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THE FOOD INSTITUTE REPORT

NEW PRODUCT NEWS

Coinciding with the start of the school year, **DEAN FOODS**, Dallas, is rolling out *TruMoo* Chocolate Milk nationwide. Touted as a better-for-you chocolate milk, *TruMoo* contains only 40 more calories than plain white milk per serving, pure cocoa, lower sugar and no high fructose corn syrup...**ODWALLA, INC.**, the Half Moon Bay, CA-based unit of **THE COCA-COLA COMPANY**, is introducing *Odwalla Super Protein Mango* smoothies with 20 grams of soy protein. Key ingredients include apple juice, mango puree, orange juice and banana puree. "Because it's non-dairy, it's a great option for those who are lactose intolerant or who choose to observe a non-dairy diet," commented Irma Shrivastava, vice president marketing of Odwalla...**FRITO-LAY NORTH AMERICA**, the Plano, TX-based unit of **PEPSICO**, introduced *Doritos* and *Cheetos Fiery Fusion* snacks in convenience stores across the U.S. Both snacks are described as featuring a blend of cheese, herbs and spices, followed by a slow-burning heat derived from a combination of cayenne pepper, vinegar and paprika...**LIFESTYLE FOODS, INC.**, York, PA, introduced the *G2* next-generation line of grab-and-go snacks under 170 calories. New additions include the *Glam Snack*, the *Shred Snack* and the *Obsessed Snack*. The *Glam Snack* consists of whole natural raw almonds, crisp apple slices and ripe red grapes. The *Shred Snack* features grilled chicken breast strips accompanied by cubes of white cheddar cheese. The *Obsessed Snack* is a pairing of Greet yogurt and sweet and crunch honey graham sticks...**THE DANNON COMPANY**, the White Plains, NY-based subsidiary of **DANONE**, introduced *Activia Selects* in French, Greek and Parfait yogurt varieties. The French style is available in cherry, blackberry & raspberry, mango and pineapple; Greek, strawberry, vanilla, blueberry and pomegranate & berry; and the Parfait style, lowfat yogurt topped with crunchy granola, is available in peach, vanilla, strawberry and mixed berry...*Aunt Jemima* Frozen Breakfast, a portfolio brand of Mountain Lakes, NJ-based **PINNACLE FOODS GROUP LLC**, added Oatmeal Pancakes to its line. *Aunt Jemima* Oatmeal Pancakes, made with natural ingredients,

provide four grams of fiber per serving...**UNILEVER NORTH AMERICA** expanded its frozen offerings with *Bertolli Premium Meal Soups for Two* in four varieties: Roasted Chicken & Rotini Pasta, Chicken Minestrone, Tomato Florentine & Tortellini with Chicken, and Tuscan-Style Beef with Vegetables...**WIN SCHULER FOODS**, Southfield, MI, launched refrigerated *Lia Marie's Original Garlic Spread* and *Five Cheese Garlic Spread* in stores throughout the Milwaukee and Green Bay areas. The *Garlic Spread* features a blend of roasted garlic, natural cheese, butter, oil and fresh herbs and the *Cheese Garlic spread* is made with the same ingredients with the addition of five old-world cheeses...**VAN'S NATURAL FOODS**, Vernon, CA, rolled out two new whole grain foods: *Muffin Crowns* and *Waffle Sticks*. *Van's Muffin Crowns* are available in two flavors—Triple Chocolate and Wild Blueberry...**LOUISIANA FOOD COMPANY**, Baton Rouge, will introduce *Pirogue Rice* to its packaged dry product line in October...**BUENO FOODS**, Albuquerque, NM, introduced *Hatch Autumn Roast Green Chile*. The company says the new chile is roasted in the "tradition of the home roast process," and the blackened chiles have an "intensely robust authentic flavor"...**HOUSE FOODS AMERICA CORP.**, Garden Grove, CA, is rolling out *Super Firm Tofu* and *Super Firm Cubed Tofu* in supermarkets and health food stores nationwide...**SARGENTO FOOD INGREDIENTS** introduced *Portionables* soup ingredients, individually quick frozen pellets designed for the frozen soup market. *Portionables* IQF soup pellets can be formulated as complete soups or added as an ingredient into a soup meal kit along with vegetables, meat and pasta or rice, according to the unit of **SARGENTO FOODS, INC.**, Plymouth, WI...Carlsbad, CA-based **CHUAO CHOCOLATIER'S** newest bar, *Potato Chips in Chocolate*, combines ultra premium milk chocolate and all-natural potato chips for a sweet and salty experience...Napa Valley, CA-based **WALLABY YOGURT COMPANY** introduced two product lines, *Wallababy Organic Whole Milk Yogurt* for Babies in banana and blueberry varieties and *Joey Organic Lowfat Yogurt* for Kids in two flavors, grape or strawberry.