

# NewProducts

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## New Products Ticker

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This summer, Farley's & Sathers Candy Co. will begin selling its **Super Bubble** Original flavored bubble gum in 50.4-ounce jars. Each jar will contain 280 pieces of 5-gram sized packages of gum. – **Farley's & Sathers Candy Co.**

**Lipton To Go Sticks** are available in three new flavors: Green Tea with Mandarin & Mango, Iced Tea with Lemon and Iced Tea with Peach. The sticks are packaged in single-serve foil packets. – **Lipton**

Peeps Brand marshmallow candies now has offerings suitable for trick-or-treating in assorted sizes and prices. **Spooky Friends** and **Traditional Halloween** varieties come in shapes such as Pumpkins, Bats, Ghosts, Spiders and Cocoa bats. – **Just Born Inc.**

Italica Imports is launching a new line of organic olives under the label **Italica Organics**. Organic olive varieties include extra large imported Kalamata olives, Green Empeltre, Giant Green and Green Manzanilla olives. – **Italica Organics**

Thanasi Foods is now offering **Frank's Redhot Original Beef Jerky**. The spicy snack is made with a special blend of chile and cayenne peppers and whole-muscle beef. – **Thanasi Foods llc**

Mad-Croc Brands has added **Mad-Croc Energy Chews** to its line of energy products. The chews are available in packs of 10 and include flavors such as strawberry, orange and lemon. Each chew contains 8 mg of caffeine. – **Mad Croc Brands**

**Simply Orange Juice Co.** is expanding its portfolio of not-from-concentrate chilled juices and juice drinks to include 13.5-fluid-ounce, single-serve carafes. The single-serve line features **Simply Orange Original, Simply Orange Calcium, Simply Lemonade** and **Simply Limeade** varieties. – **Simply Orange Juice Co.**

In conjunction with the launch of 12-ounce cans, Jones Soda Co. is converting the sweetener in all of its products to pure cane sugar from high fructose corn syrup. The entire Jones Pure Soda full-sugar line is now branded **Jones Pure Cane Soda**. Pure cane sugar is a natural ingredient, compared to HFCS, which is a food and drink additive. – **Jones Soda Co.**

The bean-to-bar organic and Fair Trade-certified chocolate maker Theo Chocolates has three product lines: **Theo Origin bars, Theo Madagascar bars** and **Theo Confections**. The lines include six varieties of dark and milk chocolate, and flavors such as Coconut Curry and Bread & Chocolate, as well as handcrafted ganache and praline items. – **Theo Chocolates**

Success **Whole Grain Brown Rice Mixes** can be prepared in 10 minutes and come in five varieties including Herb Roasted Chicken, Multigrain Pilaf, Portabello Mushroom, Creamy Cheddar & Broccoli and Southwest Chipotle. – **Riviana Foods**

**The Superfood Slam Bar** is now available from Probar. In keeping with Probar's signature 15 whole food ingredients, the bar also contains organic acai berries, shelled hemp seeds, pure grain sweetened dark chocolate and pure raspberries infused with organic brown rice syrup.— **Probar**

Silk has updated its product line to include two new soymilk products — **Silk Plus Omega-3 DHA with Martek's life'sDHA** and **Silk Plus Fiber**. Both products incorporate all the vitamins, minerals and heart-healthy soy protein found in regular Silk, with the added benefits of fiber and omega-3 DHA. – **Silk**

Organic yogurt maker Stonyfield Farm has developed an energy drink targeted to teens and young adults called Shift. Instead of using caffeine and guarana as energy sources it contains a combination of protein, vitamins, acai berries and ginseng. **Flavors include Berry Boost, Power Punch** and **Strawberry Banana**. – **Stonyfield Farm**



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Rachel's line of all-natural, sweetener and preservative free yogurts are available in 10 varieties including Kiwi Passion Fruit Lime, Plum Honey Lavender, Peach Green Tea with Ginseng among others. The items also contain nutritional benefits from omega-3 DHA and Nutraflora. – **Rachel's**

Atkins Advantage's new ready-to-drink Café Caramel Latte shake is the second new flavor to be introduced in the Atkins Advantage line of Café Nutrition Shakes. It contains 160 calories, 1 gram of sugar and 24 vitamins and minerals. It sells in packs of four. –**Atkins Advantage**

Ocean Nutrition Canada Ltd. and Aristo Health collaborated to create aristo mind + body nutrition bars. The bars, which are loaded with omega-3 EPA/DHA ingredients, come in three varieties: Nutty Pomegranate & Cranberry, Nutty Acai & Lime and Nutty Goji and Orange. – **Aristo Health**

Sabra's Mediterranean Salsa, available in Original and Zesty varieties, features a tomato and eggplant base blended with Mediterranean diet staples such as chickpeas, olives, fresh herbs and spices. – **Sabra**

Earthly Delights Organic has released a new line of refrigerated organic juices. Varieties include 100% Pure Pomegranate, Pomegranate Cherry Berry, Pomegranate Cranberry and Orange Mango. – **Earthly Delights Organic**

