

GROCERY HEADQUARTERS

\$12

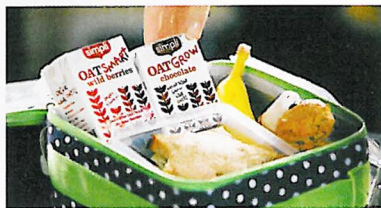
April 2011

April 2011

SEWING OATS

Getting one's daily serving of oats has gotten a whole lot easier—and tastier—now that Palm Beach Gardens, Fla.-based Oat Solutions, LLC has introduced a line of Oat Shake drinks and Gluten Free Instant Oatmeal to the market.

Marketed under the Simpli brand name, non-dairy, shelf-stable Oat Shakes are imported from Finland and available in Chocolate, Tropical Fruits and Wild Berries varieties. Made from oat flakes and packed in aseptic containers, they are ideal for breakfast, snacks, coffee breaks and other "need a quick pick-me-up" situations and contain fiber, calcium and vitamin D. Simpli Oat Shakes are available in 6.75-



ounce containers with a suggested retail of \$1.79; 8.45-ounce containers with a suggested retail of \$2.39, and a 25.35-ounce family size that has a suggested retail of \$4.99.

Oat Solutions has also added Gluten Free Instant Oatmeal to its Simpli line. Available in Apricot, with Plum being introduced later this year, the Finnish oats are processed in a dedicated plant to ensure that they remain gluten free and are never contaminated by contact with other grains.

Simpli Gluten Free Instant Oatmeal is available in 8.4-ounce boxes containing five 48-grain packets with a suggested retail of \$5.99.

For more information, visit www.livesimpli.com.

Taking stock

Expanding on its line of humanely raised veal products, Franklin, Wis.-based Strauss Brands is adding Free Raised Glace de Veau, a veal stock reduction that dates back to the 1700s.

According to Strauss officials, making Glace de Veau is a very time-consuming task, accounting for its scarcity at retail. Free Raised Glace de Veau is made by simmering roasted Free Raised veal bones with fresh herbs and vegetables in large open pots that are constantly tended for 24 hours. The result is an authentic, rich, veal stock that is 100% natural, with no added salt, flavorings, colorings, extenders, binders, MSG or preservatives.

Free Raised Glace de Veau is packaged in 8-ounce cups and sold in the freezer case. The wholesale price is \$15.36 per pound and company officials say that most retailers price the 8-ounce cups under \$15, providing for a high margin.

For more information, visit www.freeraised.com.



BETTER THAN PEANUT BUTTER

Know those delicious Biscoff cookies they offer as a snack option on Delta Airlines flights? Well they are now available in a spread that is a tasty, all-natural alternative to peanut butter.

San Francisco-based Lotus Bakeries is introducing Biscoff Spread, which contains more than 57% Biscoff cookies. Like its namesake cookie, Biscoff Spread contains no artificial colors, flavors or preservatives, is free of trans fats and is an ideal sandwich spread for children with nut allergies. The spread has the unique caramelized flavor of Biscoff cookies and company officials say it is great for spreading on bagels and waffles, as a dip for fruit or as a topping for ice cream and other desserts. A one-tablespoon serving contains 88 calories. Biscoff Spread is available in a 14-ounce glass jar with a suggested retail price of \$4.99.

For more information, visit www.biscoff.com.

