

Soup's on

CUGINO'S GOURMET FOODS has reformulated its boxed soup mix line and repackaged it in more visually-striking and easier-to-use pouches.



Cugino's line up includes Chicken Enchilada, Mama's Minestrone, Baked Burgundy French Onion, Creamy Cheddar Broccoli and Chicken Noodle Knockout soup mixes as well as Chili Fixin's chili mix. The soups produce 1/2 gallon (approximately eight servings), while the chili yields one gallon. The suggested retail is from \$4.49 to \$4.99.

The line is different than other soup mixes in that consumers add other ingredients in addition to water. "With a lot of soup mixes you just add water and they taste like it," says Daniel J. Hochstatter, president and CEO of the Crystal Lake, Ill.-based firm. "Our philosophy is that it has to taste awesome and if you have to add a can of tomato sauce to get to that level that's what you do. With ours the consumer has to add real simple ingredients, but it helps it taste homemade and fresh."

For more information, visit www.cuginos.com.

Taking pizza to new heights

PALERMO'S PIZZA IS INTRODUCING CLASSICS BY

PALERMO'S RISING CRUST PIZZAS, a line of frozen pizzas featuring a pizzeria-style crust that rises as it bakes. Classics by Palermo's Rising Crust pizza is available in Cheese, Pepperoni, Sausage (Italian sausage), Combination (pepperoni and Italian sausage) and Supreme (pepperoni, Italian sausage, green pepper, onions, red pepper and black olives) varieties. All are made with 100% real cheese and include no meat fillers.

"At Palermo's, we believe the crust is the foundation for making a great pizza, whether it's our ultra-thin crust, our hearth-baked crust, or our pizzeria-style rising crust," says Giacomo Fallucca, president and CEO of Milwaukee-based Palermo's Pizza. "Our Classics by Palermo's Rising Crust pizzas deliver a pizzeria experience similar to the most popular restaurant or delivery pizzas, providing the absolute best combination of quality and price to consumers."

Depending on variety, the pizzas weigh between 26.6- and 29-ounces and have a suggested retail of \$4.99.

For more information, visit www.stockpalermos.com.



Aloha H₂O

LIQUID PARADISE IS COMING TO THE BOTTLED WATER AISLE now that Hawaiian Springs LLC, a premier natural water brand that has been recognized for bottling one of the purest and most sustainable waters in the world, has expanded its operations to the U.S. mainland.



Hawaiian Springs is classified as "young" water, according to company officials. They capture the Arctic rains that fall over the Big Island of Hawaii and bottle it within 30 days, making it one of the freshest waters available. From the clouds above Mauna Loa, Hawaiian Springs water journeys through 13,000 feet of volcanic rock to the Kea'au aquifer, where it spends very little time before being harvested for shipment. The Kea'au waters have been named some of the purest in the world by the U.S. Geological Survey. According to Hawaiian Springs, this young water is free from the environmental contaminants that can accumulate when the water lays dormant underground for extended periods of time. Hawaiian Springs has an alkaline pH level of 7.7, among the highest in the natural water segment.

"We predict Hawaiian Springs will be welcomed with enthusiasm by discerning retailers throughout the country," says Rick Hadley, CEO of Kea'au, Hawaii-based Hawaiian Springs. "Hawaiian Springs offers a better margin, while delivering a higher-quality product."

Hawaiian Springs is packaged in a glass-like, tapered plastic bottle featuring elegant graphics. It is sold in five sizes: 330-ml., 500-ml., 750-ml., 1-liter and 1.5-liter singles, as well as 500-ml. and 1-liter six-packs. The 750-ml. bottles are offered with a functional sports cap for easy rehydrating. Price range from 89-cents to \$9.99 for the 1-liter six-pack. For more information, visit www.hawaiianspring.com.

Black bean chips

THE BACHMAN CO. HAS ADDED BLACK BEAN TORTILLA CHIPS to its line of tortilla chip snacks. Made from 100% stone ground whole grain corn, fiber-rich black beans provide this flavorful chip with 3 grams of dietary fiber per serving.

Following a centuries old tradition, Bachman tortilla chips are made by soaking whole grain corn for hours and then grinding it with lava stones to the perfect consistency. Black beans are then added, yielding a crispier, tastier chip, according to officials for the Reading, Pa.-based firm. The chips contain 18 grams of whole grains per serving, are gluten free and have no artificial colors, flavors or preservatives.



The chips are packaged in 11-ounce bags and have a suggested retail price of \$3.49.

For more information, visit www.bachmansnax.com, or call 800-523-8253.