

# new products



## Nature's Own Special Mornings 100% Whole Grain Breakfast Bread

**Company:** Flowers Foods Bakeries Group, LLC, Thomasville, Ga.

**Introduced:** April

**Distribution:** Southeast, Southwest and Mid-Atlantic states

**Suggested Retail:** \$2.49 to \$2.69 for a 20-oz. loaf

**Ingredients:** (Cinnamon): Whole wheat flour, water, yeast, sugar,

wheat gluten, vegetable oil (soybean oil and palm oil), contains 2% or less of each of the following:

Salt, cinnamon, dough conditioners (sodium stearoyl, lactylate, calcium

stearoyl-2-lactylate, monoglycerides, ethoxy-

lated mono and diglycerides, calcium peroxide, datem), cultured whey (milk), vinegar, natural cinnamon flavor, soy flour, soy lecithin, calcium sulfate, monocalcium phosphate, yeast food (ammonium sulfate). Bromate free.

**FYI:** Now weight-conscious consumers and those just looking for a delicious way to get their morning started can enjoy new Special Mornings Breakfast Bread from *Nature's Own*. Each variety —

Cinnamon, Maple French Toast and Cranberry Raisin — contains 100% whole wheat. Simply eating two slices of Special Mornings Breakfast Bread provides consumers with half of the daily recommended servings of whole grains needed to keep the body healthy and lean.

## Ritz Dinosaur Crackers

**Company:** Nabisco, Parsippany, NJ

**Introduced:** March

**Distribution:** National

**Suggested Retail:** \$3.39 for a 12.5-oz. box

**Ingredients:** Enriched flour (wheat flour, niacin, reduced iron, thiamine mononitrate (vitamin B1), riboflavin (vitamin B2), folic acid), soybean oil, sugar, partially hydrogenated cottonseed oil, high fructose corn syrup, leavening (calcium phosphate, baking soda), salt, soy lecithin (emulsifier), natural flavor, defatted wheat germ.

**FYI:** Dinosaur crackers from *Ritz* are stomping onto the snack scene



in four kid-pleasing shapes, including Pterodactyl, Tyrannosaurus Rex, Stegosaurus and Triceratops. Each crunchy serving has no trans fat and 25% less fat overall than other similar snack crackers. Snackers of all ages will enjoy these prehistoric shapes, combined with the buttery, savory taste of *Ritz* crackers.

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## Planters NUT-rition Heart-Healthy Snack Mix

**Company:** Kraft Foods North America, East Hanover, N.J.

**Introduced:** February

**Distribution:** National

**Suggested Retail:** \$5.49 for a 9.75-10.25-oz. can

**Ingredients:** (Heart-Healthy Mix): Peanuts, almonds, pistachios, pecans, hazelnuts (filberts), peanut and/or cottonseed oil, salt.

**FYI:** Nuts and nutrition go hand in hand with new *Planters* Nut-rition — a line of lightly salted snack nuts developed to meet nutrition and wellness needs. The four varieties offered are Lightly Salted Heart-Healthy Mix, Lightly Salted Almonds, Reduced Sodium Smoked Almonds and Lightly

