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NewProducts

Exclusively focused on new food & beverage products **Magazine**

2007

INNOVATOR OF THE YEAR



A **bnp** PUBLICATION

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2007 Most Memorable New Products
Launch survey results

Launch of the Month:
Social should be subtle

New Products at Retail: Dairy

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Hola Fruta Sherbet

Pierre's Ice Cream Co. introduced a line of seven super premium, all natural, pure fruit sherbets: Pomegranate, Margarita, Peach, Piña Colada, Pomegranate-Blueberry, Raspberry and Strawberry. The line was designed with Hispanic consumers in mind, as well as consumers looking for antioxidant benefits present in the pomegranate and blueberry varieties. **SRP: \$4.79-\$4.99 per quart** Pierre's Ice Cream Co., Cleveland, Ohio / www.holafruta.com



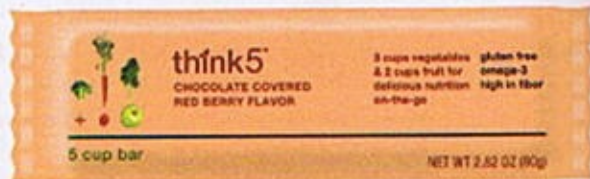
Hawaiian Host White Chocolate Whole Macadamias

Hawaii's original chocolate covered macadamia nut candy manufacturer, Hawaiian Host Inc., offers premium White Chocolate Whole Macadamias in an elegant, redesigned package. The candies are made with whole, dry roasted nuts hand-dipped in white chocolate. **SRP: \$3.99 for 7-ounce, 18-piece box.** Hawaiian Host, Honolulu / www.hawaiianhost.com



Dress Italian tomato sauces

Dress Italian tomato sauces, now available in the United States, are handcrafted in southern Italy with locally grown ingredients. The sauces are made with no added starch or sugar and without tomato concentrate or puree. They are available in four varieties: Sweet Cherry, Italian Red Pepper and Chili, Sautéed Onions and Basil, and Sun Dried Tomato. **SRP: \$8.99** Dress Italian, London / www.dressitalian.com



think5 Fruit and Vegetable Bar

Nutrition bar maker thinkproducts launched its newest bar, think5. The think5 bar features broccoli, spinach, apples and cranberries and is one of the first to offer five cups of fruit and vegetables in one bar. think5 is also a gluten-free product, and is available in both natural food and grocery stores as well as online. **SRP: \$2.79-\$3.29** thinkproducts, Ventura, Calif. / www.thinkproducts.com

NEW PRODUCTS TICKER

ultra-premium **Crown Royal** Cask No. 16. Crown Royal's master blender begins with more than 50 different individually aged whiskies.

— **Crown Royal** ■ The Southwest/Mexican-inspired food company **On The Border** is launching a line of portable **tortilla chips and dips** for retail in convenience stores. The line includes **Cheese Fiesta Tortilla Chips**, **Guacamole**

Tortilla Chips, **Isla del Sol Tortilla Chips**, **Premium Rounds Tortilla Chips**, **Chunky Bean Dip**. — **On The Border** ■ **Deli Buttons**, from **Poppi Al's**, are hand-held mini dough bowls that hold a variety of casserole-like delicatessen

fillings. The Buttons come in eight varieties: **Four Cheese White Garlic**, **Totally Taco**, **Tuna Melt**, **Garden Medley**, **Pizza Supreme**, **Traditional Three Cheese Pizza**, **French Scramble** and

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