



Food Trend Explorer

食尚前沿

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Snack



Japan New Launched Products

Good Luck Shrimp Snack

Company: Calbee Foods **Brand:** Kappa Ebisen **Date Published:** Jan 2009

Product Description

A limited-edition shrimp snack flavoured with cherry blossoms and leaves has been launched in support of students sitting school and university entrance examinations in February. The packaging prints feature a wooden plate that signifies good luck. Furthermore the last four digits of the barcode is 1150, which rhymes with "I-I-Go-En." This is a Japanese phrase that means "good connection" and is printed in the barcode to promote good exam results. Launched on December 22nd 2008, open-priced.



Okinawa Spiced Potato Chips

Company: Calbee Foods **Brand:** Calbee **Date Published:** Jan 2009

Product Description

Okinawa Spiced Potato Chips is a hot potato chips flavoured with long pepper oil and hiram lemon from Okinawa, and the company's original blend of spices that also contains long peppers. This product was launched in mid January 2009 open-priced only at CVSS. The snack was previously available in limited areas but now available across the nation. Also available in this range is a Fried Chicken Wings Flavoured Potato Chips.



Hotto Motto Cron Snack

Company: Fritelay
Brand: Fritelay
Date Published: Jan 2009

Product Description

Hotto Motto Lunchbox with Fried Chicken Flavoured Corn Snack replicates the flavours and taste of take-home lunchboxes sold at Hotto Motto deli chain. Launched on January 12, 2009 with an RRP of 125 yen. Also available in this range is a Lunchbox with Nori Seaweed flavoured variant.



Hot Cod Roe Chips

Company: Seven-Eleven
Brand: Machi No Okashiyasan
Date Published: Jan 2009

Product Description

Machi No Okashiyasan Hot Cod Roe Chips is a crispy rice snack in a hot chili-macerated cod roe flavor. This product is only available in the Kanto area and was launched under the CVS's private label. Launched on January 13, 2009 with an RRP of 105 yen.



Baked Cheese Snack (Smoked Ham Flavour)

Company: Tohato
Brand: Tohato
Date Published: Jan 2009

Product Description

This crispy cheese snack contains Camembert, Cheddar and Samsø cheese in the dough, accounting for 30% of the total weight. It is accented with the flavours of smoked ham and coarsely ground black pepper. It is packaged in a small cup and can be enjoyed anywhere and anytime, at school, work or home. Launched on December 29th 2008 with an RRP of 140 yen, first at CVS stores and later at other outlets. A Cheddar Cheese variety is also available in this range.



Snacks (Salt & Butter)

Company: Tohato
Brand: Poteco
Date Published: Jan 2009

Product Description

The Poteco ring-shaped potato snack welcomes a limited-edition spring Salt & Butter flavour, which is said to replicate the simple taste of boiled potatoes topped with butter and salt. It is one of the most popular past Poteco snack flavours. Relunched on January 12th 2009 with an RRP of 130 yen.



Hong Kong New launched products

Original Flavoured Potato Sticks

Company: Calbee Foods **Brand:** Calbee Jagabee **Date Published:** Jan 2009

Product Description

Calbee Jagabee Original Flavoured Potato Sticks are now available in a multipack containing three 40g tubs. This product features a mobile phone accessory and is only available for a limited period.



Naturally Baked Tortilla Chips

Company: Frito-Lay **Brand:** Doritos Baked! **Date Published:** Jan 2009

Product Description

Doritos Baked! Naturally Baked Tortilla Chips are now available in a newly designed 226.8g pack. The tortilla chips contain 0.5g saturated fat and 0g trans fat. This product is available in a Nacho Cheese flavour.



Crispy Crunchy Pita Chips

Company: Pita Bread **Brand:** Danny's Real Pita Bread Crisps **Date Published:** Jan 2009

Product Description

Danny's Real Pita Bread Crisps Crispy Crunchy Pita Chips are available in an Onion and Poppy Seeds flavour and are made from fresh pita bread. The chips are 100% natural, and free from cholesterol, additives and artificial flavours. The kosher certified product is retailed in a 150g pack.



Potato Soya Krsips

Company: Old Oakville Snack **Brand:** Old Oakville Snack Company Inc. **Date Published:** Jan 2009

Product Description

Old Oakville Snack Company Inc. Potato Soya Krsips are lightly salted and baked, and contain 60% less fat than traditional chips. This all-natural product is available in a Sour Cream and Onion flavour, which contains 0g trans fat, 18% of recommended daily fibre value and 13g protein per serving, and no hydrogenated oils, preservatives, artificial flavours or colours. This kosher certified product is retailed in a 100g pack.



Mushroom Potato Chips

Company: Matsuda Baby Star **Brand:** Matsuda Baby Star **Date Published:** Dec 2008

Product Description

Matsuda Baby Star Mushroom Potato Chips are said to be fresh. The product is available in a 55g pack.



Extra Spicy Menthol Potato Rings

Company: Tohato **Brand:** Tohato Habanero **Date Published:** Jan 2009

Product Description

Tohato Habanero Extra Spicy Potato Rings are said to be extremely spicy with a menthol flavour. This product is available in a 53g pack.



Korean Style Prawn Crackers

Company: Calbee Foods **Brand:** Calbee **Date Published:** Jan 2009

Product Description

Calbee Korean Style Prawn Crackers are available in a Seaweed flavour. This product is only available for a limited period and retails in an 80g pack. Also available in this range are: Soft Shell Crab Temaki Flavoured Potato Chips in a 55g flexible pack; and BBQ Flavoured Wave-Cut Potato Chips, which are available in a 200g mega-size pack. Calbee also offer Vegetable Burdock Flavoured Snacks in a 50g pack. This variety contains 2g dietary fibre and is only available for a limited time period.



Hot Tomato Flavoured Potato Chips

Company: Edo Trading **Brand:** Edo Pack **Date Published:** Jan 2009

Product Description

Edo Pack Hot Tomato Flavoured Potato Chips are made with high quality fresh potatoes, tomatoes, red peppers and sea salt from Japan. The potato chips have a sour spicy taste. This product features a prize draw and retails in a 55g flexible pack.



USA New Launched Products

Artificially Flavoured Potato Chips

Company: Winn Dixie **Brand:** Winn Dixie **Date Published:** Jan 2009

Product Description

Winn Dixie Artificially Flavoured Potato Chips are now available in a newly designed 5-oz. pack. This product has been kosher certified and is available in a Wavy Ranch variant. Also available are the following flavours: Classic; Cheddar & Sour Cream; Wavy; Salt & Vinegar; Sour Cream & Onion. Winn Dixie also repackaged the following: Barbecue and Original Flavored Corn Chips; Puffed Cheese Curls; Nacho Cheese Tortilla Chips; Pretzel Stix; and Party Mini Twist Pretzels variants.



Pail O' Potato Chips

Company: Target **Brand:** Target **Date Published:** Jan 2009

Product Description

Target Pail O' Potato Chips are drenched with pure milk chocolate. This kosher certified product is available in a 12-oz. can.



Vegetable Chips

Company: Root Family Farms **Brand:** Root's Nut & Dried Fruit Farms **Date Published:** Jan 2009

Product Description

Root's Nut & Dried Fruit Farms Vegetable Chips comprises a mix of dried carrots, green beans, squash and sweet potatoes. The product is available in an 8-oz. bag. Also available in this range are Wasabi Peas, which are retailed in a 12-oz. bag.



Sesame Garlic Herb Tortilla Chips

Company: Harry and David **Brand:** Harry and David **Date Published:** Dec 2008

Product Description

Harry & David Sesame Garlic Herb Tortilla Chips are described as wild and spicy. The tortillas are made the traditional way with wholegrains and stone-ground corn and sesame seeds, and are lightly seasoned with garlic, onion and cilantro. According to the manufacturer, the authentic stone-ground flavor makes dipping a real celebration. This product is available in a 14-oz. pack.

