

BY ELIZABETH LOUISE HATT

Got fiber?

FARMLAND DAIRIES IS NOW BRINGING OMEGA-3 AND FIBER straight to your milk glass, minus the fat. The Wallington, N.J.-based company has added Skim Plus Fiber and Skim Plus Omega-3 with CoQ10 to its Special Request Skim Plus line. Both are made from real cow's milk with no added artificial hormones or antibiotics and contain 37% more protein and 34% more calcium than whole milk.



"Today, consumers are looking for products with an added health benefit," says Martin Margherio, president of Farmland Dairies. "As the Skim Plus Fiber and Skim Plus Omega-3 offer digestive and heart health benefits respectively, we are confident that our customers will love the creamy,

delicious taste and fortified nutrition." Both carry a suggested retail price of \$3.99 for a half gallon.

For more information, visit www.farmlanddairies.com, or call 888-727-6252.

Teaming up

CINCINNATI-BASED CHIQUITA has taken fruit cups to the next level with its range of Chiquita Juice + Fruit Duos. Available in four flavors—Pineapple-Guava, Pineapple Banana, Peach Mango and Pear Blueberry Pomegranate—the fruit cups are conveniently packaged to be eaten on-the-go with a spoon in the lid, and provide a dose of vitamin C.

For retailers that stock the product by Dec. 30, Chiquita is offering an in-store sampling program or "buy one, get one free" direct mail promotion to their customers.

For more information, visit, www.chiquita.com.



Pomegranates all the time

OFFICIALS AT REEDLEY, CALIF.-BASED YOUNGSTOWN DISTRIBUTORS are declaring 2011 "The Year of the Pomegranate." Thanks to its state-of-the-art packing facility, the company is now offering whole pomegranates, in addition to pomegranate arils, year-round.

"As the innovator of making fresh pomegranate arils available to our customers three years ago, we are constantly asked about making whole pomegranates available year round as well," says Mike Forrest, the company's president. "With our knowledge of the product and available equipment, it seems we were in the best position to come up with a solution."

For more information, visit www.youngstownd.com.

Packaging improvements

THE PACKAGING FOR TOMATOES, sweet bell peppers and cucumbers from Eatontown, N.J.-based Village Farms is getting a makeover. "The value-added packaging capabilities are state-of-the-art and ready to handle volume," says Doug Kling, senior vice president and chief marketing officer.

Tomato varieties now come in clamshell containers. Sweet bell peppers are offered in multiple color combinations in 2-lb and 6-count tamper-proof bags. Long English cucumbers are available in 2- and 3-count packs and mini cucumbers come in 8-count trays as well as 2-lb zippered tamper-resistant bags.

For more information, visit www.villagefarms.com.



Pizza party kick-off

MAMA ROSA, a manufacturer of branded, refrigerated pizzas, has gotten in on the football action after securing exclusive rights from Myrna Rae, LLC, to produce and distribute the football helmet-shaped Tailgate Party Pizza. "Football has overtaken baseball as the spectator sport of choice in the U.S., and pizza is usually on the game day table," says Bill Macklin, president of MaMa Rosa's.

Tailgate Party Pizzas are made with premium ingredients and come in six varieties — pepperoni, four-cheese blend, supreme, sausage, veggie and combo. "I only want the very best product at the very best price for my brand," says Myrna Rae.

For more information, visit www.myrnaae.com or www.mama-rosas.com.



Pretty potatoes

THE REDESIGNED ORGANIC KLAMATH PEARL POTATOES PACKAGING will protect the product and create more attractive displays, according to officials at Los Alamitos, Calif.-based Frieda's. Reduced from 2-pounds, the 1.5-pound Fox Combo Shield Bag blocks harmful light from reaching potatoes and has a breathable mesh back. The label design has been turned horizontal for a more attractive look when on display.

"The new packaging adds up to less shrink for the retailer," says Karen Caplan, Frieda's president and CEO. "Retailers looking for sustainable organic produce will want to stock these special spuds."

The new package has a suggested retail price of \$2.99 to \$3.99. For more information, visit www.friedas.com.



Cheesy does it

DOWNERS GROVE, ILL.-BASED HILLSHIRE FARMS has introduced its cheesiest variety of

sausage yet. The Hillshire Farms CheddarWurst Smoked Sausage is made with real Wisconsin cheddar cheese, natural spices and quality cuts of meat and carries a suggest retail price of \$3.99.

"We've done extensive research to understand what our customers are craving, namely bold flavors and quality ingredients like real Wisconsin cheddar top the list," says Tim Roush, vice president, lunch and dinner, Sara Lee North American Retail. Company officials also point to the product's versatility as the perfect addition to pasta dishes and pizza or grilled on a skewer with vegetables.

For more information, visit www.gomeat.com.



Fully baked

BOSTON COFFEE CAKE HAS BEEN ACQUIRED BY BAKE'N JOY and will be featured as the company's flagship brand and only line of fully baked products. Bake'n Joy has provided Boston Coffee Cake with its proprietary custom-blended mixes since the company opened in 1992 as a family-run bakery. Boston Coffee Cake products will be manufactured at a new 12,000-square-foot facility at Bake'n Joy's North Andover, Mass. headquarters. "This premium brand fits in exceptionally well with our go-to-market strategies and our high-quality product standards," says Robert Ogan, president of Bake'n Joy Foods.

Boston Coffee Cake founder Mark Forman along with other several other employees will be moving to the new location. "Bake'n Joy has a 70-year history of commitment to excellence, and I honestly could not have found a better company to partner with. This is like a dream marriage for me," says Forman. "With the support of Bake'n Joy's team, we are positioned to strengthen the brand nationwide." For more information, visit www.bakenjoy.com.

This challenge is bananas

DOLE IS CHALLENGING AMERICANS to shed holiday pounds in 2011 by eating bananas. Following its original banana diet in 2009, the Westlake Calif.-based company has introduced the Go Bananas 2-A-Day Challenge, which encourages participants to begin each day with two bananas and at least eight ounces of water.

"Bananas contain resistant starch which ferments in your large intestine and creates by-products that block conversion of some carbohydrates before they can be added to your body as extra pounds," says Nicholas Gillett, Ph.D., of the Dole Nutrition Institute.

Bananas are an excellent course of vitamin B6 and a good source of potassium, fiber and vitamin C, and fiber, he notes.

The challenge offers 14 new lunch and dinner recipes that combine chicken or fish with Dole fresh fruits and vegetables, low-fat cheeses, wheat pasta, long-grain rice and salads.

For more information about Dole's banana diet, visit www.dolebananadiet.com.



Get ready to roast

THANKS TO GARNER, N.C.-BASED BUTTERBALL, having hot roast turkey for dinner is no longer a time consuming proposition relegated to Thanksgiving. According to company officials, Ready to Roast Turkey comes frozen in a convenient oven-ready bag requiring no prep time.



"The Ready to Roast Turkey is perfect for the person looking for convenient meal solutions because it requires absolutely no thawing," says Kari Lindell, Butterball's marketing director. "Thanks to the innovative, easy-to-open cook-in-bag technology, the turkey requires no preparation—it can be placed directly from the freezer into the oven, saving hours of cooking and cleaning, which leaves more time for family and friends."

There are both bone-in and boneless turkey breast options available in two flavors—Traditional Oven Roasted and Smoked—and a whole young turkey in the traditional oven roasted style.

For more information, visit www.butterball.com.