

Hot products UPDATE

SPECIAL ADVERTISING SECTION

Hot, new products that industry companies don't want you to miss.

GROCERY



CASSAVA CHIPS

Distributed by **B&R Classics, LLC**, Joseph Banks all-natural cassava chips are a healthier alternative to potato chips. The vegan cassava chips have 30% less fat and a lower GI rating than potato chips. Plus, they are naturally high in fiber and are rich in vitamins and minerals. With a 12-month shelf life, Joseph Banks all-natural cassava chips are low in salt and contain no trans-fat, cholesterol, lactose, gluten or GMOs. ctr@brclassics.com, www.brclassics.com

GLUTEN-FREE GRANOLA

DeLand Bakery, the makers of the #1 best-selling millet bread, now introduces Gluten-Free Granola. Satisfaction is guaranteed. Retailers, request more information and your free sample by calling (877)258-7553, ext. 208 or send a text message to (386)748-2237. Don't forget to say "Rich" for your free sample. r.s.mercado@att.net, www.delandbakery.com



CHERRY JUICE

Tart cherry juice such as **Smart Juice Tart Cherry** contains strong antioxidants that may support cardiovascular health and healthy blood sugar levels. With anti-inflammatory properties, tart cherry juice may benefit those with arthritis or gout. Smart Juice Tart Cherry is 100% organic, fresh pressed, shelf stable and kosher, plus it contains no additives or filler juice. (610)625-1531, info@smartjuice.us, www.smartjuice.us



FLAX SEED

The Miller Family has been growing Golden Flax Seed for five generations in North Dakota. All **Premium Gold Flax** is 100% USA grown. The firm processes and packages its golden flax seed in a facility located on its farm in North Dakota. This is how Premium Gold Flax guarantees "point of origin," the finest golden flax seed in the world. Available are Whole Golden Flax Seed, TCM finely ground (flour grade) golden flax seed and Dash O' Flax – Golden Flax Seed flakes in a shaker jar for sprinkling on cereals, fruit, yogurt or salads. Says the company, "You must try our Golden Flax seed to enjoy the natural nutty taste and nutritional benefits." Contact Premium Gold Flax for a free sample. (866)570-1234, www.PremiumGoldFlax.com



ORGANIC, FAIR TRADE HONEY

Organic and Fair Trade Certified Killer Bee Honey from **Once Again Nut Butter** is harvested by indigenous bee keepers from the Amazon. These prolific and hardy pollinators are known for aggressively protecting their hives, but have no fear of wonderfully rich-tasting aromatic killer bee honey. Says the company, "You'll enjoy every sticky drop." Once Again Nut Butter's Organic and Fair Trade Certified Rain Flower Honey is collected by small communities of bee keepers through varying flowering seasons. This honey is gathered and blended from a variety of wild rainforest flowers in Brazil. "Enjoy our rich and aromatic honey," states Once Again Nut Butter. (888)800-8075, www.onceagainnutbutter.com



SUPPLEMENTS

ECONOMICAL, HIGH-QUALITY LIQUID VITAMINS

Introducing Best Value Vitamins™ — an innovative new brand of supplements all priced at \$16.99 to meet the needs of a growing market that requires value-priced, high-potency liquid vitamins. Produced by **Life Line Foods**, the most trusted name in liquid dietary supplements with more than 40 years of experience, these seven products will reach an under-served demographic and help as many people as possible to ensure and maintain good health. For information, call (800)216-3231. www.lifelinefoods.com



ENERGY

Energy28 from **Peter Gillham's Natural Vitality** is a premium liquid whole-food energizer. It features Golden Chlorella™ Omega, a complete nutrient-dense green food. Energy28 also includes 24 organic superfruits, veggies, sprouts and fruits, organic maca, Bioenergy RIBOSE™ and rhodiola. Energy28 has a natural berry flavor sweetened with organic agave and stevia. It is perfect for a whole-food snack and sustainable energy supply for athletes. The formula is vegan, gluten-free and non-GMO. Energy28 is available in a display box of 15 single-serving nutripacks. (800)446-7462, www.petergillham.com





KIDS' MULTI

Kids Natural Calm Multi from Peter Gillham's Natural Vitality is a premium comprehensive liquid multi for children. It includes 24 organic fruits and veggies, premium omega-3 DHA and EPA, vitamins, best-selling Natural Calm (a leading magnesium supplement in the natural products market), calcium, ConcenTrace® minerals, amino acids and DMAE. Kids love the organic orange splash flavor, sweetened with organic stevia and organic agave, says the company. The formula is gluten-free and non-GMO. (800)446-7462, www.petergillham.com

ORGANIC VITAMINS

From Peter Gillham's Natural Vitality comes Organic Life Vitamins (OLV), a whole-food-based super multi with organic aloe vera (contains over 200 biologically active amino acids, vitamins, antioxidants, minerals, enzymes and sterols), 24 organic superfruits, vegetables and fruits. The liquid form offers better absorption, says the company. OLV also features ConcenTrace minerals, essential vitamins, amino acids, OptiMSM, chromium picolinate and selenium. The liquid has an organic cranberry and raspberry flavor plus organic stevia and organic agave. OLV is vegetarian, gluten free and non-GMO. It is available in 30-oz bottles and convenient single-serving nutripacks. (800)446-7462, www.petergillham.com



PERSONAL CARE



SEXUAL HEALTH

Add sexual health to your personal care section. Natural Contours® has helped many companies, including *drugstore.com*, launch their "sexual wellbeing" areas. The brand is now leading the way for natural product stores to add sexual health to their personal care sections. The line features unique personal massagers and a Kegel exercise barbell to tone

the PC muscles. Cosmetic-style packaging. Designed in Europe. They are stylish, ergonomically shaped and feature Japanese motors. Retail points ranges from \$20 to \$40. Display and batteries are included. (888)736-2247, sales@naturalcontours.com, www.natural-contours.com

EMU OIL

Thunder Ridge Emu Oil contains EFAs including omegas-3, -6 and -9—the nutrition your skin needs. The oil can be used effectively for its valuable anti-aging, moisturizing and healing properties. It penetrates through all seven layers of skin where it repairs damaged, irritated skin. Hypo-allergenic, hyper-oxygenated and non-comedogenic, it is the perfect product to use as a first-aid treatment for burns and abrasions, to the ease discomfort of sore joints and muscles or for the treatment of chronic skin conditions. Thunder Ridge Emu offers 15 different products containing emu oil. (703)631-9074, www.thunderridgeemu.com



MISCELLANEOUS

ECO-FRIENDLY WINE BAGS



Enviro-Tote now offers Wine Bottle Bags that can hold up to six bottles. Says the company, "We've never seen them, so we decided to make them in the USA! The most unique bags you will ever own." Transport one, two, four or six wine bottles at a time or, thanks to the collapsible dividers, use them to carry everything else. With the

Enviro-Tote line of Wine Bottle Bags, you won't waste precious advertising dollars on reusable bags that have only one use, says the company. Print your logo on this versatile bag and your name will be carried around town. (800)ToteBag, www.enviro-tote.com

CANDLES

Wally's Candles are back and better than ever, says the company. New All-Natural Soy Blend Candles have replaced old, outdated Paraffin Candles. The Soy Blend Candles offer the benefit of not only being all natural, but also a cleaner, longer burning candle. Wally's Candles are still handmade and have three scent options: Soy Blend, Lavender Soy and Herbal Soy. Try all three for different scents and benefits. As always, all candles have a safety filter tip. Call (800) 215-1566 for specials or go online to set up a wholesale account at www.wallysnatural.com/wholesale.



SOFTWARE FOR TRADE PROMOTIONS

Consumer packaged goods (CPG) companies spend heavily on trade promotions, yet manage the process with inefficient methods and tools such as Microsoft® Excel®. MEI provides a centralized system for planning, executing, reconciling and analyzing trade promotions. MEI's Trade Promotion Management (TPM) software allows users to plan and analyze at multiple levels of the customer or product hierarchy. CPG manufacturers are able to manage their businesses the way they want and make well-informed, critical decisions confidently. (800)463-6634, www.meicpg.com/community/true-cost-of-excel



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