

### New Product Spotlight

#### Amoriss chocolate

Melding indulgent dark chocolate with unique health benefits, Orem, Utah-based Phytobase recently introduced Amoriss. The bite-sized organic dark chocolate bonbons are infused with a proprietary blend of red wine extract, resveratrol and antioxidant-packed super fruits like açai and goji berries extract. In addition

to being a tasty treat to eat, Amoriss also doubles as a moisturizing and nourishing face treatment. The product retails for \$39.95 for an 11.8-oz. jar.

**INGREDIENTS:** Pomegranate fruit extract, açai berries extract, goji berries extract, mangosteen fruit extract, red wine extract, resveratrol,



rhodiola rosea extract (root), 3% rosavins and 1% salidroside, organic dark chocolate (organic raw cane sugar, organic cocoa mass, organic cocoa butter, organic vanilla powder). May contain trace amounts of peanuts, nuts and milk protein. Does not contain alcohol.

### CREATORS' BRIEFS

#### Fresh-tasting pomegranate extract

Canadian R&D company Canagra Technologies introduced its newest line featuring pomegranate extract. The extract contains nutritional properties of the superfruit, including pomegranate's cancer-preventing antioxidants. The ingredient is made from all-natural pomegranate, lending a potent flavor and vibrant color. The pomegranate extract also mixes well with confections, including milk and dark chocolates, truffles and soft and hard candies.

[www.canagratech.com](http://www.canagratech.com)

#### Ingredient supports bladder control

Frutarom's *Go-Less* is a proprietary ingredient blend that promotes bladder control. It is estimated that 25 million Americans suffer from bladder issues. *Go-Less* combines the company's EFLA 940 special pumpkin seed extract (pumpkin is a natural remedy for bladder problems) with SoyLife soy germ isoflavone extract. At the most recent SupplySide West show, Frutarom incorporated the ingredient in raspberry-flavored chocolates.

[www.go-less.com](http://www.go-less.com)



#### MasterTaste launches new superfruit flavors

MasterTaste recently introduced *NutraFlavors*, a brand new line of superfruit flavors that pack flavor and nutrition. The flavors, which include cranberry and grape, do not contain any artificial colors, solvents, chemically-modified food starches or synthetic preservatives. To maintain top flavor, *NutraFlavors* contain fruit juice, extracts and healthful nutrients from the designated fruit.

[www.masterTaste.com](http://www.masterTaste.com)



### Number of New Confectionery Products Launched Globally by Sub-Category

Date	Chocolate Confectionery	Gum	Snack/Cereal/Energy Bars	Sugar Confectionery	Total # of New Confectionery Products
Dec 2006	824	87	105	455	1,471
Dec 2007	897	111	133	469	1,610

### Number of New Confectionery Products Launched in the U.S. by Sub-Category

Date	Chocolate Confectionery	Gum	Snack/Cereal/Energy Bars	Sugar Confectionery	Total # of New Confectionery Products
Dec 2006	212	9	12	89	356
Dec 2007	254	16	54	137	461



Source: Mintel Global New Products Database (GNPD)