



2011 CSNews Best New Product Awards

http://www.csnewsbeyondtheshow.com/page-best_newproducts_award-132.html

The original Best New Products Contest for the c-store industry. These awards recognize the best products introduced during the past 12 months. Awards are presented in 24 product categories, at the annual NACS Show.

Judging for the competition was done by a consumer panel of c-store shoppers who tasted, felt and used the products that were entered.

Below is a list of the 2011 CSNews Best New Product Award winners, company and category.

- Xyience Xenergy Xtreme Fruit Punch, Forte Creative Media - Carbonated Soft Drink (Tie)
- Kill Cliff Sports Recovery Drink, Kill Cliff LLC - Carbonated Soft Drink (Tie)
- Modjo Hydrate Elite Hydration Beverage, Black Dog Communications Group - Non-Carbonated Soft Drink
- Zig- Zag Straight Up Cigarillos 2 packs, National Tobacco - Other Tobacco Products
- Mike & Ike's RedRageous!, Just Born - Non-Chocolate Candy
- Snickers Peanut Butter Squared, Mars - Chocolate Candy
- Trident Vitality, NPD Immediate Consumption - Gum & Mints
- Jimmy Dean D-Lights, Sara Lee - Foodservice Breakfast
- Advance Pierre Foods Big Az Kickin Jalapeno Charbroil w Cheese, Advance Pierre - Foodservice Lunch/Dinner
- Don Miguel Chipolte Chicken Krisp Chimichanga, Don Miguel - Hispanic/Latino Food Innovation
- **Chester's Dipping Sauces & Dispenser, Chester's International LLC - Foodservice Condiments**
- Prairie City Premium Apple Fritter, Prairie City - Foodservice Baked Goods
- Blue Bunny Caramel Pecan Chocolate Bars, Barkley - Packaged Ice Cream
- Blue Bunny Single Serve Personals Birthday Party Ice Cream, Barkley - Frozen Novelty
- General Mills Chex Mix Muddy Buddies, General Mills - Salty Snacks
- Nabisco Oreo Fudge Cremes, NPD Immediate Consumption - Packaged Sweet Snacks
- Welch's Fruit Snacks, Promotions in Motion - Alternative Snacks
- Crunch Pak Disney Foodles, Crunch Pak - Chilled Snacks
- Zazen Sleep Formula, Zazen LLC - Health & Beauty Care
- Mizco Travel Chargers, Mizco - Automotive/Travel Products
- Bic Pro Series Mexican Soccer Designs, Bic USA - General Merchandise
- Sheets Energy Strips, Convenience Valet - Energy Products
- M&M's Brand Star Wars Light Dispenser, Candyrific - Packaging Innovation

