

stocklines

hot news

hot spot

WALKERS has launched its range of crisps and snacks for the festive season. They include a new line, Sensations seasonal pretzels.

- Available in two flavours: sea salt & cracked black pepper, and roasted red pepper, the seasonal pretzels come in 175g bags.
- The festive range also includes the re-introduction of Walkers roast turkey and Paxo crisps six-pack, plus new flavour turkey and bacon in a multi-pack.
- Walkers Sensations seasonal editions



feature Christmas pan-fried sausage and sage flavour in 150g sharing bags, and new roast pork and creamy mustard sauce in 40g standard and 150g sharing bags.

- Sensations crispy

cracked peanuts also return in mild chilli spice and hickory smoke flavours, available in 300g tins. RRRS range from 40p to £2.07. TEL: 01189 306 666



DEL MONTE is adding two new juices to its range with the launch of gold pineapple and Healthy Plus orange juice with added vitamins.

- The launch of gold pineapple sees Del Monte's flagship fresh pineapple product move into a juice format for the first time.
- Healthy Plus orange juice with added vitamins contains vitamins A, C and E as well as citrus bioflavonoids.
- Both juices are available in one-litre cartons.

RRP: 99p TEL: 01784 447400



COCA-COLA ENTERPRISES has launched a new energy drink called Sprite 3G in 250ml cans.

- The drink combines the lemon-lime flavour of Sprite with three Gs – glucose, guarana and caffeine from green coffee beans.
- Marketing activity includes a nationwide sampling campaign, which begins this month.

RRP: 89p TEL: 08457 102030



MASTERFOODS has pulled all Mars products under one banner for the first time with its new 'Another Way to Make your Day' campaign.

- The campaign highlights the different feelgood things people can do in their day.
- At the same time the company is launching a range of rainwear to accompany the new Maltesers ad 'Rain'.
- The rain campaign runs until November.

TEL: 01753 550055

BURTON'S FOODS is launching two new products under its Cadbury Highlights brand.

- Cadbury Highlights Delights and Cadbury Highlights Nibbles join the mallow and wafer biscuit products which kick-started the range earlier this year.

● Cadbury Highlights biscuits contain less than 100 calories, less than 10g of sugar and less than 3g of fat and are available in two flavours - chocolate and coffee.

- Nibbles are small circular biscuits, half-coated in Cadbury milk chocolate, and are available in chocolate and honeycomb flavours.

RRP: £1.29

TEL: 01727 899700



UNILEVER is launching a promotion to coincide with its 'Fight for Real Food' campaign on a number of Birds Eye products and is designed to highlight the 'nasties' that can lurk in other manufactured foods.

- The promotion, flagged to 1.8 million households by a mailer, offers shoppers the chance to find a real £5 note in selected packs of Birds Eye peas, ready meals, dinners, fish and red meat
- Since 2002, £20m has been invested in the campaign.

TEL: 01932 263000