

Specialty Coffee

R E T A I L E R

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COFFEE FEST **NEW PRODUCT WINNERS**

Tinker's Minute marketeers resorted to pantomime, rap, sang ditties, danced and tossed samples to the crowd in an attempt to sway attendees at Coffee Fest Seattle. Together they put on quite a show in front of a showcase which held 45 new products.

Jon Whiteside of Enlightened Beverages authored a three-part rap for his frappe and John Kroll rolled out a freezer full of Dippin' Dots while the gals from SCAA, led by lead singer Tracy Ging, extolled the benefits of their 2009 Retailer Survey. Big Train's David McNeil perfected his smoothie pitch, Espresso Parts' Terry "Z" Ziniewicz demonstrated his innovative steam pitcher rinser and silent movie stars Kelli Mathews and Megan McGregor of Fli, LTD were saved by their hero TuGo.

JUSTIN'S SINGLE-SERVE NUT BUTTERS



These all-natural and organic nut butter squeeze-packs complement existing retail food products such as bagels and fruit with minimal counter space to deliver an additional high-margin, incremental ring.

"We were amazed at the response to our products during the show," says Lauren Lortie, marketing manager at Justin's Nut Butters. The product has demonstrated its "retailability" in shops from Starbucks, Caribou to Hudson's News. A case of Maple Almond in a 30-count display (9 boxes) sells for \$81 and retails at 49- to 99-cents a pack with margins of 60 percent or greater.

Justin's organic and all-natural nut butters use a small batch, proprietary grinding process. The Boulder, Colo. company was

founded in 2002 and sold nationally at Whole Foods Market, Toys 'R Us, REI and both Alaska and Delta/Northwest Airlines. It comes in 1.15-oz. squeeze packs and sample-sized .6-oz., 100-calorie squeeze packs as well as 1-lb. jars and 5-lb. bulk in nine flavors. To learn more, visit www.justinsnutbutter.com.

JUDGES COMMENT: Justin's is versatile. It delivers incremental high-margin sales using little counter space for impulse buyers and provides a nutritious option for afternoon snack seekers when packaged with fruit, breads or crackers. The flavored almond line encourages up-selling at checkout to meet the ever-changing tastes of consumers.