



## CREAM OF (WHOLE) WHEAT

**B&G Foods Inc.**, Parsippany, N.J., launches **Cream of Wheat Healthy Grain Instant Hot Cereal**, a strategic step to rebuild the venerable brand it purchased in 2007 from Kraft Foods.

Available in two varieties - **Original** and **Maple Brown Sugar** - they are made from 100 percent whole grain (42g per serving), are an excellent source of fiber (6g), calcium, vitamin D, iron and folic acid, are a good source of protein (7g) and are cholesterol free, low in fat and contain 0g of sugar. Cream of Wheat Healthy Grain has received the Whole Grain Council's 100 percent Whole Grain seal.

"We are building on the tradition of the well respected Cream of Wheat brand, reminding consumers how good it was and how good it still is," says David Wenner, president and CEO. "We are delighted to expand the brand with the introduction of the new Healthy Grain line of products that speak directly to consumers' desire for nutritional products with more whole grain and fiber."

Introduced in 1893, Cream of Wheat is among the leading, most trusted and widely recognized brands of hot cereals sold in the U.S. Cream of Wheat is available in original, 10-minute, 2-1/2-minute and 1-minute versions, and also in instant packets of original and other flavors, including cinnamon swirl and maple brown sugar.

Suggested retail price is \$3.99

## STOCKPOT FOUNDER COOKS UP FINISHING SAUCES

Kevin Fortun, founder of Stockpot Soups and Seattle-based **Fortun Foods**, rolls out 12 varieties of **Fortun's Finishing Touch Sauces**, designed to transform casual home cooking into restaurant-quality meals. The chef-developed sauces, found in the refrigerated section, are simmered in small handcrafted batches with natural ingredients and exotic flavors that turn simply cooked meat, pasta and fish into gourmet, flavorful dishes. Just heat to a simmer and pour over meat, chicken, pasta or fish.

Fortun, who made his name with Stockpot Soups, built his reputation on bringing top quality flavor and consistency of product to foodservice operators and families around the world. He brought Stockpot Soups to worldwide recognition with distribution in 23 countries and sold it to Campbell Soup Co. in 1998. After taking several years off from the food industry, Fortun gathered many members of his original Stockpot Soup team to create Fortun's Finishing Touch Sauces.

Varieties, which have a shelf life of 150 days, include: **BBQ (Picnic in a Pan)**, **Four Pepper**, **Lemon Dill Caper with White Wine**, **Marsala & Mushroom**, **Mediterranean**, **Mulligatawny Curry**, **Asian Style Pepper**, **Rajun Cajun**, **Santa Fe Verde**, **Stroganoff**, **Spanish Romesco with Saffron** and **Spicy Mustard with Brandy**. There also are easy-pack versions for foodservice operators.

Suggested retail price is \$4.95 to \$5.95.



## ANTIOXIDANT-RICH SMOOTHIE IN SECONDS

Seven of 10 Americans do not consume the recommended amount of fruit. Now Minneapolis-based **General Mills** makes it easy to get plenty of antioxidant-rich fruits into any diet, on any schedule. Its Yoplait brand has combined its yogurt with real fruit for a frozen smoothie kit, **Yoplait Frozen Fruit and Yogurt Smoothies**, that goes from freezer to fabulous in seconds.

Smoothies are a great way to fit in essential vitamins and minerals needed every day for good health. But commercial smoothies are often calorie- and sugar-laden, and making a smoothie at home can be a real chore.

Yoplait Fruit and Yogurt Smoothies are available in three flavors: **Triple Berry**, **Strawberry Banana** and **Strawberry Mango Pineapple**. Each freezer package contains frozen fruit and Yoplait yogurt. Just add 1 cup of milk and blend. There are two 8-oz. servings per package.

A good source of calcium, each Yoplait smoothie contains a full serving of fruit as well as Yoplait yogurt pieces with live and active cultures and is an excellent source of vitamin C, which can help protect cells against the effects of free radicals.

"A nutritious smoothie can be hard to find and even harder to make," says Jason Walters of Yoplait marketing. "With 110 calories per serving and simple 'Just add milk and blend' prep, Yoplait Frozen Fruit and Yogurt Smoothies take out the worry and the work. You get a fast, delicious smoothie you'll feel great about drinking."

Suggested retail price is \$3.29.