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	<b>THREE HOT TRENDS</b> Fancy Food Show <sup>®</sup> , All Things Organic <sup>™</sup> , U.S. Food Export Showcase <b>ONE NEW SHOW</b>	CHICAGO McCormick Place April 27-29 2008
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## New Products

- Splashes & Sauces
- Organic Energy Chews
- Earth Balance Butters
- Ambrosial Granola
- YoCrunch Spring Cups
- PickleSickle

## Magazine

To download the latest copy of Natural Food Net magazine, [click here](#).

## News

### Consumers Still Willing to Pay More for "Green" Products

### DuPont honors Innovia Films and Earthcycle

### Hain Celestial Honored as One of Best Eco-Friendly Companies for Children

### OTA Seeks New

## This Week's Main News Stories

### Consumers Willing to Pay More for "Green"

**Harris Interactive study finds that despite recession almost half of consumers will pay more for environmentally friendly products**

Most sources seem to agree that we're in a recession or nearing one, and many consumers are tightening their belts accordingly in response to income worries and rising prices. However, one area in which consumers are still willing to part with their money is for products that do some good for the environment.

[FULL STORY](#)

### DuPont honors Innovia Films and Earthcycle

**Compostable packaging wins 20th annual award for innovation**

Our industry has been at the leading edges of innovations in healthier and more environmentally beneficial foods and products. Meanwhile, that spirit of finding new and more sustainable methods also extends to the packaging of foods and products. The 20th annual DuPont Awards for Packaging Innovation recently honored the Earthcycle-Natureflex Organic Kiwi Package, produced by Earthcycle and Innovia Films.

[FULL STORY](#)

### Hain Celestial Honored as Eco-Friendly

**Working Mother magazine honored 2008's Best Green Companies for America's Children**

Many people are motivated to improve the earth for the future of our nation's children. In this spirit, Working Mother magazine recently honored the Best Green Companies for America's Children for 2008. Included on their list: natural food and products company Hain Celestial.

[FULL STORY](#)

## Executive Director

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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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## OTA Seeks New Executive Director

### Caren Wilcox departs in June

The Organic Trade Association, as an organization working to promote and guide the growth of the organic industry, is an important resource for its members. Now they are seeking new leadership, as current Executive Director Caren Wilcox will be completing her work in this role as of June 30, 2008.

[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](#)

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## This Week's Top Product Announcements

### Splashes & Sauces

The Vic Cherikoff brand of Australian food has launched two new condiment lines that feature indigenous Australian ingredients. The new Vic Cherikoff DownUnder Sauces line-up includes: Kakadu Wild Fire Pepper Sauce, Stockmans Smoky Steak Sauce, Barrier Reef Lemon, Lime and Chili Sauce, and BBQ Bash Sauce. Ideal for use as a marinade or finishing sauce on seafood, pork, steak, chicken or vegetables, the sauces are all-natural, low-fat, low-sodium and rich in flavor. The Vic Cherikoff DownUnder Splashes are made with blends of olive, macadamia and camellia tree oil, which is rich in vitamins A and B, doesn't contain any cholesterol and has a high smoke point. Infused with flavors and aromas of Australia, the splashes are available in Outback Smoke Splash, High Country Zinger Splash, Daintree Drizzle Splash and Coolangatta Chili Splash varieties. Vic Cherikoff products were recently introduced at Whole Foods Markets nationwide, Bristol Farms on the West Coast and Citarella Markets on the East Coast. SRP is \$6.99. Interested retailers can contact Marita Supplee of Essentially Oz Marketing USA at 310-545-8680 or [marita@essentiallyozmarketing.com](mailto:marita@essentiallyozmarketing.com). [www.cherikoff.net](http://www.cherikoff.net), [www.essentiallyozmarketing.com](http://www.essentiallyozmarketing.com)

### Organic Energy Chews

Honey Stinger, manufacturer of protein bars, energy bars, and energy gels, recently introduced Organic Energy Chews. The Organic Energy Chews are formulated specifically for health-conscious individuals and athletes, are USDA Certified Organic, contain 100% RDA Vitamin C and electrolytes, are gluten and dairy-free, and don't contain GMO's, trans-fats, or partially hydrogenated

ingredients. The 1.8 oz Fruit Smoothie variety pack includes cherry blossom, orange blossom and berry flavors. Honey Stinger Organic Energy Chews are unique to the category as they are the first to include naturally occurring fiber and protein derived from organic tapioca syrup and honey. SRP/packet is \$1.89; wholesale price per box is \$12.96; boxes contain 12 packets; a master case of 8 boxes is \$103.68 wholesale; no minimum box order is required. For more information contact: Adam Spector, Director of Sales, at 866-464-6639 or [adam@honeystinger.com](mailto:adam@honeystinger.com).  
[www.honeystinger.com](http://www.honeystinger.com)

### **Earth Balance Butters**

Earth Balance's new nut butter line, which includes an Almond Butter, Creamy Peanut Butter, and Crunchy Peanut Butter, is sweetened with natural agave syrup, a low-glycemic sweetener. An added blend of expeller-pressed oils works naturally to keep the nut butters from separating, and flax seeds are added for excellent ALA Omega-3 content. SRP for the Peanut Butter is \$4.59-\$4.99, and for the Almond Butter is \$8.99-\$9.99. Earth Balance® Natural Spreads are available to retailers across the U.S. Contact Earth Balance® Sales Contact, Rickard Werner, at [rverner@earthbalance.net](mailto:rverner@earthbalance.net) or 303-652-0521 ext. 155.  
[www.earthbalancenatural.com](http://www.earthbalancenatural.com)

### **Ambrosial Granola**

Ambrosial Granola has released three new varieties of organic whole grain granola that feature ingredients that have their origin in the Mediterranean diet. All varieties are QAI Certified Organic, Kosher supervised, and Whole Grain Council endorsed. Venetian Vineyard Omega-3 Plus Granola is rich in Omega-3, and made with ingredients like flax seeds, walnuts, cashews, dried fruits and whole grains. Grecian Grove Antioxidant Blend Granola has a sweet orange and vanilla aroma, is loaded with antioxidant-rich fruits, seeds, whole grains, fiber and other nutrients. Athenian Harvest Muesli Fiber Boost is a fruit filled, fiber-loaded muesli that combines Himalayan goji berries with sweet Mediterranean fruits. SRP is \$6.69 - \$6.99. The 12 oz re-sealable pouch is packed 6 per case: minimum order is \$200. Distributor: United Natural Foods, Inc. (UNFI). Retailers: Whole Food Market, and other natural and gourmet food stores. For more information contact: Hariclia Makoulis, at 718-491-1335 or [info@ambrosialgranola.com](mailto:info@ambrosialgranola.com).  
[www.ambrosialgranola.com](http://www.ambrosialgranola.com), [www.mygranola.com](http://www.mygranola.com)

### **YoCrunch Spring Cups**

YoCrunch, the crunchy mix-in yogurt brand, has introduced six new special edition spring themed skus to replace items on its core yogurt line for the season. The Breyers® YoCrunch® with M&M's® candies, OREO® Cookies n' Cream, Nestle® Buncha Crunch®, Butterfinger® and Reese's® Pieces each have a new look for spring. For a limited time they will come in bright green cups displaying springtime themes. All of YoCrunch's low-fat yogurt products contain live and active cultures, and provide a good source of calcium, and Vitamins A & D. YoCrunch Spring Cups are available nationwide through the month of April for an SRP of \$.99 - \$1.19 for each 6 oz cup. Interested retailers can contact YoCrunch at 800-659-1163.  
[www.yocrunch.com](http://www.yocrunch.com)

### **PickleSickle**

This novelty snack may sound a bit hard to swallow but PickleSickles offer unexpected health benefits for kids and adults. These frozen treats are not brine left over from pickling, but from freshly squeezed pickles, much like an apple or orange is pressed. "We realize it is hard to imagine creating a frozen treat from pickle juice," said Co-Founder David Millar. "But once people try them they are

hooked." Originally served at his roller skating rink and arcade in Sequin, Texas, owner John Howard sells out nightly. Flavors include cherry and lemon-lime. It isn't just to quench the craving, he said. Pickles hold health benefits. Studies show that pickles blunted the blood-sugar spike by as much as 30 percent after a high-carb meal and that vinegar balances insulin while garlic and dill help to control the growth of unhealthy bacteria. PickleSickles have no fat and have less than 1 gram of sugar. Wholesale is \$17.95 for 16 packages including shipping. For more information contact (830) 433-0848 or email [johnh@bobspicklepops.com](mailto:johnh@bobspicklepops.com) [www.picklesickle.com](http://www.picklesickle.com)

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