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[www.bakingandsnack.com](http://www.bakingandsnack.com)

# Baking & Snack<sup>®</sup>

A SOSLAND PUBLICATION

*The knowledge authority for development, production,  
packaging and distribution of grain-based foods.*

## Hitting the Sweet Spot

Creating quality cookies  
for cost-conscious consumers

**Tribeca Oven**  
First of its kind



### Gluten-free toaster pastries

Under its Eco-Planet brand, **Eco-Heaven**, Los Angeles, CA, launches gluten-free Frosted Toaster Pastries in Blueberry, Strawberry, and Brown Sugar and Cinnamon varieties. Made with real fruit where applicable, the pastries include brown and white rice flour, sorghum, millet, amaranth, quinoa, cornstarch, buckwheat and flax. The company also recently redesigned the packaging for its gluten-free hot cereal and organic cookie lines.

[www.eco-planet.net](http://www.eco-planet.net)



### Chips and cheese curls

**Mike-sell's Snack Food Co.**, Dayton, OH, introduces five snacks: Blazin' Hot Crunchin' Cheese Curls, Cheese Crunchin' Cheese Curls, Blazin' Hot Corn Chips, Barbecue Corn Chips and Smoky Mountain Barbecue Kettle-Cooked Potato Chips. The corn chip and cheese curl items have a suggested retail price ranging from 99¢ to \$2, while the kettle-cooked chips have a recommended price of \$3.19.

[www.mike-sells.com](http://www.mike-sells.com)



### Filled snack cakes

**Hostess Brands**, Irving, TX, puts a spin on its iconic Twinkie snack cakes with a Chocolate Creme variety, which was launched for Valentine's Day. After a successful limited-edition run of the Chocolate Creme Twinkies, the company decided to reintroduce the new flavor on a permanent basis. A 10-pack retails for \$4.29.

[www.hostesscakes.com](http://www.hostesscakes.com)



### Natural protein bars

Nature Valley Protein Chewy Bars from **General Mills**, Minneapolis, MN, contain 10 g protein from all-natural sources plus 5 g fiber and 6 g sugar per 190-Cal bar. Protein sources include roasted peanuts, almonds and soy protein isolate. Available in two flavors — Peanut Butter Dark Chocolate and Peanut, and Almond and Dark Chocolate — the bars retail for \$3.89 per 5-pack box.

[www.naturevalley.com](http://www.naturevalley.com)



### Traditional mandelbroyt

Mandelbroyt from **Papa Ben's Kitchen**, Los Angeles, CA, is a traditional Eastern European cookie available in five flavors: Original Family Recipe, Lemon Blueberry with Poppy Seeds, Minty Dark Chocolate, Chocolate Espresso Bean, and Spicy Chipotle with Ginger and Dark Chocolate. Kosher- and pareve-certified and made with all-natural ingredients, the cookies sell in 8-oz packages for \$6.99.

[www.papabenskitchen.com](http://www.papabenskitchen.com)



### Thaw-and-serve muffins

**Otis Spunkmeyer**, San Leandro, CA, targets upscale food service establishments for its thaw-and-serve Supreme Muffins. Featuring abundant crowns covered with streusels and other premium toppings, the muffins are served in tulip-style cups that create a distinctive look. The muffins are available in five flavors: Blueberry Crumb Cake, Decadent Chocolate Chunk, Triple Berry Whole Grain, Banana Bread and Apple Cinnamon Pecan.

[www.spunkmeyer.com](http://www.spunkmeyer.com)

