

Stagnito
MEDIA

Convenience Store News

WHAT'S NEXT IN CONVENIENCE AND PETROLEUM RETAILING

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**BIC's Cordle Inducted Into
Supplier Hall of Fame**

**Best New Product
Award Winners of 2011**



The Riddle of Spinx

For newest CSNews Hall of Famer
Stewart Spinks, the answer
always lies with the customer.

The Best of the Best

CSNews presented its 2011 Best New Products Awards at the NACS Show



Twenty-three products in 22 product categories (there was one tie) were named winners in the 15th annual *Convenience Store News* Best New Products Awards competition. These awards, which recognize the best products introduced during the past 12 months, were presented at the annual NACS Show, held in Chicago this October.

Chosen by a consumer panel administered by New York-based research firm Past Times Marketing, this year's entries were rated on the basis of taste, value, convenience, healthfulness, quality ingredients, preparation requirements, appearance and packaging.

Below is a list of the 2011 *CSNews* Best New Products Awards winners:

- Carbonated Soft Drink (tie): Xyience Xenergy Xtreme Fruit Punch; Forte Creative Media.
- Carbonated Soft Drink (tie): Kill Cliff Sports Recovery Drink; Kill Cliff LLC.
- Non-Carbonated Soft Drink: Modjo Hydrate Elite Hydration Beverage; Black Dog Communications Group.
- Other Tobacco Products: Zig-Zag Straight Up Cigarillos two-packs; National Tobacco.
- Non-Chocolate Candy: Mike & Ike's RedRageous!; Just Born.
- Chocolate Candy: Snickers Peanut Butter Squared; Mars.
- Gum & Mints: Trident Vitality; NPD Immediate Consumption.

- Foodservice/Breakfast: Jimmy Dean D-Lights; Sara Lee.
- Foodservice/Lunch-Dinner: AdvancePierre Big Az Kickin' Jalapeno Charbroil with Cheese; AdvancePierre Foods.
- Hispanic/Latino Food Innovation: Don Miguel



Crunch Pak: (left to right) Bob Cummings and Gary Zych.

- Chipotle Chicken Krisp Chimichanga; Don Miguel.
- Foodservice/Condiments: Chester's Dipping Sauces & Dispenser; Chester's International LLC.
- Foodservice/Baked Goods: Prairie City Premium Apple Fritter; Prairie City.
- Packaged Ice Cream: Blue Bunny Caramel Pecan Chocolate Bars; Barkley.
- Frozen Novelty: Blue Bunny Single Serve Personals Birthday Party Ice Cream; Barkley.
- Salty Snacks: General Mills Chex Mix Muddy Buddies; General Mills.
- Packaged Sweet Snacks: Nabisco Oreo Fudge Cremes; NPD Immediate Consumption.
- Alternative Snacks: Welch's Fruit Snacks; Promotion in Motion.
- Chilled Snacks: Crunch Pak Disney Foodles; Crunch Pak.
- Health & Beauty Care: Zazen Sleep Formula; Zazen LLC.
- Automotive/Travel Products: Mizco Travel Chargers; Mizco.
- General Merchandise: BIC Pro Series Mexican Soccer Designs; BIC USA.
- Energy Products: Sheets Energy Strips; Convenience Valet.
- Packaging Innovation: M&M's Brand Star Wars Light Dispenser; CandyRific.

**2011 CSNEWS
BEST NEW
PRODUCTS
Awards**



Chester's: (left to right) Scott Hays, Rankin Belkofer, Paul Rossi and James Venable.



Prairie City: Bill Skeens.



Promotion in Motion (Welch's Fruit Snacks): Josh Shapiro (left) and Jim Finelli.



Sheets: Andy Settler (left) and Brian Stuckelman.



Kraft (Vitality and Oreo): Jill Manchester (left) and Kathy Kemmet.



General Mills: John Dalton and Michelle Barbeau.



Mars: Larry Lupo (left) and Tim Quinn.



Just Born (Mike & Ike's): Donald Houston.



Cellutions (Modjo Hydrate): (left to right) Jerry Pearring, Victor Diaz and John Curtis.

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Sara Lee: The Sun.



Don Miguel: (left to right) Kevin Osterndorf, Jon Pederson, Jonathon Stone, Mike Elliott, Ron Mendoza, Pam Bulstad and Cindy Williams.



BIC: Adam Blumenthal (left) and Pat Cordle.



National Tobacco: (left to right) Graham Purdy, Larry Wexler and Chuck Melender.



CandyRific: (left to right) Larry Lindenbaum, B.J. Ruckriegel, Michael Roberts, Paul Roberts, Clark Taylor and Greg Decker.



Kill Cliff: Leslie Peoples (left) and G.W. Garrison.



Xyience: (left to right) Reuben Rios, Michael Levy, Jessica Hughes and John Lennon.



AdvancePierre Foods: (left to right) Nancy Todys, Tony Schroder and Megan Sandlin.



Zazen: Bobby Valiatti (far left) and David Christensen (far right).



Mizco: Joe Chmiola.



Blue Bunny (Birthday Party): Deb Lang.