

BY JULIA PECK

## Informative labels

CONAGRA FOODS, INC. IN OMAHA, NEB. announced package labeling enhancements designed to help consumers make better-informed food choices and follow more healthful diets. The new label design will align with the U.S. Department of Agriculture's (USDA) MyPyramid to clearly show the amount of each key food group contained in each package.

"ConAgra Foods' approach provides consumers with simple and clear nutrition information using the USDA's science-based dietary recommendations rather than yet another nutrition standard," says Gary Rodkin, ConAgra Foods CEO. "By utilizing MyPyramid in a unique and USDA-approved manner, we are providing consumers a transparent and easy-to-understand source of dietary information at the point of purchase."

Labels featuring USDA's MyPyramid will appear on more than 700 different products including brands such as Healthy Choice, Chef Boyardee and Orville Redenbacher's, but the graphic will only be shown on products that contain a meaningful amount of at least one of the key food groups. The new label design will begin appearing in stores in May.

Adds Rodkin: "Our packaging information will complement the information available in the Nutrition Facts Panel, and help Americans know how their food choices contribute to a healthful diet based on MyPyramid." For more information, visit [www.conagrafoods.com](http://www.conagrafoods.com).



## Healthier water

SONU BEVERAGES L.L.C., a New York-based start-up company, has introduced its first product, SoNu Water, certified organic flavored water infused with vitamins and electrolytes.

Available in Pomegranate/Acai, Strawberry/Cranberry, Blueberry/Pear, Tropical/Passion Fruit, Mango/Peach and Lemon/Tangerine flavors, SoNu Water is packaged in 16-ounce bottles, sweetened with evaporated cane juice, with 45 calories per 8-ounce serving.

"We're organic with vitamins and electrolytes all together in one package and kosher with the OU symbol," Brad Winter, CEO, tells *Grocery Headquarters*. "We have 110% of vitamin C per serving and 20 percent of four other essential vitamins."

The waters are packaged in plastic bottles with stylish black labels designed to keep out UV light, which can weaken the vitamin content. SoNu Water has a suggested retail price of \$1.99 per bottle, and is also available in 12-count, single-flavor cases.

The launch is being backed by an extensive advertising and public relations campaign, including sampling at Fashion Week in New York, and numerous charity events.

"We're doing lots of strategic marketing on college campuses and in major metropolitan areas, along with events with local radio stations in all of our territories," says Kara Schnabel, vice president, marketing communications. The line is initially being launched in the Northeast with broader distribution planned for the fall.

For more information, visit [www.SoNubeverages.com](http://www.SoNubeverages.com) or call (212) 244-7668. —Richard Turcsik

## SUPPLIER NEWS

### Chocolate organic soy milk:

Vitasoy in Ayer, Mass., has extended its line of organic single-serve soy milks to include a chocolate six-pack. Available this fall in time for October National Breast Cancer Awareness Month, the new six packs will come wrapped in bright pink and will feature the pink ribbon symbol of the breast health movement. A portion of the proceeds will benefit breast health initiatives. The soy milks are lactose, dairy, cholesterol and trans-fat, and animal free, and are Kosher and vegan. Suggested retail price is \$6.99-\$7.99 for a six-pack of 8.5-ounce bottles. Individual 11.5-ounce bottles are priced at \$1.89-\$1.99 each. [www.vitasoy-usa.com](http://www.vitasoy-usa.com).



**Healthier chips:** Berkeley, Cal.-based Natural Snack's, L.L.C. introduced Michael Season's Baked Potato Crisps. Promoted as a healthier alternative to potato chips, the wheat- and gluten-free crisps are made with all natural ingredients and do not contain any preservatives, artificial colorings, flavorings, MSG, or hydrogenated or partially hydrogenated oils. The crisps are available in Original, Sweet Barbeque and Cheddar & Sour Cream flavors with an SRP of \$2.99 per five-ounce bag of crisps. [www.naturalsnackslc.com](http://www.naturalsnackslc.com).

**Glee gum:** Verve, Inc. in Providence, R.I. added Bubblegum and Spearmint flavors to its Glee Gum line of all natural chewing gums. Made with rainforest chicle, the gums do not contain any artificial flavors, colors, sweeteners or preservatives and are gluten free and certified vegetarian. Other flavors include Tangerine, Peppermint and Cinnamon. The SRP is 99-cents per package. [www.gleegum.com](http://www.gleegum.com).



## Teaming up for kids' health

WHITE HAT BRANDS, the makers of Dog On It! fortified juice beverage for kids is teaming up with the American Camp Association (ACA) and the Juvenile Diabetes Research Foundation International (JDRF) to promote health and well-being among adolescents.

The Atlanta-based beverage company has launched a three-year partnership with the JDRF. As a children's beverage partner, White Hat Brands has pledged up to \$650,000 through 2010 in cash and product donations. In turn, JDRF will display its logo on all Dog On It! packaging and the juices will be distributed as samples at JDRF outreach and "Walk to Cure Diabetes" events nationwide. The two organizations will collaborate jointly in publicity efforts and promotional campaigns at select retail outlets.

"This is a logical relationship, since promoting the health and wellness of kids and providing sensible beverage choices for families is a top priority for both White Hat Brands and JDRF," says White Hat Brands CEO, Kevin P. Quirk. "We are proud to align with JDRF in our common goal of supporting research to find a cure for diabetes and providing beverage alternatives to



those with special dietary needs and anyone seeking healthier beverage options."

In addition, White Hat Brands has partnered with the ACA to promote their line of fortified juices as a way of offering healthy and nutritious choices for campers in ACA camp canteens and snack bars.

"ACA welcomes its partnership with White Hat Brands and their line of Dog On It! fortified juice beverages to offer camps new options in their efforts to emphasize healthful choices for their campers," says ACA national president, Peter Surgenor.

Made with all natural ingredients, Dog On It! juice beverages are fortified with calcium; vitamins A, B, C, D, and E; and do not contain any added sugar or high fructose corn syrup. Flavors include Berry Punch, Strawberry Lemonade, Orange Splash, Tropical Tangerine, and Kiwi Watermelon. Packaged in eight-ounce portion controlled recyclable bottles, the average SRP is \$3.99 per six-pack.

For more information, visit [www.whitehatbrands.com](http://www.whitehatbrands.com).