



European yogurt

LOWELL INTERNATIONAL FOODS, a premium specialty food importer and producer based in Franklin Park, Ill., launched Lowell European Classic Yogurt, a line of active live-culture yogurts in non-fat and whole milk varieties made using an exclusive European recipe that took two years to develop. Company officials say the yogurts are distinctively creamy and marry select fruits sourced in Europe with fresh Wisconsin milk.

Lowell European Classic Yogurt is available in eight flavors: black currant, plum, strawberry, raspberry, peach, blueberry, vanilla and cherry. A whole milk plain yogurt is also available, and the company is introducing a Multi Grain line in six fruit flavors: apple/pear, prune, strawberry, apricot, raspberry and peach. All three lines of yogurt are all-natural and free of artificial flavors, colors and preservatives, and packed in 6-ounce containers with a suggested retail of \$1.49.

For more information, visit www.lowelldairy.com.

SUPPLIER NEWS

Cutting-edge website: Eatontown, N.J.-

based Village Farms has launched a website (www.villagefarms.com) featuring a clean, contemporary design that illustrates the grower's commitment to environmental sustainability. The site features updated product photographs and nutritional facts for each of Village Farms' premium all-natural hydroponically grown greenhouse tomato, pepper and cucumber varieties. A "Consumer Corner" section on the site is focused on healthful easy-to-prepare recipes and includes a consumer feedback form for people to share more ideas on how to prepare Village Farms products. There is also a "Meet the Grower" page and a section with information on seed varieties used on the "Greenhouse Variety Benefit" page.



Chilean avocados: The Chilean Avocado Association, based in Aptos, Calif., is estimating it will have 310 million pounds of Chilean Haas avocados to promote for the 2009-2010 season. The avocados began arriving in the U.S. in July and will be available through next March. The association says its avocado groves made an excellent comeback after an Antarctic freeze wiped out much of the previous year's crop. "Given the increased volume, we are expanding every major area of our integrated marketing program for this season—retail merchandising, advertising, public relations, special events and promotions—and we are embarking on new foodservice and social networking initiatives as well," says Maggie Bezart, marketing director. www.chileanavocados.com.

Restaurant Quality Foods for the Supermarket Deli



Calzone



Stromboli



Pizza



Panini

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