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## New food review: guilt-free indulgence products are the order of the day

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Many consumers are looking to enhance the healthiness of their diets, but are unwilling to sacrifice sensory benefits in order to achieve this. Various manufacturers have focused on addressing this demand with new products, with recent launches including an acai variety of chocolate pudding and hamburger-flavored sunflower seeds. This focus is expected to continue to gain momentum in the future.

[Sara Lee](#) has introduced a new type of bread in the US which claims to be more environmentally friendly. The Earth Grains 100% Natural Bread with Eco-Grain [Wheat](#) is said to be made from sustainably farmed wheat that uses fewer chemical fertilizers than conventionally farmed wheat. While this is not as environmentally friendly as organically grown produce (the brand itself only uses 20% Eco-Grains per [bread](#)

product) it nonetheless enables Sara Lee to gain a foothold in the growing green market.

In other health food news, Nurture has recently introduced the HappyBaby HappyTot line of baby [food](#) in the US, which is touted as the first baby food fortified with the super-grain Salba. Salba is said to be high in omega 3 and fiber, as well as antioxidants, which could help it to gain appeal among parents of young children.

Meanwhile, Genesis Today has launched the Acai variety of [Dark Chocolate](#)

Pudding in the US, which is touted as being "loaded" with antioxidants. The acai berry ingredient appears to be novel for this type of product, highlighting the growing trend for functional and indulgent foods that promise a guilt-free eating experience.

Another type of [dessert](#) has been launched in Belgium by Gudrun Commercial. The Fundu is a chocolate fondue product that is designed to be heated on a barbeque and used to dip fruit into. This expands the range of potential usage occasions for fondue, including during the summer months when consumers tend to use barbecues more.

Moving to [savory foods](#), the Australian Convenience Foods Group has introduced the Ready Go Eat Heat & Eat microwaveable ready meals to the Australian market in a variety of [burger](#) options. Helping this range to stand out is its use of a special heating tray that is said to provide a perfectly heated product every time. With microwaveable burgers having a poor reputation for quality, this could enhance their image.

Over in Spain, Grefusa has launched hamburger-flavored sunflower seeds under the Grefusa Pipas G Big Burger brand name. This is an unusual flavor for such a health-focused product and highlights consumers' desire for healthy, but simultaneously indulgent foods.

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Another savory [snack](#) has been launched in Germany by XOX-Geback. The Xox Sommersnack comes in Mango Jalapeno flavor, among others. This unusual combination of sweet [fruit](#) and heat flavors will help the product to stand out.

Turning to chewing gum products, Ezaki Glico has recently launched four new varieties of chewing gum under the Glico Watering KissMint brand in Japan. The new varieties are said to be made using the unique 'W Watering' method, which produces a "more watering sensation" compared with previously launched varieties. Each piece of gum consists of two layers, both of which have a watering effect. Such a claim could provide the gum with an edge in this competitive market.

Finally, another gum product has been launched in new packaging in Argentina by Arcor. The Topline Kiss Chewing Gum comes in different varieties for men and women, providing flavors which are designed to attract the different genders. Such a focus could win support from consumers.

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