

CSP[®]

CONVENIENCE STORE / PETROLEUM

Perfect 10

ExxonMobil reflects on a decade of retail success

On the Run

Any Size Fountain Drink 99¢



Susser Buys
Town & Country
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And the Finalists Are ...

After interviewing retailers, sorting through data and analyzing nominations, we have determined the finalists for the third annual CSP Retailer Choice Best New Products Contest. Congratulations to the manufacturers of the following products, selected by retailers as among the finest new items of 2007. Many thanks to the retailers who took the time to vote! Winners will be announced in the November issue of CSP.

PACKAGED BEVERAGES

Alcohol Beverages

Bacardi Silver Mojito, Anheuser-Busch Inc.

Kalima Hawaiian Hard Creamers Tropical Cream, B2 Beverages

Mike's Hard Light Cranberry Lemonade, Mike's Hard Lemonade Co.

Beer

Anheuser-Busch Chelada, Anheuser-Busch Inc.

Miller Chill, Miller Brewing Co.

Tona Cerveza, United States Beverage LLC

Coffee-Based Beverages

Mocha Java Pop Organic Coffee Soda, Java Pop Inc.

Java Monster, Monster Beverage Co.

Shock Coffee Triple Mocha Drink, Shock Coffee

Bottled Juice

V8 V-Fusion, Campbell Soup Co.

Belly Washers Juice, In Zone Brands Inc.

Minute Maid Enhanced Juices, Minute Maid

Soft Drinks

Celsius Wildberry Flavored Calorie Burning Soda, Celsius Inc.

Diet Coke Plus, The Coca-Cola Co.

Health Cola, Health Cola Co.

Energy Drinks

UPSHOT Pomegranate Energy Shot, Drinks That Work

Kronik Entourage, Kronik Energy

XL Energy, XL Energy Drink Corp.

Ready-to-Drink Tea

Black & White Iced Tea, AriZona Beverages

Enviga Green Tea, Nestea/The Coca-Cola Co.

Mango Green Tea, Snapple/Cadbury Schweppes Americas Beverages

Beverage Mixers

Kiwi-Strawberry Propel Packets, Gatorade

Crystal Light Raspberry Green Tea Packets, Kraft Foods

STOK Black Coffee Shot, WhiteWave Foods

Water

Vitaminwater XXX, Glaceau/The Coca-Cola Co.

Fruit2O Vitamin Enhanced Water, Kraft Foods

Lemonmint Water, Metromint Brands/Soma Beverage Co.

CANDY

Candy/Rolls/Mints/Drops

attach/Mints, attach/Mints LLC

Sour Apple Toxic Waste Nuclear Sludge Chew Bar, Candy Dynamics/BDI

Tic Tac Cherry Passion, Ferrero USA Inc.

Chocolate Candy

Reese's Crispy Crunchy Bar, The Hershey Co.

Shock-A-Lots Chocolate Covered Coffee Bean, Shock Coffee

Vertigo Chocolate Caramel Lollypop, The Topps Co. Inc.

Gum

Dentyne Blast Winter Chill, Cadbury Adams USA

Stride Spearmint, Cadbury Adams USA

5 "Rain" Spearmint Flavor, Wm. Wrigley Jr. Co.

GENERAL MERCHANDISE

Drink Series Lighters, BIC Corp.

Leather Lighters, DJEEP

CitraWipe Degreaser Hand Wipes, Zogics