



# **Final Report Best New Blueberry Product Contest**

**December, 2008**

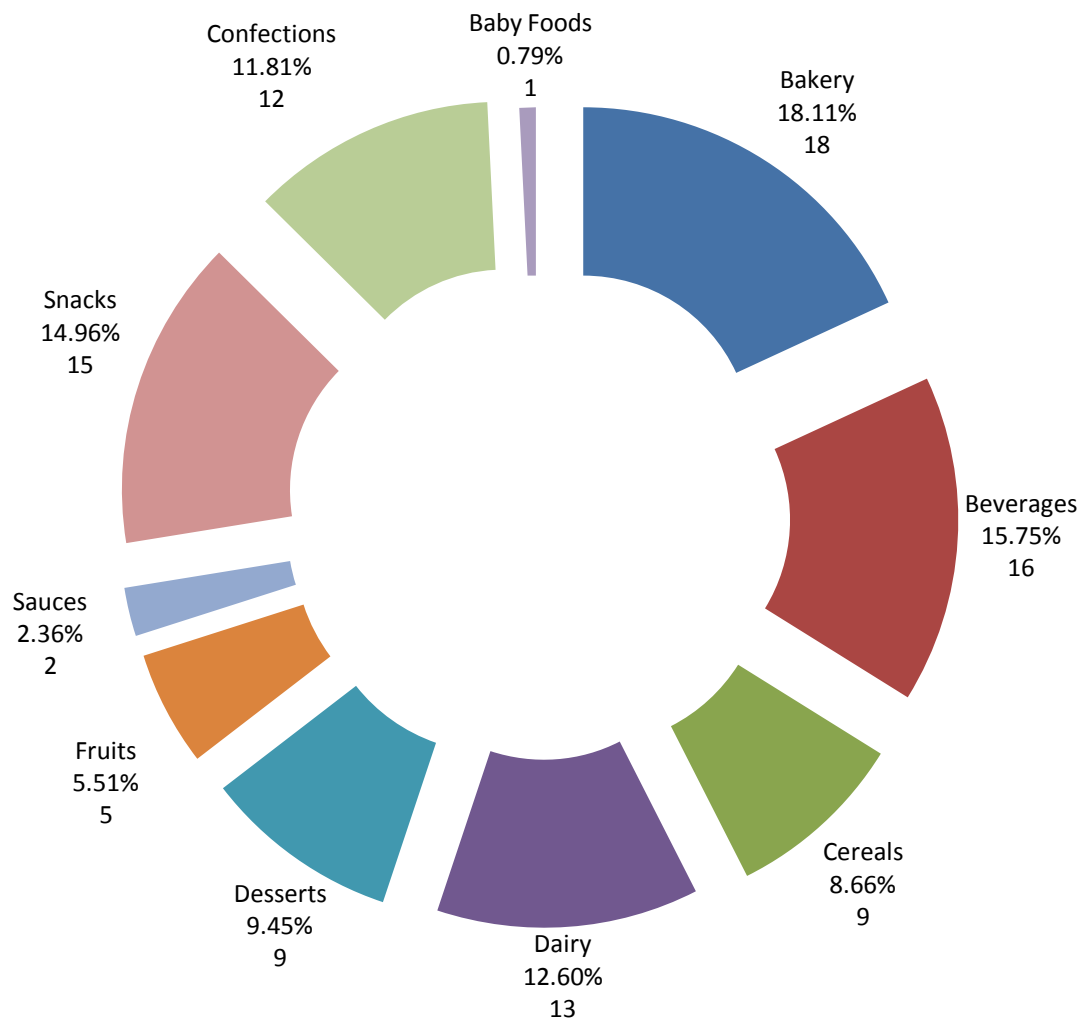
## 2008 Best New Blueberry Product Contest

### Introduction

For the fourth year, the USHBC has identified, analyzed and judged the best new blueberry products introduced into the North American food market. In the past, award winners have capitalized on the contest results by incorporating the award into packaging labels and using the award as a marketing tool. In addition, the Real Seal has also been an integral component of the contest, with applications to winners receiving information about applying for the Seal. An aggressive follow-up campaign of all products that were contestants this year will be used to contact manufacturers in order to sign up for the Real Seal.

### New Product Launches

There were 1467 new products containing both highbush, lowbush and artificial blueberries launched during the past 12 months across North America. Of these, 1214 (83% were launched in the United States). Another 210 products were simply repackaged, existing products. After narrowing down the list to those products that contained high bush blueberries and had blueberries as the primary fruit ingredient (where functionally possible), a total of 127 products qualified to take part in the preliminary judging review.



## 2008 Best New Blueberry Product Contest

**In order to qualify for this year's contest, products have to meet the following criteria:**

- Judges are evaluating products in the bakery, cereal, dairy, confection, snack and beverage categories.
- Products must contain U.S. highbush blueberries.
- Products must have been introduced within the past 12 months.
- Where technically possible, blueberries should be the first fruit ingredient on the label.
- Companies incorporating the blueberry Real Seal will receive bonus points during judging.

## 2007 USHBC Best Blueberry Contest Product Evaluations & Final Scores

### BAKERY

Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
<b>ND Foods</b>	<b>Blueberry Waffles</b>	<b>Natural Directions Organic</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>26</b>
Biscottea	Blueberry Tea Shortbread Biscuits	Biscottea	8	4	7	5	24
Nature's Path Foods	Waffles	Nature's Plus Organic	6	6	5	7	24
Great Harvest Bread	Blueberry Spice Bread	Great Harvest Bread Co.	4	6	6	7	23
Uncle Wally's	Muffins	Uncle Wally's Smart Portion	6	5	4	8	23
Wegmans	Ready to Bake Muffin Batter	Wegmans	6	5	5	5	21
Wildtree	Very Berry Cheesecake Blend	Wildtree	5	5	5	4	19
The Fresh Market	Low Fat Blueberry Muffins	The Fresh Market	3	3	5	6	17
Kellogg	Mini Muffin Tops	Kellogg's Eggo	4	4	4	4	16
Albertson's	Toasters Pastries	Shaw's	4	4	2	5	15
Walgreen	Blueberry Muffin	Café W	3	4	4	4	15

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Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
Wal-Mart	Blueberries & Cream Muffins	Wal-Mart	3	4	4	4	15
Flowers Foods Specialty Gr.	Blueberry Mini Muffins	Mrs. Freshley's 100 Calorie Packs	2	4	5	3	14
Interstate Brands	Blueberry Streusel Muffins	Hostess 100 Calorie Packs	3	4	4	3	14
Pepperidge Farm	Distinctive Cookie Collection	Pepperidge Farm	4	4	2	4	14
Figs	Blueberry Muffin	Jelly Belly Recipes	2	3	6	2	13
Cow Pies	Old Fashioned Very Berry Half Pie	Cow Pies	1	2	4	2	9

### BEVERAGES

Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
<b>Welch's Blueberry-grape Groove</b>	<b>All Natural Juice Drink Range</b>	<b>Welch's Naturals</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>32</b>
Next Foods	Probiotic Fruit Drink + Multivitamin	GoodBelly Multi	9	7	8	7	31
NextFoods	Probiotic Juice	Good Belly	7	8	8	8	31
Naked Juice	Juice Smoothie	Naked Probiotic	7	7	7	7	28
Target	Pomegranate BB Juice Infused Energy Drink	Archer Farms	7	6	7	8	28
Campbell Soup	Açai Mixed Berry Juice	V8 V-Fusion	8	4	7	7	26
Opal International	Pomegranate & Blueberry Juice	Super Granate	7	7	6	6	26
Costco Wholesale	Bom Dia Acai Berry with Blueberry Juice	Kirkland Bolthouse do Brazil	8	4	7	6	25
Sambazon	Organic Acai Juice	Sambazon Antioxidant Trinity	7	4	6	7	24

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Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
Welch's	Berry Juice Cocktail	Welch's Light	7	6	6	5	24
Lucerne Foods	Blueberry Raspberry Flavored Juice	Eating Right	6	5	6	5	22
Odwalla	Concentration Enhancing Fruit Drink	Odwalla Serious Focus	7	2	5	7	21
Purple Beverage	Sugar-Free Drink	Purple	7	2	5	7	21
Earthly Delights	Pomegranate Blueberry Juice	Earthly Delights All Natural	6	3	6	5	20
Sunsweet Growers	Plum Juice for Digestive Health	Sunsweet PlumSmart Light	5	2	5	8	20
Lakewood	100% Pomegranate Fruit Juice	Lakewood Organic	5	3	4	6	18
Unilever	White Tea Value Pack	Lipton	4	1	5	5	15

### CEREALS

Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
<b>Milton's</b>	<b>Steel-Cut Oatmeal with Grains &amp; Blueberries</b>	<b>Milton's</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>28</b>
Costco Wholesale	Organic Instant Oatmeal	Kirkland Signature	7	6	7	7	27
Supervalu	Blueberry Flax Granola	Wild Harvest Natural	7	7	6	7	27
Golden Temple of Oregon	Wild Berry Crisp Cereal	Peace Cereal	7	8	5	6	26
Shrky	Oatmeal	Monkey Brains	7	5	7	6	25
Fresh & Easy Neighbor Market	Triple Berry Crunch Cereal	Fresh & Easy	5	5	5	7	22
FarmPure Foods	Blue & Goji Berry Flavoured Breakfast Blend	Only Oats	3	5	6	6	20

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Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
Metropolitan Bakery	All Natural Granola	Metropolitan Bakery	4	5	5	6	20
Quaker Oats	Instant Oatmeal	Quaker Take Heart	6	4	5	5	20
Kroger	Fruit Flavoured Whirls	Kroger Value	6	4	4	5	19

### DAIRY

Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
<b>Stonyfield Farms</b>	<b>Organic Greek Yogurt</b>	<b>Oikos</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>24</b>
Inter-American Foods	Smoothie	Fred Meyer Active Lifestyle	7	5	5	6	23
Fresh & Easy Neighbor Market	Pro Yo' Berry Crunch Yogurt	Fresh & Easy	6	4	5	7	22
Darigold	All Natural Low-Fat Yogurt	Darigold	6	6	3	6	21
Kroger	Mixed Berry Yogurt	Kroger Lite	6	6	3	6	21
Trader Joe's	Whole Milk Yogurt Pack	Trader Joe's	6	6	3	6	21
Wal-Mart	Light Mixed Berry Yogurt	Great Value	6	6	3	6	21
Wawa	Low-Fat Yogurt	Wawa Fruit On The Bottom	6	6	3	6	21
Wegmans	Organic Yogurt	Wegmans Super Yogurt	6	6	3	6	21
Dannon	Nonfat Yogurt Family Pack	Dannon Light & Fit	6	6	2	6	20
Fresh & Easy Neighbor Market	Lowfat Yogurt	Fresh & Easy Organic	5	6	3	6	20
Dannon	Yogurt Assortment	Dannon Light & Fit 0% Plus	5	6	2	6	19

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**SNACKS**

<b>Product</b>	<b>Brand</b>	<b>Company</b>	<b>Package</b>	<b>Blueberry Flavor</b>	<b>Originality</b>	<b>Health</b>	<b>Total</b>
<b>Mrs. May's Naturals</b>	<b>Trio Variety Natural Bar Pack</b>	<b>Mrs. May's Naturals</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>29</b>
Kraft Foods	Muesli Bars	Kraft Live Active	7	7	6	7	27
Shaklee	Meal-in-a-Bar	Cinch Inch Loss Plan	7	6	7	7	27
Forward Foods	Blueberry Açai Energy Bar	Detour Yoga	6	6	7	7	26
Fresh & Easy Neighbor Market	Blueberry Cereal Bars	Fresh & Easy	7	7	5	6	25
Mrs. May's Naturals	Ultimate Crunch	Mrs. May's Naturals	7	6	6	6	25
R.W. Garcia	Berry Tortilla Chips	R.W. Garcia	7	5	8	5	25
Target	Blueberry Granola Bites	Archer Farms	7	6	6	6	25
MacroLife Naturals	Energy Bar	MacroLife Naturals Miracle Reds	5	5	6	6	22
Mellace Family Brands	Fruit & Nut Mix with Calcium & Fiber	Snacktrition	6	5	5	6	22
Wal-Mart	90 Calorie Cereal Bars	Great Value	6	4	6	6	22
Diamond Foods	Trial Mix Berry Blend	Emerald Breakfast On the Go	7	2	6	6	21
Sensible Foods	Crunch Dried Snacks	Sensible Foods	6	4	5	6	21
Bergin Nut	Very Berry Mix	Bergin Nut Company	5	4	4	7	20
National Raisin Co	Real Dried Fruits	Disney Fruit Boost Blend	6	3	6	5	20
Citrus Worlds	Au'some Juice Nuggets	Florida's Natural	4	4	4	4	16

## 2008 Best New Blueberry Product Contest

### Confections

Product	Brand	Company	Package	Blueberry Flavor	Originality	Health	Total
<b>Endangered Species Chocolate</b>	<b>Chocolates</b>	<b>Endangered Species</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>27</b>
Mars	Chocolate Covered Mixed Berries	CocoaVia	7	6	6	7	26
Nassau Candy	70% Cocoa Dark Chocolate Blueberries	Brimfield's	7	6	6	6	25
Trader Joe's	Dark Chocolate Covered Blueberries	Trader Joe's	6	7	6	6	25
Target	Summer Desserts Collection	Choxie	7	6	6	5	24
Elysia Schokoladen	Blueberry Milk Chocolate Bar	Elysia Schokoladen	8	5	6	4	23
Bissinger's Handcrafted Chocolatier	Blueberry Acai Gummy Pandas	Bissinger's Naturals	5	6	5	5	21
See's Candy Shops	Petite Keepsake Box	See's Candies	5	4	6	4	19
See's Candy Shops	Summer Berries Gift Box	See's Candies	5	4	6	4	19
Bitterman Family Confections	Strawberry & Apple Jelly Beans	Mmm... Sugar	5	4	4	4	17
Cavendish & Harvey	Tutti Frutti Candies	Cavendish & Harvey	5	4	4	4	17
Figis	Red, White and Blue Chews	Figis	5	4	4	4	17
Jelly Belly Candy	40 Flavor California Edition Jelly Beans	Jelly Belly	5	4	4	4	17
Jelly Belly Candy	Original Gourmet Jelly Beans	Jelly Belly	5	4	4	4	17

**Best Blueberry Bakery Product**



Natural Directions Organic Blueberry Waffles

**Best Blueberry Confectionery Product**



Endangered Species Dark Chocolate with Blueberries

**Best Blueberry Dairy Product**



Stonyfield Farms Blueberry Greek Yogurt

**Best Blueberry Cereal Product**



Milton's Steel-Cut Oatmeal with Blueberries

**Best Blueberry Beverage**



Welch's Blueberry Grape Groove 100% Juice

**Best Blueberry Snack Product**



Mrs. May's Naturals Trio Blueberry Cereal Bar