



BEER, WINE & SPIRITS

B2 Beverage Co.
Kalima Hawaiian Hard Creamers

CANDY & CONFECTIONS

Mars Snackfood US
M&M's Dark Chocolate Candies

CARBONATED SOFT DRINKS

Coca-Cola North America
Enviga

FOODSERVICE

Lettieri's
Ciabatta Squares

GUM/MINTS

Wm. Wrigley Jr. Co.
5

HBA

Goody's
Goody's Cool Orange

ICE CREAM/FROZEN NOVELTIES

Wisconsin Cheesecake Co.
Wedgee

LIGHTERS

Bic USA Inc.
Special Edition Drink Series

NON-CARBONATED SOFT DRINKS

Hansen Beverage Co.
Java Monster

PACKAGED SWEET SNACKS

The Hershey Co.
Hershey's Brownie

SALTY SNACKS

General Mills
Sweet & Salty Caramel Bugles

TOBACCO

John Middleton Inc.
Black & Mild Wine Cigar

OTHER

American Prepaid Distribution Inc.
Homies Phone Cards

Congratulations To the Winners!

11th ANNUAL
Convenience Store News
BEST
NEW PRODUCT
AWARD 2007

We applaud your innovation and
excellence in products for the
convenience store industry.

These products — introduced between April 1, 2006 and March 31, 2007 — were selected as the best new c-store products among the entries received. Judges included the editorial staffs of *Convenience Store News* and other Nielsen Business Media retail publications.

READ ABOUT NEW PRODUCT INTRODUCTIONS ... in every issue of *Convenience Store News*, *Convenience Store News for the Single Store Owner*, the *Convenience Store News* Daily free email newsletter, CSNews.com and SingleStoreOwner.com

SUPPLIERS: Watch for the 2008 BEST NEW PRODUCT AWARDS CALL FOR ENTRIES in April.

New Product Winners Toasted

Convenience Store News' 11th annual contest lauds suppliers in 13 categories

By Sarah Veit



Thirteen supplier companies gathered at the Convenience Store News booth at the NACS Show to accept their 2007 Best New Product awards.

Thirteen supplier companies were honored on the NACS Show floor last month in Atlanta as winners in the 2007 Best New Product Awards. A panel of editors from *Convenience Store News* judged the entries, basing product scores on innovation and creativity, appeal to c-store customers, and taste or usability. This year, the number of categories was expanded from 10

to 13, so there were more awards to go around, in more specific categories.

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Judges drank up B2B Beverage Co.'s Kalina Hawaiian Hard Creamers. The varieties of Pina Colada, Fuzzy Navel (orange/peach) and

Tropical Cream (orange/pineapple/banana) combine natural fruit flavors with a hint of cream. The 5-percent alcohol drink is available in six-packs of 12-ounce clear longneck bottles. The creamers — which can be blended with crushed ice, sherbet or ice cream — cater to women.

CARBONATED SOFT DRINKS

Enviga Nestea, a joint venture of The Coca-Cola Co. and



Nestle S.A., won out as a lightly sparkling green tea. The 5-calorie beverage is also proven to burn calories, which impressed judges. Regular Green Tea, Berry and Peach flavors contain a blend of extracts rich in antioxidants. Enviga fits well into the health and wellness product niche, according to the company. It is available in individual 12-ounce cans, as well as six- and 12-can multipacks.

NON-CARBONATED SOFT DRINKS



Hansen Beverage Co.'s Java Monster lived up to its name, scaring away the competition with its three tasty blends in the coffee category — Loca Mocha chocolate mocha flavor, Mean Bean vanilla-flavored coffee and Big Black cappuccino flavor. Java Monster, a dairy-based drink infused with the Monster Energy blend, is an opportunity to extend the Monster Energy brand to coffee lovers, the company stated. The drink contains “half the caffeine,