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**United States Highbush Blueberry Council Announces Best
New Blueberry Product Contest Winners**

155 new blueberry-containing products were launched in 2007, one of the best years on record for new foods containing blueberries. The United States Highbush Blueberry Council put the products to the test. In a head-to-head comparison of all new products in several different product categories, judges—comprised of food industry professionals, culinary artists and consumer focus groups—evaluated all the products for their taste, blueberry flavor, health message and package appearance. For 2007, the best new blueberry-containing food products are:



Best New Bakery Product
Van's Organic Blueberry Waffles



Best New Breakfast Cereal
Post Selects Blueberry Morning



Best New Beverage
Tropicana Pure Pomegranate Blueberry Juice



Best New Dairy Product
Stonyfield Farm YoMommy Blueberry
Yogurt



Best New Snack Food (tie)
Trader Joe's Anti-Oxidant Nut & Berry Mix



Best New Snack Food (tie)
Trader Joe's Nuts About Antioxidants
Trek Mix

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