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New Products

- Organic Energy Tea
- Snikiddy Snacks
- SKYY Infusions
- Flaxseed Egg Roll
- Cream Cheese Bar
- Sparkling Winery First to be Certified Organic

Magazine

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News

Study: New Products Claim Eco Benefits

High Fructose Corn Syrup Cannot Be Labeled Natural

Spinach Market Still Recovering from Recall

Kamut Sales Increase 32 Percent

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This Week's Main News Stories

Study: New Products Claim Eco Benefits

Mintel finds an increased number of new products claim eco-friendliness

Whether you shop at Whole Foods or Wal-Mart, you're likely seeing a lot more products that claim to be good for the environment. That's because the number of new products claiming to be eco-friendly has grown significantly over the past five years, according to a new study by Mintel Global New Products Database (GNPD) - jumping from only five such products in 2002 to more than 328 in 2007.

[FULL STORY](#)

High Fructose Corn Syrup Cannot Be Labeled Natural

FDA decision to exclude HFCS as a natural product reflects various industry concerns

One of the biggest challenges for our industry is that there is no official Food and Drug Administration definition of "natural." While the FDA still refuses to create such a uniform definition, it is at least clarifying what cannot bear this label: high fructose corn syrup.

[FULL STORY](#)

Spinach Market Still Recovering from Recall

Important changes still not made to completely safeguard spinach processing

Although it has been a year and a half since the spinach contamination outbreak that sickened and killed consumers, the impact continues. Questions remain, which have not yet been adequately addressed.

[FULL STORY](#)

Kamut Sales Increase 32 Percent

Bruce Stevens (847) 651-0435,
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To Submit

If your firm would like coverage of a newly introduced natural or certified organic product, e-mail a one-page press release to Sarah Muir, our New Products Editor. Click [here](#) to download new product press release and photo guidelines.

Send news releases to Newsletter Editor Holly Case. All releases submitted online are considered for publication in print editions. Please include contact details and a URL.

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Ancient grain is higher in some nutrients than regular durum wheat

The whole grain movement has expanded the market for many alternative grains. The latest to benefit is Kamut wheat, which saw an increase of 32 percent in 2007 global sales.

[FULL STORY](#)

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Visit All Things Organic April 26-29 at McCormick Place, Chicago.



It can be tough deciding what to buy in a market awash in new products. Natural Food Network's editors reviewed this year's exhibitor list to help you select some of the show's best new products:

[Click here to see What's Cool at All Things Organic](#)

This Week's Top Product Announcements

Organic Energy Tea

Pixie Maté Organic Energy Teas are launching in three flavors: Authentic Yerba Maté, Lemon Ginger Black Tea Maté and Green Tea Yerba Maté. The key ingredient in the Energy Tea is yerba maté, the South American tea that is popular for its "balanced buzz". The RTD bottled iced tea is made from stem-free, un-smoked yerba mate, and is low in sugar content. Shelf Talker: A refreshing alternative to synthetic caffeine and overly sweet tea, Pixie Maté Organic Energy Teas contain 600 percent of the antioxidant value in green tea and just a touch of organic cane sugar to bring out the natural flavors. SRP/16 oz bottle is \$1.79; bottles are packaged 12/case; minimum order is one case. UNFI and Nature's Best are the primary distributors. For more information contact: Pixie Maté, 303-444-6283 or people@pixiemate.com. www.pixiemate.com

Snikiddy Snacks

Snikiddy Snacks are offering a range of new organic snacks items that will appeal to all ages. A line of organic corn puffs which includes: Rockin' Ranch Puffs, Pizza Pie Puffs, and Grilled Cheese Puffs, is wheat-free and made with organic puffed corn and organic seasonings. The puffs are light and airy, yet full of flavor. Also new to the snacking isle, are Snikiddy Chocolate Chippers, Chery Oaties and Banana Nibbles, three new Snikiddy Cookie varieties. Low in sugar, and made with organic ingredients, the cookies offer a new twist on traditional cookie flavors in a "kiddy-bite-size". Snikiddy Snacks are available in individual Snack Pack sizes, Adventure Packs (boxes of five snack packs), and Sharing Packs (four to five servings per container). SRP for the Puff Sharing Packs is \$2.99, and the Adventure Packs is \$3.99. The Cookie Sharing Pack retails for \$3.99 and Cookie Adventure Pack for \$4.49. Snikiddy products are currently available at Whole

Foods Markets and Wild Oats as well as in local grocery and specialty stores across the U.S. Snikiddy Snacks can also be purchased online at Amazon.com, and PeaPod.

www.snikiddy.com

SKYY Infusions

The new SKYY Infusions naturally infuse premium SKYY Vodka with real fruit, and come in Citrus, Cherry, Passion Fruit, Raspberry and Grape varieties. Bottled in a sleek new bottle design, each 750 ml blue glass bottle features an image of the fruit it is infused with. Named Best in Class by the Beverage Testing Institute, SKYY Infusions will make the perfect summer cocktail, and mix well with soda water, or lemon-lime soda. SRP/750 ml bottle is \$18.99. SKYY Infusions became available to retailers, bars and restaurants nationwide starting in April. For more information contact: Kirsten Van Sickle, Senior Brand Manager, SKYY Vodka, SKYY Infusions and SKYY90, at 415-315-8029 or Kirsten.VanSickle@skyy.com.

www.skyy.com, www.skyyinfusions.com

Flaxseed Egg Roll

Kahiki Foods Naturals has introduced a new line of microwaveable egg rolls that deliver crunchy oven-baked quality in just minutes. Offered in chicken and vegetable varieties, the egg rolls are wrapped in flaxseed wrappers, an excellent source of ALA Omega-3. The chicken variety is made from all-natural antibiotic-free chicken, and both contain zero grams of trans-fat, no preservatives or MSG's, and start at 120 calories per egg roll. The egg rolls are prepared in a microwave in just 2½ minutes each, using Kahiki's EasyCrisp pouch, and come with Kahiki's signature sweet and sour sauce packets for dipping. SRP/9.75 oz package (3 egg rolls) is \$4.99; a case contains eight units; minimum order is 2 cases, with a price break at 5% retailer MCB through distributors. Minimum order is 90 cases for distributors. For more information contact: Priscilla Berger, 614-322-3180 ext. 115, or Priscilla.berger@kahiki.com.

www.kahiki.com

Cream Cheese Bar

Known for their line of healthy buttery spreads, shortenings, nut butters, and cream cheeses, Earth Balance has introduced a new Cream Cheese Bar, a product which presents an additional package option to consumers looking for a healthier alternative to traditional cream cheese offerings. The Cream Cheese Bar joins Earth Balance's existing real Cream Cheese tub product. The Earth Balance Cream Cheese Spread is made with milk from cows not treated with rBST, and contains 55% less saturated fat than regular cream cheese. SRP for the Cream Cheese Bar is \$3.19. Earth Balance® Natural Spreads are available to retailers across the U.S. Contact Earth Balance® Sales Contact, Rickard Werner, at rwnerner@earthbalance.net or 303-652-0521 ext. 155.

www.EarthBalanceNatural.com

Sparkling Winery First to be Certified Organic

Domaine Carneros began using sustainable farming practices back in the late 1980's, and in 2003 installed the largest photovoltaic solar collection system then existent on any winery in the world, and now after years of dedication to environmentally friendly practices, Domaine Carneros has received its organic certification by the California Certified Organic Farmers (CCOF). The certification gives Domaine Carneros the distinction of becoming the first certified sparkling winery in the US.

www.domainecarneros.com

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