-Natural Sweetener from McNeil Nutritionals LLC is the first sweetener made from two simple ingredients—stevia and pure cane sugar, nothing else—in packets and a granulated blend for a low-calorie taste with the familiar texture of sugar.

Sun Crystals All-Natural Sweetener packets already are available at many retailers;



Sun Crystals All-Natural Sweetener Granulated Blend began rolling out to stores in September.

According to proprietary research conducted by McNeil Nutritionals, 64 percent of consumers surveyed said their ideal low-calorie sweetener would be one that is natural. According to the American Heart Association (AHA), Americans consume an average of 355 calories per day from added sugars. Substituting one packet of Sun Crystals All-Natural Sweetener for sugar in foods and beverages eliminates 27 calories and seven grams of carbohydrates.

SRP for the All-Natural Sweetener packets is \$3.49 for a 50-count box and \$5.99 for a 100-count box. The Granulated Blend has a SRP of \$6.49 for a 2-lb. sugar-equivalent bag. <http://www.suncrystals.com>

### La Tortilla Factory



Santa Rosa, Calif.-based La Tortilla Factory, an innovator in the tortilla and wrap category, is launching a new line of tortillas under its Smart & Delicious™ brand.

Targeting the increasing consumer demand for healthier bread and tortilla options, La Tortilla Factory's specially formulated 100

Calorie Tortillas are available in both Traditional and 100% Whole Wheat varieties. Both have 8 grams of fiber, 100 calories and 1.5 grams of fat per tortilla, with the added benefits of Omega 3-rich flax seeds and no trans fats. Additionally, the 100 percent Whole Wheat tortillas contain 20 grams of whole grains per tortilla. Suggested retail is \$3.19/\$3.49 per package.

The new product line will begin shipping nationally on Oct. 1. <http://latortillafactory.com>

### Concord Foods

Concord Foods introduced a new addition to its line of easy-to-make breads—Chiquita Banana Bread Mix. When prepared, the banana bread has zero grams of trans fats; it also is preservative free. The mix requires that two bananas, water and an egg be added. It will be available in the fresh produce department of major food retailers next to bananas. Consumers will be able to purchase the product in the U.S. starting in October. The mix will be available in 12-unit cartons and 48-unit floor display shippers. <http://www.concordfoods.com>



### Sara Lee North America Fresh Bakery

Sara Lee North American Fresh Bakery introduced its new Sara Lee® Soft & Smooth™ Made with Whole Grain Mini Bagels. The makers unveiled four 100-calorie varieties available in 100 percent Whole Wheat, Made with Whole Grain blueberry, Made with Whole Grain cinnamon and Made with Whole Grain plain. Compared to traditional 300-calorie bagel offerings, the 100-calorie Sara Lee Soft & Smooth mini bagels provide a pre-portioned snack.

<http://www.thejoyofeating.com>

### Wasa

Wasa introduces two new crispbread varieties: Crisp'n Light Mild Rye and 100% Whole Grain. Crisp'n Light Mild Rye crispbreads provide 2 grams of fiber, 4 grams of whole grains and only 80 calories for a three-slice serving as well as the benefits of whole grain wheat flour.

The 100% Whole Grain variety combines whole grain rye flour, water, yeast and salt. They are made with 100 percent whole grains, providing 12 grams in every crunchy slice, and is only 40 calories. All 10 varieties of Wasa Crispbread: new Crisp'n Light Mild Rye, new 100% Whole Grain, Crisp'n Light 7 Grain, Fiber, Hearty, Light Rye, Multi Grain, Sesame, Sourdough and Whole Wheat are available nationwide and retail for \$2.99. <http://wasa-usa.com>