

Store Brands

The authority on creating retail differentiation



SPECIAL REPORTS

Differentiate Through Merchandising

Supplier Pacesetter Awards

SEGMENT STRATEGIES

Breakfast Foods

Coffee and Tea

Pasta and Rice

Household Cleaners

Feminine Hygiene Products

Store Brands with a Conscience

Retailers are finding ways to incorporate store brands into their larger corporate social responsibility programs.

New Products

Organic waffle bowls

Perfect for ice cream, sorbet or fresh fruit, Let's Do...Organic fancy waffle bowls from Edward & Sons Trading Company Inc. also are available for private labeling. The third-party certified organic and kosher waffle bowls come eight to a box and feature an old-fashioned caramelized flavor that complements desserts. Made with simple ingredients such as organic wheat flour, organic evaporated cane juice and organic extra-virgin olive oil, the crisp-baked bowls have only 45 calories and zero trans fats.

www.edwardandsons.com



NBE bar soap program

Twincraft Soap Co. offers a comprehensive bar soap program for retailers that want to put together a national-brand-equivalent (NBE) bar soap program. The company offers NBE options for Dove, Irish Spring, Dial and more, as well as national-brand-better items for customers desiring more premium offerings. Retailers may choose among many bar weight options and packaging counts/configurations; third-party bar formula testing ensures the items meet NBE standards. www.twincraft.com

Nuts for innovation

John B. Sanfilippo & Son Inc. offers innovative nut snack flavors and combinations that add excitement to store brand programs. Products run the gamut from Crunchy Baked Wasabi Soy Almonds and Cilantro Lime Peanuts to Garlic & Herb Deluxe Mixed Nuts and Crunchy Baked Cashews with Caramel Pecan Seasoning.

www.jbssinc.com



Probiotic chocolates

Agostoni Chocolate and Ganeden Biotech Inc. partnered to launch Chocolate Plus Private Label, the first store brand functional snack program to bring together the GanedenBC30 probiotic with Agostoni's award-winning premium Italian dark chocolate. Designed to fit into retailers' confectionary and wellness supplement categories, the program offers a mix-and-match approach for product feature and pricing flexibility. Retailers start with Agostoni's premium Italian dark chocolate, and then may opt to sell the chocolate with the probiotic alone, or with both the probiotic and toasted flax seed, which contributes additional omega oils. <http://agostonichocolate.com>



In Stores Now

Jacksonville, Fla.-based Winn-Dixie Stores and the Jacksonville Jaguars announced the launch of the NFL's first co-branded bottled water. Sporting the Jaguars' team logo on a teal label, the "official bottled water of the Jags" is the only water sold at EverBank Field, and is available in all Winn-Dixie and SaveRite stores in Northeast Florida and Southeast Georgia. Bottled in Silver Springs, Fla., the water is available in 24-packs of 16-oz. bottles for \$3.99 in stores.



Disinfecting floor wipes

U.S. Nonwovens Corp. introduced disinfecting wet mopping cloths available for private labeling, designed to clean and disinfect floors in one step. The floor wipes' fast-drying formula kills 99.9 percent of bacteria, as well as athlete's foot fungus, mold and flu viruses — and leaves no dull or sticky residue. The product is the first-ever of its kind, with no national brand equivalent. www.usnonwovens.com

