

new products



Nature's Own Healthline Extensions

Company: Flowers Foods, Thomasville, Ga.

Introduced: May

Distribution: Select Retailers

Suggested Retail: \$2.19-\$2.49 for an 11-oz. bag of sandwich rolls

Ingredients: (*Nature's Own Healthline Wheat 'n Fiber Sandwich Rolls*) Water, whole wheat flour, wheat protein, modified food starch, high-fructose corn syrup, wheat fiber, contains 2% or less of each of the following: yeast, soybean oil, salt, dough conditioners (sodium stearoyl lactylate, calcium stearoyl-2-lactylate, monoglycerides, ethoxylated mono and diglycerides, calcium peroxide, datem), soy flour, cultured whey, vinegar, hydrocolloids, calcium carbonate, monocalcium phosphate, yeast food (ammonium sulfate), mineral oil.

FYI: Flowers Foods is rolling out six new options for health-conscious consumers under the *Nature's Own Healthline* brand. The line extensions include — Double Fiber Wheat Bread, White 'n Fiber Bread, Multigrain Bread, Wheat 'n Fiber Sandwich Rolls, Hot Dog Buns and Dinner Rolls. The products, like all of *Nature's Own* items, contain no artificial preservatives, colors, flavors or trans fat. Targeted at those with specific dietary needs, the products are also a good source of fiber and calcium.

Multifoods Divine Centers Muffins

Company: International Multifoods Divine Corp., Minneapolis.

Introduced: March

Distribution: National



Suggested Retail: \$4.99 for a 4-pack and \$1.39-\$1.69 for individual 4-oz. muffins
Ingredients: (Strawberry Muffin) Enriched bleached flour (wheat flour, ferrous sulfate, niacin, thiamin mononitrate, riboflavin, folic acid), sugar, water, eggs, soybean oil, strawberries (whole strawberry, high-fructose corn syrup, ascorbic acid, citric acid, potassium sorbate), high fructose corn syrup, cream cheese blend ((milk and cream, cheese culture,

salt, stabilizers (carob bean and/or xanthan and/or guar gums)), corn syrup, modified food starch, contains 2% or less of partially hydrogenated vegetable shortening (soybean and/or cottonseed oil, propylene glycol monoesters, mono- and diglycerides, lecithin, BHT and citric acid added as preservatives), margarine (partially hydrogenated soybean oil and cottonseed oil, soybean oil, nonfat dry milk and water, salt, mono- and diglycerides, soy lecithin, artificial flavor, beta carotene, vitamin A palmitate), salt, emulsifier (propylene glycol monoesters, monoglycerides, sodium stearoyl lactylate), nonfat milk, artificial flavor, sodium bicarbonate, acidic sodium aluminum phosphate, sodium caseinate, glucono delta-lactone, color added (Yellow 5 and 6, Red 40), guar gum, potassium sorbate and sodium benzoate added as preservatives. sodium silicoaluminate, xanthan gum.

FYI: This line of thaw-and-serve *Divine Centers* muffins has four varieties: Devil's Food, Blueberry, Carrot and Strawberry. The muffins make an extra-rich morning breakfast that works just as well as a delicious afternoon snack or evening dessert. The muffins combine the delicious flavors of real cream cheese with such additional ingredients as pecans, blueberries, walnuts, nutmeg, and cinnamon. Multifoods is confident these muffins will transcend the idea of being a breakfast-only treat.

Carb Tracker Muffins

Company: Main Street Gourmet, Akron, Ohio

Introduced: June

Distribution: National

Suggested Retail: *Carb Tracker Thaw & Sell Muffins* (4 pack) \$4.99-\$5.99

Ingredients: (Blueberry Muffin) Water, maltitol, egg whites, whole blueberries, unbleached, unbromated, enriched flour (wheat flour, malted barley flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), contains 2% or less of: gluten,



soy flour, natural and artificial flavors, modified food starch, leavening (baking soda, sodium aluminum phosphate), emulsifier (propylene glycol mono- + diesters of fatty acids, mono- + diglycerides, lecithin), potassium sorbate (preservative), salt, xanthan gum, sucralose (artificial sweetener).

FYI: Main Street Gourmet has three new bakery product lines, *Isabella's Thaw & Sell Sugar-Free Brownies*, *Isabella's Thaw & Sell Carb Tracker Muffins* and *Carb Tracker Muffin Batter*. Trans fat-free and certified Kosher dairy, the muffins and muffin batter come in several varieties, including Blueberry, French Vanilla, Chocolate Decadence and Caramel Praline.

Pamela's Choices Gluten-Free Low-Carb Cookies

Company: Pamela's Products, Ukiah, Calif.

Introduced: May

Distribution: National

Suggested Retail: \$4.29-\$4.59 for a 5.29-oz. package

Ingredients: (Chocolate Chip Walnut Cookie) maltitol, chocolate chips (maltitol, chocolate liquor



(processed with alkali), cocoa, cocoa butter, inulin, soy lecithin (an emulsifier), vanilla flavor), almond meal, brown rice base (brown rice flour, white rice flour, tapioca starch, sweet rice flour, xanthan gum), walnuts, chicory root, organic palm oil, eggs, polydextrose, butter, natural flavors, molasses, baking soda, salt, sucralose.

FYI: This spectacular new line of chewy cookies is completely gluten-free and contains reduced or no sugar, suitable for many Diabetics, Celiacs, and those counting carbs. Three gourmet flavors are available — Chocolate Chip Walnut, Peanut Butter and Coconut.

Shapes of the Cape

Company: Cape Cod, Hyannis, Mass.

Introduction: March

Distribution: National

Suggested Retail: \$2.49 for a 7-oz. resealable bag

Ingredients: Enriched wheat flour (containing niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), vegetable oil (contains one or more of the following partially hydrogenated vegetable oils: soybean, cottonseed, sunflower, canola), dextrin, Cheddar cheese



[(pasteurized milk, cultures, salt, enzymes), sodium phosphate, salt, natural flavors, anhydrous milk fat, xanthan gum, propylene glycol] salt, paprika, malted barley flour, annatto (natural color), leavening (sodium bicarbonate, monocalcium phosphate), yeast, mustard flour, red pepper.

FYI: This is a marriage baked in heaven. Two traditional New England-based companies, Cape Cod and Cabot Creamery Cooperative, have joined forces to create baked snack crackers with honest-to-goodness flavor. The crackers come in three varieties — Sharp Cheddar, Smoked Cheddar and 25% Reduced Fat Sharp Cheddar. This upscale, bite-sized cracker has a strong flavor, precise bite, texture and crunch. Each cracker brings a taste of the Cape to the consumer with classic seaside shapes, including a seagull, scallop shell, sailboat and lighthouse.