

# STAGNITO's

Stagnito Communications Inc. / An ASCEND Media Company May 2006

# NEW PRODUCTS

FOOD AND BEVERAGE FROM CONCEPT TO CONSUMER

# MAGAZINE



## Cargill™

**Cargill**  
Booth # 1939

At IFT 2006, Cargill presents how it helps customers translate market trends and consumer insights into tasty, innovative product concepts that address unmet consumer needs. Cargill will showcase great-tasting, consumer-driven prototypes in the baking, beverage, snack, cereal and dairy categories, including Having your cake and eating it, too: Reduced calorie yellow cupcakes with no sugar added; Terrific tortillas: Trans fat-free flour tortillas; Smooth and smart for the heart: A cranberry pomegranate juice-based smoothie with heart-healthy ingredients that can help reduce cholesterol; Positive energy: A whey protein-based, healthy energy sports beverage; Refreshing organic water: Mandarin-flavored water sweetened with organic erythritol; Protein-packed snack: A bar providing an excellent source of protein; and Life by chocolate: A "healthier indulgence" chocolate bar.

Cargill, Wayzata, Minn.  
952/742-5928  
[www.cargill.com](http://www.cargill.com)

**INSIDE:**

Ingredient Technology:  
Low-sodium solutions abound

Healthier Formulations  
New uses for nuts

New products for  
mature consumers



STAGNITO.com  
**e-library**  
e-mail  
www

**STAGNITO**  
COMMUNICATIONS

**STAGNITO'S**  
**TOP GUN**  
Executive Food & Beverage Forum  
NOVEMBER 11-13, 2006  
[www.topgunforum.com](http://www.topgunforum.com)



**STAGNITO's**  
**NEW PRODUCTS**  
FOOD AND BEVERAGE FROM CONCEPT TO CONSUMER **MAGAZINE**

Stagnito Communications Inc. / An ASCEND Media Company May 2006

## { Briefs }

**Cargill**, Minneapolis, discussed the benefits of delivering health solutions in juice, particularly in the area of heart health, at the Product Innovation in Functional Drinks conference in London. The company also highlighted the value ingredient branding brings in terms of communicating health benefits to consumers.

Cargill will demonstrate its vision of accelerating health innovation in food and dietary supplements by showcasing ingredient solutions focused on the dietary health and nutrition priorities of customers and consumers at Vitafoods International in Geneva. Vitafoods International is one of the largest and most important health ingredients industry events in Europe.

**Bell Flavors and Fragrances**, Northbrook, Ill., focused on the confectionery industry at its latest Flavor Workshop. Bell sales representatives from the United States, Canada and Mexico were treated to a full day of

technical training and tasting. The on-going workshops are intended to give Bell sales representatives valuable technical industry information, market overviews and new flavor trend ideas.

**Solbar Industries Ltd.**, Israel, announced that Danetto Food ApS, Solbar's distribution partner in Denmark, Sweden and Norway, will also take responsibility for marketing soy proteins in Finland.

**Delfino Marketing Communications**, Valhalla, N.Y., commemorated its 25th anniversary as a fully accredited, member in good standing of the American Association of Advertising Agencies and was accordingly honored by the trade organization.

**Vitiva**, Slovenia, appointed P.L. Thomas as its strategic partner for the sale of Vitiva products in the United States and Canada.

STAGNITO.com  
**e-library**

e-magazine available at  
[www.newproductsmag.com](http://www.newproductsmag.com)

**STAGNITO**  
COMMUNICATIONS  
An ASCEND Media Company

**STAGNITO'S**  
**TOP GUN**  
Executive Food & Beverage Forum  
NOVEMBER 11-13, 2006  
[www.topgunforum.com](http://www.topgunforum.com)