

**ANC09 New Product Showcase Descriptions**

**ADM**

**Booth: 1973**

**Product: SNX Caramel Kick Bar**

Mark Merryfield

217-451-2135

[mark.merryfield@adm.com](mailto:mark.merryfield@adm.com)

4666 Faries Parkway

Decatur, IL 62526

Description: Designed for schools.....approved by students. The SNX line meets your needs and guidelines. Come try nutritious snacks that taste great at Booth #1973.

**Apple & Eve**

**Booth: 335**

**Product: Juice Box**

Debbie Perrotta

516/621-1122 ext. 292

[dperrotta@appleandeve.com](mailto:dperrotta@appleandeve.com)

2 Seaview Blvd.

Port Washington, NY 11050

Description: New Fruitables from Apple & Eve provides the equivalent of one fruit and vegetable serving per juice box. Fruitables has 1/3 less sugar than other juices and juice drinks, only 70 calories per serving and 100% Vitamin C. Available in three great tasting flavors, Tropical Orange, Strawberry Kiwi and Berry Berry.

**Barilla America, Inc.**

**Booth: 1023**

**Product: Whole Grain Bulk Pasta**

Felicia Pierce

847-405-7557

[fpierce@barilla-usa.com](mailto:fpierce@barilla-usa.com)

1200 Lakeside Drive

Bannockburn, IL 60015

Description: Barilla PLUS Protein Pasta Packs a Punch and equals 1M/MA & 1 G/B! Barilla Whole Grain Pasta is packed with Fiber and doesn't have that Whole Grain taste

**ConAgra**

**Booth 1340**

**Product: Whole Grain Products**

Tina Bulle

937/ 440-2958

[tina.bulle@conagrafoods.com](mailto:tina.bulle@conagrafoods.com)

1910 Fair Rd

Sidney, OH 45365

**Description:** Sample our improved whole grain products including MaxWraps, Twisted Stix & Pizza Quesadilla and get your mitts on our Hot, New look to The Max brand for the 2009 school year.

**ConAgra**

**Booth 1340**

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Tina Bulle

937/ 440-2958

[tina.bulle@conagrafoods.com](mailto:tina.bulle@conagrafoods.com)

1910 Fair Rd

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**East Side Entrees**

**Booth: 743**

**Product: Meal Breaks & Pancake Sandwiches**

Amy Josephson

516/682-5494

[ajosephson@eastsideentrees.com](mailto:ajosephson@eastsideentrees.com)

20 Crossways Park North

Woodbury, NY 11797

Description: Whole Grain Sandwich Stuffers – baked (not fried) stuffed Cheese Pizza Sandwich as well as a stuffed Steak and Cheese Sandwich, featuring a delicious crust made with whole grain flour. Meal Breaks featuring Café Favorites Sandwiches – new Thaw & Serve Meal Breaks are now available with awesome Café Favorite sandwiches that utilize commodity processed turkey and cheese. Pancake Sandwich, Individually Wrapped – delicious pancake sandwich filled with a flavorful maple glaze, individually wrapped in an ovenable film. Can be served warm or just thaw & serve.

**General Mills Foodservice**

**Booth: 1759**

**Product: Pillsbury Mini Pancakes**

Karissa Eckhardt

763-764-3204

[Karissa.eckhardt@genmills.com](mailto:Karissa.eckhardt@genmills.com)

One General Mills Blvd.

Minneapolis, MN 55426

Description: Serve warm pancakes in minutes with Pillsbury® Mini Pancakes! Each individually-wrapped heat & serve pouch contains 8 mini whole grain pancakes with baked-in flavor and 2-bread equivalents.

**General Mills Foodservice**

**Booth: 1759**

**Product: Honey Kix Bowlpak**

Karissa Eckhardt

763-764-3204

[Karissa.eckhardt@genmills.com](mailto:Karissa.eckhardt@genmills.com)

One General Mills Blvd.

Minneapolis, MN 55426

Description: Kix cereal is available in a new flavor your students will love. Honey Kix is a great tasting, oven-toasted rice cereal with only 4g of sugar per serving and no artificial flavors or preservatives.

**GoFast**

**Booth: 152**

**Product: Breakfast packs**

Shaun Frecska

419-834-0007

[shaun@gofastonlime.com](mailto:shaun@gofastonlime.com)

963 Hopley Avenue

Bucyrus, Ohio 44820

Description: GoFast is a full line of 6-month, shelf-stable breakfasts. Within the 15 different packs, there are meat alternates, dry fruits and a variety of breads. All packs meet the USDA breakfast requirements.

**Icelandic USA, Inc.**

**Booth: 2260**

**Product: Seafood Sliders Breaded AK Pollock Square**

Michele Moyer

757-820-4012

[mmoyer@icelandic.com](mailto:mmoyer@icelandic.com)

190 Enterprise Drive

Newport News, VA 23603

Description: Icelandic® Seafood Sliders, a fun and delicious mini breaded fish square made from deep-skinned, whole muscle Alaska Pollock coated with a light Panko breadcrumb.

**J&J Snack Foods**

**Booth: 1965**

**Product: J&J Grab-n-Go Items**

Mimi Ford

856-383-1145

[mford@jjsnack.com](mailto:mford@jjsnack.com)

6000 Central Highway

Pennsauken, NJ 08109

Description: NEW SUPERPRETZEL® individually wrapped soft pretzels. Available in three varieties: 51% Whole Wheat, Jr. Cheese and Cinnamon Raisin. These grab-n-go, or warm and serve soft pretzels are the ideal breakfast, lunch or as an a la carte item!

**J&J Snack Foods**

**Booth: 1965**

**Product: Country Home Bakers**

Mimi Ford

856-383-1145

[mford@jjsnack.com](mailto:mford@jjsnack.com)

6000 Central Highway

Pennsauken, NJ 08109

Description: READI-BAKE® *BeneFIT*® continues to expand its Reduced Fat Cookie line. Now offering both 51% Whole Grain and Traditional options. They are currently available in several new and delicious flavors. These are sure to be the Whole Grains you and your kids love!!!!

**J & L Foods**

**Booth: 522**

**Product: Swirl to Go**

Chris Burtz

[chrisb@swirldrink.com](mailto:chrisb@swirldrink.com)

4547 Westgrove Dr.

Addison, TX 75001

Description: Swirl to go, freeze, squeeze and smile! 100% fruit juice 40z. Strawberry Kiwi and Orange Mango

**J.M. Smucker Company**

**Booth: 640**

**Product: Whole Grain Snack'n Waffles**

Lacha Noward

330-684-3671

[Lacha.noward@jmsmucker.com](mailto:Lacha.noward@jmsmucker.com)

One Strawberry Lane

Orrville, OH 44667

Description: The J.M. Smucker Company introduces Snack'n Waffles™ made with whole grain. They are designed to deliver the whole grain servings without compromising the taste of the product. Available in a variety of flavors which includes maple, cinnamon, and blueberry.

**Kellogg's Food Away From Home**

**Booth: 1643**

**Product: Frosted Mini-Wheats® Chocolate Little Bites**

Andrew Simmon

630-956-9890

[Andrew.simmon@kellog.com](mailto:Andrew.simmon@kellog.com)

545 Lamont Road

Elmhurst, IL 60126

Description: Whole-grain shredded micro mini-wheat biscuits made with real chocolate and lightly coated with frosting on one side. Provides 7 essential vitamins and minerals. Cholesterol free, low sodium, good source of fiber (3g) and an excellent source of iron. Only 6g of sugar, 21g of whole-grain and meets 1 bread serving.

**Kellogg's Food Away From Home**

**Booth: 1643**

**Product:** Cheez-It® Crackers Original Scrabble Jr.™

Andrew Simmon

630-956-9890

[Andrew.simmon@kellog.com](mailto:Andrew.simmon@kellog.com)

545 Lamont Road

Elmhurst, IL 60126

Description: Baked snack cheese crackers full of flavor and in fun, interactive Scrabble™ shapes. Each serving contains 4g of fat, 160mg of sodium and meets 1 bread serving.

**Kikkoman Sales USA, Inc.**

**Booth 731**

**Product: Ready to Use Curry Sauces**

Debbie Carpenter

415/229-3650

50 California Street

Suite 3600

San Francisco, CA 94111

**Muffin Town**

**Booth: 431**

**Product: Smart Choice: Honey Wheat Bagels, Plain& Apple Cinnamon Donuts and Whole Wheat individual wrapped Corn Bread**

Russell Sbrizza

617-828-1493

[russ@muffintown.com](mailto:russ@muffintown.com)

130 Crescent Ave.

Chelsea, MA 02150

Description: New Smart Choice Whole Wheat additions include Honey Bagel, Cinnamon Apple and Plain Donuts, and Whole Wheat Whole Grain Cornbread. All meet the 30/10/30 – guidelines.

**Notables (Mello Smello)**

**Booth: 2464**

**Product:**

Sarah Linkdberg

763-504-5426

[slingberg@notables.com](mailto:slingberg@notables.com)

3440 Winnetka Ave N

Minneapolis, MN 55427

**Otis Spunkmeyer**

**Booth: 2273**

**Product: Cookies**

Sharon Wilson

800/938-1900; ext. 127

[swilson@spunkmeyer.com](mailto:swilson@spunkmeyer.com)

14490 Catalina Street

San Leandro, CA 94577

Description: Delicious Essentials whole grain cookies are truly delicious! Kid tested and approved! Meets strict nutritional guidelines. Layer packed to guarantee case count. Samples at booth #2273!

**Otis Spunkmeyer**

**Booth: 2273**

**Product: O-Zone Website**

Sharon Wilson

800/938-1900; ext. 127

[swilson@spunkmeyer.com](mailto:swilson@spunkmeyer.com)

14490 Catalina Street

San Leandro, CA 94577

Description: Introducing the new O-Zone website. You told us what you wanted and we listened. The latest on: Balanced Living, Business Building, News and Parent Talk

**Pierre Foods, Inc**

**Booth 1453**

**Product: New Beef Dippers**

Nancy Todys

513-310-7600

[Nancy.todys@pierrefoods.com](mailto:Nancy.todys@pierrefoods.com)

9990 Princeton Road

Cincinnati, OH 45246

**Pierre Foods, Inc**

**Booth 1453**

**Product: New Mimi Sandwiches**

Nancy Todys

513-310-7600

[Nancy.todys@pierrefoods.com](mailto:Nancy.todys@pierrefoods.com)

9990 Princeton Road

Cincinnati, OH 45246

**ProView Foods, LLC**

**Booth 2276**

**Product: Classic Chicken**

Jerry Shockley

[jerryshockley@proviewfoods.com](mailto:jerryshockley@proviewfoods.com)

770-532-3058

311 Green Street, Suite 500

Gainesville, GA 30501

**Rich Products Corporation**

**Booth: 1955**

**Product: Cinnamon UBR**

Jennifer Besing

912-634-3046

[jbesing@rich.com](mailto:jbesing@rich.com)

1150 Nigara Street

Buffalo, NY 14213

Description: The new shape of a healthy breakfast is round! Rich's Cinnamon UBR is made with 100% whole grains. Each 2.5 oz. serving contains 6g of fiber and 4g of protein.

**SMART – Temps, LLC**

**Booth: 2278**

**Product: Smart-Temps Temperature Management System**

Mike McKay

800-348-0823

[mckay@smart-temps.com](mailto:mckay@smart-temps.com)

PO Box 702

Mishawaka, IN 46546

Description: SMART Temps™ is a cost-effective temperature management and HACCP documentation system that collects data, reports information and sends alerts. Protecting customers while preventing losses, 24/7/365.

**Snack Factory**

**Booth: 2672**

**Product: Pretzel Crisps**

Patricia Smith

609-683-5400

[psmithsf@aol.com](mailto:psmithsf@aol.com)

P.O. Box 3562

Princeton, NJ 08543

Description: Pretzel Crisps, made in the USA, are the world's first spreadable pretzel cracker. Fat free with no trans fats, kosher and it's naturally thin crunchy texture makes it perfect for a nutritious lunch/snack.

**Steuben Foods/Whitney's Foods**

**Booth: 923**

**Product: NuMu Aseptic Flavored Milk**

Nadine Doetterl

716-954-3069

[ndoetterl@steubenfoods.com](mailto:ndoetterl@steubenfoods.com)

1150 Maple Road

Elma, NY 14059

Description: NuMu: zero fat milk, minus some water, plus great flavors equals awesome taste. That's what makes NuMu™ more than milk, better than milk. Beyond Milk™.

**Tropical Paradise**

**Booth: 244**

**Product: Cool Tropics Rips**

Nancy Hartigan

631-256-6741

[nancy@cool-tropics.com](mailto:nancy@cool-tropics.com)

213 Burlington Road

Bedford, MA 01730

Description: RIPS by Cool Tropics! A unique "interactive" snack/beverage alternative. 100% Juice Slush in a single serve pouch (no equipment). Fun, nutritious, profitable. Samples at booth #244!

**Winston Industries**

**Booth 2253**

**Product: CVap Therm & Hold and Holding Cabinet Dolly Cart System**

Jill Conklin

401-996-0390

[jconklin@winstonind.com](mailto:jconklin@winstonind.com)

2345 Carton Drive

Louisville, KY 40299