

Production, Technology & Product Development

Solutions for a Changing Industry

SNACK FOOD & WHOLESALE BAKERY



Frito Lay's Showcase of Sustainability

Al Halvorsen, director, environmental
sustainability for Frito-Lay North America
and parent company, PepsiCo

Also Inside:

- Tortilla Trends, TIA Preshow Overview and Booth Profiles
- iba 2012 Show Details and Booth Profiles
- A Visit with Don Julio
- Orlando Baking Case Study

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1 Reddy Bread

Company: Reddy Bread, Houston, Texas
Website: www.reddybread.com

Introduced: February

Distribution: National

Suggested Retail: \$3.99 for an 8-oz. package of pita bread, a 10.6-oz. package of flatbread or a 10.8-oz. package of tortillas

Product Snapshot: After 13 years of medical practice, research and patient feedback, cardiologist Kota J. Reddy created Reddy Bread, a line of pita bread, flatbread and tortillas that are formulated to help adults struggling with weight loss and blood sugar issues. Reddy Bread products are made mostly from soy and flax, making them low-carb alternatives. They are also gluten-free and high in protein and omega fats.

Ingredients (Heart Smart Pita): Defatted soy flour, water, flaxseeds, lecithin, salt, canola oil, yeast.

2



2 Sahale Crunchers Fruit & Almond Snacks

Company: Sahale Snacks, Seattle
Website: www.sahalesnacks.com

Introduced: July

Distribution: National

Suggested Retail: \$3.99 for a 4-oz. bag

Product Snapshot: *Sahale Crunchers* Fruit & Almond Snacks can be used as toppings; mixed into cereals, yogurts and salads; or eaten right out of the bag. The nut blends come in three formulations: Almonds with Cherries, Apples + Maple, Almonds with Cranberries, Sesame Seeds + Honey and Almonds with Parmesan Cheese + Herbs. Resealable pouches help keep them fresh.

Ingredients (Cherries, Apples + Maple): Almonds, organic evaporated cane juice, dried cherries (cherries, sugar, sunflower oil), dried apples (apples, sugar), maple sugar, organic tapioca syrup, caramelized sugar syrup, brown sugar, sea salt, spices, natural maple flavor.

3



3 Orville Redenbacher's Ready-to-Eat Gourmet Popping Corn

Company: ConAgra Foods Inc., Omaha, Neb.

Website: www.orville.com

Introduced: June

Distribution: National

Suggested Retail: \$1.29 for a 1.5-oz. bag, \$2.99 for a 5-oz. bag

Product Snapshot: Packaged for easy portability, Orville Redenbacher's Ready-to-Eat Popping Corn offers on-the-go consumers a convenient, nutritious snack anytime, anywhere. It's made with 100% whole grains, has 0 g. trans-fat and comes in four new flavors: Sharp White Cheddar, Classic Kettle Korn, Farmhouse Cheddar and Signature BBQ.

Ingredients (Farmhouse Cheddar): Popcorn, sunflower oil, cheddar and blue cheese (cultured milk, salt, enzymes), whey, buttermilk, contains less than 2% of salt, butter powder (butter, nonfat milk, sodium caseinate, BHT [to preserve freshness]), lactic acid, natural flavors, partially hydrogenated soybean oil, citric acid, yellow 5 lake, yellow 6 lake, yellow 5, yellow 6. Contains milk.



4 Twice-baked Mandel Bread

Company: Papa Ben's Kitchen, Los Angeles

Website: www.papabenskitchen.com

Introduced: January

Distribution: National

Suggested Retail: \$6.99 for an 8-oz. box

Product Snapshot: *Papa Ben's* evokes "Mandelicious," thanks to its newest creation—sweet, crispy twice-baked Mandelbread, or Mandelbroyt, as it is traditionally called. These anytime cookies are prepared using simple, fresh and natural ingredients, and are kosher- and parve-certified. They come in Original Family Recipe, Lemon Blueberry with Poppy Seeds, Minty Dark Chocolate, Chocolate Espresso Bean and Spicy Chipotle with Ginger and Dark Chocolate varieties.

Ingredients (Original Family Recipe): Enriched wheat flour, sugar, eggs, canola oil, chocolate chips, (unsweetened chocolate, sugar dextrose, soya lecithin [an emulsifier], vanilla), raisins, natural maraschino cherries (cherries, water, sugar, vegetable and fruit concentrate [color], natural flavor), pecans, coconut, almonds, natural flavor, vanilla, leavening (sodium acid pyrophosphate, sodium bicarbonate, corn starch, calcium phosphate), salt. Contains: Wheat, eggs, soy and tree nuts (almonds, pecans and coconut).

Editor's Note: Go to www.snackandbakery.com to read about more new products.