



Fresh Frozen Herbs

Daregal Gourmet,

Princeton, N.J., has launched a line of fresh frozen herbs for the

home cook to add zest to meal preparation. The products retain their just-picked flavor because the herbs are washed, chopped, processed, and packaged all within three hours of harvest. The products contain no preservatives and only a light misting of vegetable oil is applied to keep the herbs from sticking together or clumping in their frozen state. Varieties in the line include *Italian Blend*, *Grilling Blend*, *Original Blend*, *Basil*, *Italian Parsley*, *Dill*, *Cilantro*, and

Oregano. All of the ready-to-use products come in a 1.76 oz (50 g) plastic container with a flip-top closure and shaker-style spout. They can go straight from the freezer into soup, sauce, salad, or spread—no thawing is necessary. For recipes, consumers can use the same amount of fresh frozen herbs as fresh herbs and twice as much fresh frozen herbs as dried herbs. The frozen herbs have a three-year shelf life.

Modern and 'Green' Package Redesign

Many food and beverage companies redesign their packaging to refresh their brands and to perhaps add some newfound functionality. **Kraft Foods**, Northfield, Ill., accomplished both of these goals and got an environmental bonus when it overhauled the packaging for its *Crystal Light* drink mixes. The new *Crystal Light* design features a fresh logo and innovative canister configuration that makes the product more user-friendly with easy-to-open packets, a new 1-quart packet size in the 8-quart canister that takes the guesswork out of how much to use, and a clear



window on the front of the canister shows when packets are running low. Beyond the visual changes, *Crystal Light* is committed to reducing its environmental impact. In total, on a finished case goods basis, the new design will use 250 tons less packaging each year. "Women look to *Crystal Light* to add some excitement to their water every day," said Roxanne Bernstein, Director, Powdered Beverages. "Our new packaging also reflects our consumers' vibrancy and her desire to align herself with more environmentally friendly brands." The new product carries a suggested retail price of \$3.29 for the 8-quart size and \$4.59 for the 10- or 12-quart size.

Soda Pop Goes Natural

To meet the needs of consumers who prefer natural products, **Hansen Beverage Co.**, New York, N.Y.,

has introduced *Blue Sky Free* soda made with all-natural flavorings and *Truvia* sweetener. Supplied by **Truvia Co.**, Wayzata, Minn., the natural sweetener



is extracted from the stevia plant. The sweetener is produced by drying stevia leaves and steeping them like tea, which is further purified and dried into crystals of 97% pure rebaudioside A. More than 200% sweeter than sugar, stevia is used to replace sugar, high-fructose corn syrup, or other high-intensity sweeteners. The zero-calorie drink comes in five flavors—*Root Beer*, *Cola*, *Ginger Ale*, *Lemon Lime*, and *Cherry Vanilla Crème*. All varieties are caffeine free. A six-pack carries a suggested retail price of \$4.99. **FT**