

## Editors' Picks 2009

Standout new products from the past 12 months



# Winning Picks

The latest round of *PG's* Editors' Picks showcases a roundup of promising products to meet grocery shoppers' most pressing wants and needs.

**L**ong considered “the lifeblood of grocery retailing,” new products are indispensable means of attracting buyers’ attention behind the scenes and generating excitement among consumers in the aisles. Yet with each passing year, the process of sifting through

the countless stream of new products vying for valuable shelf space seems to get more complicated for category buyers, who, more times than not, rely most heavily on their seasoned instincts to decide what consumers will consider to be the next, best mousetrap.

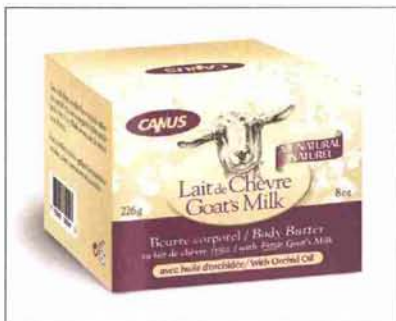
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varieties: Original, Cajun Style, Thanksgiving Style and Buttery Herb. For more information, 312-223-1307, or [www.butterball.com](http://www.butterball.com).

### Campbell's Select Harvest Soup

Featuring high-quality ingredients and lower-sodium sea salt, Campbell's all-natural Select Harvest soup meets "healthy" sodium requirements of 480 milligrams per serving. Additionally, the label, which features simple ingredients people can understand, is printed on paper with 75 percent recyclable fiber content and uses soy ink. For more information, 856-342-5985 or [www.campbellsoup.com](http://www.campbellsoup.com).



### Canus Goat's Milk All-Natural Body Butters

This line of moisturizing body butters, available in Original, Orchid, Marigold, and Olive & Wheat Protein varieties, offers all-natural ingredients, including fresh goat's milk. For more information, 802-244-1372 or [www.canusgoatsmilk.com](http://www.canusgoatsmilk.com).

### Chi-Chi's Snackers

Chi-Chi's has made one of America's most popular condiments — salsa — mobile with its new Snackers products. Ideal for on-the-go



eating needs, the single-serving, 4-ounce portable packages offer consumers a chance to create a fiesta at any meal with three of Chi-Chi's salsas' most popular varieties: Mild, Medium and Nacho Cheese. For more information, 507-437-5593 or [www.hormelfoods.com](http://www.hormelfoods.com).

### Castor & Pollux Pet Works Good Buddy Dog Cookies

Pumpkin and Apple, and Mimi's Favorite Mac & Cheese flavors are two of the latest offerings dogs will beg for from Castor & Pollux Pet Works' line of Good Buddy Dog Cookies, the sales of which — as with all Good Buddy products — generate food and funds for pets in shelters across the country through the Free Kibble charitable group. For more information, 800-875-7518 or [www.castorpollux-pet.com](http://www.castorpollux-pet.com).

### Clean Ones Corp. Long Household Gloves

Clean Ones' Long Household Gloves feature the company's proprietary Cross Wave design, which, in addition to giving them a distinctive look, imparts superior gripping power and surface coverage. What's more, the handy 13-inch gloves feature a wide "drip-catching" cuff that makes them easy to put on and take off, plus offer antimicrobial protection. For more information, 715-386-8511 or [www.cleanones.com](http://www.cleanones.com).



### Coca-Cola Vitaminwater10

Coca-Cola's vitaminwater10 was developed for consumers who want a great tasting, nutritious drink without the calories.



It's naturally sweetened, only 10 calories per serving and available in tasty flavors such as acai-blueberry-pomegranate, essential (orange-orange), energy (tropical citrus) and multi-v (lemonade). For more information, 770-565-5440, or [www.vitaminwater.com](http://www.vitaminwater.com).

### Coleman Organic Chicken Breast Strips

Coleman Natural Foods' Organic Chicken Breast Strips are made with organic free-range chickens that are fed a certified-organic vegetarian diet and raised with no antibiotics, no added hormones and no preservatives. They're fully cooked and ready to serve, contain no trans fats, and come in a resealable freezer bag. For more information, 310-274-1072, or [www.colemannatural.com](http://www.colemannatural.com).



### Contessa Micro-Steam Seafood

Employing an advanced microwave steaming process that results in premium chef-quality seafood dishes without the cleanup, Contessa's Micro-Steam seafood meals leverage the recognized benefits of steam, infusing flavor that can often be lost through other cooking methods. Each meal comes in a special tamper-proof film package that allows steam to generate, expand and circulate, ensuring uniform heating of all contents while meeting all FDA safety requirements. The line consists of four recipes: Dragon Tail Shrimp, Honey Roasted Shrimp, Balsamic Glazed Shrimp and Tikka Masala. For more information, 310-519-2144, or [www.contessa.com](http://www.contessa.com).

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### KIND Plus Bars

As an extension of PeaceWorks' original KIND Fruit + Nut Bars, the new Plus version builds upon the healthy tradition of the original, all-natural bars chock full of nutrients and flavor, with even more added nutrients such as calcium and antioxidants. A great in-between meal snack, KIND's growing line is presently sold in nearly every major retail and grocery chain in the U.S. For more information, 212-616-3006, ext. 108, or [www.kindsnacks.com](http://www.kindsnacks.com).



### Late July Organic Mini Endangered Animal Sandwich Cookies

PG's cookie-crazy staffers went ape for these yummy whole grain mini cookies that are certified organic and offer added calcium. For more information, 508-362-5859 or [www.latejuly.com](http://www.latejuly.com)

### Lundberg Family Farms Heat & Eat Organic Brown Rice

Ready in seconds, this brown rice bowl, available in three varieties, makes it easy for time-pressed consumers to get their daily recommended serving of whole grains via a side dish or as a base in recipes. For more information, 530-882-4551 or [www.lundberg.com](http://www.lundberg.com).



### Mann's Light Bites

As the newest addition for desk-top diners and mid-day grazers, Mann Packing Co. has added four new low-cal/big-taste dips — including Yogurt, Sunbutter, Classic Hummus and Roasted Red Pepper Hummus — to accompany the healthy, tasty veggie combo packs. For more information, 831-422-7405 or [www.mannpacking.com](http://www.mannpacking.com).



### MaraNatha Dark Chocolate Nut Spreads

MaraNatha (pronounced "mare-uh-Nah-thuh") Dark Chocolate Nut Spreads blend decadently rich, dark chocolate with MaraNatha nut butters. Available in Almond and Peanut Butter varieties, the good-for-you nut spreads are made with 40 percent nuts and pack 4 to 5 grams of protein and 1 to 2 grams of fiber per serving. For more information, 631-730-2200 or [www.hain-celestial.com](http://www.hain-celestial.com).



### Mars Fling Chocolate Sticks

Available in three varieties, Fling consists of a chocolate truffle laid atop a crisp layer of meringue and then encased in chocolate. Despite that decadent description, each stick contains fewer than 85 calories. For more information, 570-629-9686 or [www.mars.com](http://www.mars.com).

### Melissa's/World Variety Produce Pomegranate Arils

Ready to eat without the hassle of peeling a pomegranate, Melissa's Pomegranate Arils are a quick, easy, healthy, sweet-tart snack. Packed in a tub that will keep for about two weeks under refrigeration, these ripe additions to the value-added fresh fruit category are ready to pop in your mouth — or on your salads, desserts, sorbets or soups. For more information, 800-588-1281 or [www.melissas.com](http://www.melissas.com).



### MyChelle Dermaceuticals Clear Skin Teen Anthology

A big hit with our adolescent road-tester, this all-natural acne treatment program specially formulated for teens offers an effective skin care regimen that works together to reverse and potentially eliminate acne completely. For more information, 800-447-2076 or [www.mychelle.com](http://www.mychelle.com).



### Nature's Dog by Canus

This all-natural line of pet products, which includes liquid and bar shampoos, alcohol-free wipes, and healthy treats, features goat's milk as its main ingredient. For more information, 802-244-1372 or [www.canusgoatsmilk.com](http://www.canusgoatsmilk.com).