



Bushtucker's 'Celebrity' timing

Burton's Foods have teamed up with Granada Ventures for the launch of Bushtucker, creepy-crawlies made from jelly with a liquid centre and featuring the familiar shapes of Grasshopper, Cockroach, Millipede and Witchety Grub.

The launch is timed to coincide with the next series of 'I'm A Celebrity... Get Me Out Of Here!' which will be widely trailed on all ITV channels. Over 11 million viewers saw the last series in January 2004 which was won by Kerry McFadden.

With the impulse retailer in mind, eye catching, individually shrink-wrapped,

counter display units will contain 24 x 40g packs.

Another launch, Squirting Skulls, spooky, chewy gums with a liquid centre, which bursts through the gum when eaten are being introduced in two pack sizes. Independent retailers can pick up individual, shrink wrapped, counter display units which contain 24 x 40g packs. Alternatively, retailers can have a case containing twelve pillow-packs which allow mum to enforce portion control; each pillow-pack contains six 40g bags.

Contact : 0800 298 4476

Bertolli Rustico in a £7m brand spend

Bertolli is introducing a new range of 'Bertolli Rustico' Pasta sauces and refreshing both its core Bertolli Sauce and Pesto ranges as part of a £7 million spend on the brand this year.

New Bertolli Rustico is a range of four sauces bursting with intense flavour and the finest roughly cut vegetables and



herbs. Made with Bertolli Extra Virgin Olive Oil, each sauce adds a

rich and distinctive taste to meals and is available in a smaller 320g jar.

The range is attractively packaged in a small jar with a black and gold label.

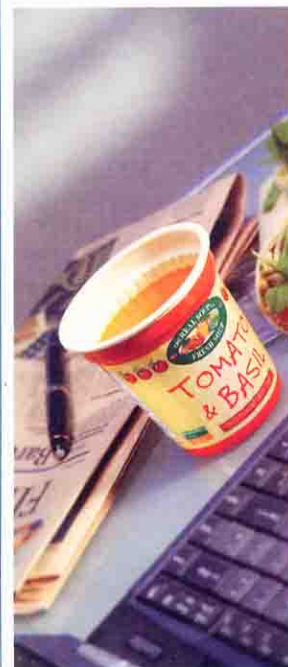
The core Bertolli range of 500g Pasta Sauces and the brand's Pesto offering will benefit from an eye catching redesign.

Contact : 01293 648000

Real Soup quality

Danby's Foods Ltd has launched a new range of fresh, microwaveable single serving soup products under 'The Real Soup Co' brand.

The range of five premium quality soups are the perfect low-fat snack option for consumers on



the go and have been specifically developed for caterers and convenience stores. Available in handy 300g pots that are ready to heat and eat, the delicious chilled Real Soup is ideal for single-person, out-of-home consumption.

The five varieties of Real Soup are: tomato and basil, mushroom, leek and potato, carrot and coriander, plus broccoli and leek – all free from artificial additives, preservatives and GM ingredients.

The launch of the new Real Soup range is just the first development in Danby's long-term growth strategy. Due to the increased demand for the organisation's products, Danby's has just extended its factory, purchased new production equipment and invested in new people including managing director Phil Ellis.

To request a free Real Soup sample please visit www.realsoup.com or **Contact : 01765 689 595**



Zig-Zag now safety sealed

Zig-Zag is aiming for a bigger slice of the filter-tips market with the introduction of safety sealed packaging of their filter tips; the new packs feature improved graphics and have been re-designed to offer the roll-your-own-smoker freshness, convenience and security.

Both menthol and standard variants now come in safety-sealed bags, which prevent tampering with the filter tips before purchase. They are also re-sealable,

maintaining the tips freshness for as long as possible. This is particularly important for menthol filter tips, which can lose their flavour if not fully sealed.

Each bag contains 150 filter tips with an RSP of 62p, giving the retailer profits in excess of 60% – in line with all Zig-Zag products. High-visibility display outers contain 15 or 34 bags.

Contact : 0161 776 4900

Lotus Professional link up with Hyperama

Lotus Professional announced a new partnership with wholesale and cash and carry specialist Hyperama.

Hyperama at Nottingham and West Bromwich will be stocking the entire Lotus Professional range of paper products and hygienic dispensing systems especially designed for washroom and catering environments.

Robert Lowe, Managing Director at Hyperama, Nottingham said: "We have experienced huge demand for this type of product from caterers, businesses and leisure operators,

amongst others. The Lotus Professional range stands out in this market because it is exceptionally high quality, in product, packaging and presentation terms."

The range incorporates over 20 products including toilet tissue systems, hand towels, soap and catering wipers.

Picture shows (left to right) Mark Johal, ceo, Hyperama; Alan Ramsay, managing director of Alan Ramsay Sales & Marketing; Marcus Singh, trading controller, Hyperama and Robert Lowe, md, Hyperama.

Contact : 0114 285 6666

