SPECIAL ADVERTISING SECTION
Hot, new products that industry companies don’t want you to miss.

POWDERED MILK
Milkman Milk is the only cream-containing low fat dry milk available to consumers and has long been considered the best-tasting powdered milk on the market. Coffee lovers and health enthusiasts enjoy Milkman as a low-fat, GMO-free coffee creamer and protein-packed drink with a rich, natural milk flavor. Bakers appreciate that Milkman blends smoothly and completely, making it a key ingredient in recipes that call for milk. Milkman has a long shelf life and provides exceptional convenience. Contact Gavin, today at ghansen@marronfoods.com

EAT THE BALL – THE BREAD OF A NEW GENERATION
Our great tasting, healthier breads along with their innovative shapes will make sandwiches fun and attractive. With Eat the Ball breads, your shoppers can move the bread from just being the carrier of the sandwich to now being a key component of the meal. Eat the Ball is a totally new type of bread produced with advanced food technology that helps retain the vitamins and minerals that traditionally get baked out of breads. Using natural ingredients, our non-GMO breads help avoid waste as well as provide nourishment to the planet in the future. The breads come in both Wheat and Multi Grain formulas with shapes that include sports balls that will appeal to kids of all ages throughout the year. Contact us at: USA@eattheball.com or for more info: www.eattheball.com

SNEAKY CHEF® FRUIT SPREADS
The first innovation to hit the jelly aisle in decades, Sneaky Chef Fruit Spreads sneak the good stuff in to exciting new fruit spreads in fun flavors never seen before in the jelly category like Cherry Vanilla Pop, Blue Razz Berry, Caramel Apple and Watermelon Slice as well as time-honored favorites Grape-licious and Red Razz Berry. And the best part, each jar of Sneaky Chef Fruit Spread contains three hidden veggies – carrot, beet and sweet potato. www.SneakyChef.com

GRANOLA
Chappaqua Crunch Granolas have a unique and satisfying taste. They’re freshly made with only the finest natural ingredients like fiber and protein-rich rolled oats. Chappaqua Crunch Granolas are lightly sweetened and roasted to a fantastic crunch with all natural flavors like Blueberries & Bananas, Pomegranate & Flax, Cranberry or our Original and Slightly Sweet versions. Chappaqua Crunch Granolas are all natural, non-GMO, and contain no HFCS, no cholesterol, no artificial flavors or preservatives. www.chappaquacrunchgranola.com

FERMENTATION AT HOME
Perfect Pickler Vegetable Fermenting Kits – the world leader since 1994! Over 1 million sold! Sales of raw, fermented vegetables are HOT. Combine this with the growing $29 billion consumer DIY trend to make this a winning NEW category! These two great Kits are the most complete, foolproof vegetable fermenting kits available...anywhere. Each Kit features our Patent-Pending NoSpill Gasket! Your customers create an endless supply of affordable, fermented vegetables in four days. Clip Strips in every case: Merchandise in produce and at refrigerated, ready-made fermented vegetables. Great Profit. Store Locator and aggressive social media drives sales to your store! (941)792-2888, sales@perfectpickler.com
NEW! MUSHROOM WELLNESS TEAS
Choice Organic Teas introduces four new Mushroom Wellness Teas* for Organic Immunity Support.* Flavorful, functional herbs and tea are combined with medicinal mushrooms like reishi, Cordyceps, and shiitake, to create synergistic blends that help modulate the body’s immune system and to contribute to everyday health and well-being.* Mushrooms have long been used across cultures as medicine to promote health and vitality.* All four teas were developed in partnership with Bastyr University and are certified organic, Non-GMO Project Verified, kosher, gluten-free, and packed in the U.S.

www.choiceorganicteas.com

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

SUPPLEMENTS

WHEY 2 BE!
Action Brand Management introduces the new Whey 2 Be line of protein cookies. Five great flavors that are all natural and non-GMO certified. Great texture and taste in 12 wrapped cookies per caddy. Flavors: Cranberry Orange White Chocolate Chip, Chocolate Chip, Peanut Butter, Chocolate Chocolate Chip and Oatmeal Chocolate Chip. All Cookies have 16 g to 18 g of whey protein in each cookie. Contact Jeff@actionbrandmanagement.com

BEAUTY REST
ReserveAge is introducing Beauty R&R, the first product to combine collagen and melatonin during sleep. It also improves sleep by helping the mind relax and regulating the body’s sleeping and waking cycles. ReserveAge is also releasing a new version of their Resveratrol 500 mg which sustains age-fighting activity for up to four hours as well as supporting healthy heart function.

4800 T-Rex Ave, Boca Raton, FL, 33431, www.reserveage.com

5-HTP
Bluebonnet Nutrition launched 5-HTP 100 mg Vegetable Capsules that are non-GMO and kosher certified. This product contains 5-hydroxytryptophan that is carefully extracted from the seed of the African plant Griffonia simplicifolia for those who believe they should get most of their nutrients from the foods they eat and are looking for a sleep and mood support supplement that is wholesome in every way. 5-HTP is the direct metabolic precursor of serotonin and is important for the production of melatonin; therefore, it has been shown in research to help control appetite, support a positive mood plus helps to promote a feeling of calm/relaxation and for occasional sleeplessness.

12915 Dairy Ashford, Sugarland, TX 77478, www.bluebonnetnutrition.com

POWDER DRINK MIX
Jarrow Formula, makers of Bone-Up products including Veggie Bone-Up tablets, Ultra Bone-Up tablets and Bone-Up Three Per Day capsules, is introducing its new Bone-Up Powder Drink Mix. Bone-Up Powder Drink Mix provides 500 mg of calcium as well as other bone fortifying vitamins and minerals such as vitamins K2 and D3. It is free of wheat, gluten, dairy, egg, fish/shellfish and peanut/tree nuts. Bone-Up Powder Drink Mix comes in 14 oz packaging and is available online and in stores.

www.jarrow.com
MAITAKE
Mushroom Wisdom Inc. launches a Maitake D-Fraction Pro 4x EZ Spray in liquid form for immune support. The EZ Spray is the newest product offered by Mushroom Wisdom, Inc. in its Maitake D-Fraction line that already comes in 2 concentrated standardized strengths, Standard and Pro 4X, as well as in liquid extracts, capsules and tablets. Available online in 30 mL spray bottle and in select stores. 1 Madison Street, Building F6East Rutherford, NJ 07073, www.mushroomwisdom.com

NEW CALM KIDS 50% OFF BUY-IN OFFER (LIMIT 6 UNITS)
Calm Specifics Kids is a delicious natural fizzy-berry flavor calm-focus formula. Along with the benefits that children get from magnesium, it also provides additional soothing effects from Suntheanine®, choline to support brain development, an easily absorbable form of B12 to support energy, B6 to help support mood and D3 to promote healthy bones and teeth. The easy absorbed 4-oz powder mixes conveniently with water or favorite beverage making it a tasty kid’s treat. (800)446-7462, www.NaturalVitality.com

IMMUNE SUPPORT
As you age, your immune system becomes less efficient due to a variety of factors such as everyday stress, poor diet, lifestyle choices, environmental pollutants and more. Support your body’s natural defense system with fortifying antioxidants such as Vitamin C, Aronia Berry and Pomegranate. Keep your immune system on guard and give your body the balance and harmony it deserves with Hyalogic’s Immune C Liquid which is gluten free, tastes great and is a 48 day supply. www.Hyalogic.com

NATURAL VIRILITY
Herbion Virility Formula is an optimally balanced blend of carefully selected herbs for promoting masculinity and sexual wellness. It helps improve sexual desire and overall quality of men’s sexual life. Virility Formula has no artificial ingredients; it is vegan, non-hormonal, non-steroidal, safe and effective. Virility Formula boosts the libido, supports healthy sperm count as well as the body’s production of testosterone and male sexual health and stamina. www.herbion.us

URIC ACID SUPPORT
Natreon, Inc. launches a water-soluble product for healthy uric acid level support available in either liquid or dosage forms. Ayuric is vegetarian, non-GMO, Kosher and Halal certified and contains antioxidants. Along with providing support for healthy blood uric levels, Ayuric also supports Xanthine oxidase inhibitory activity and an organic certified version is available as well. 2D Janine Place, New Brunswick, NJ 08901, www.natreoninc.com