

SUPPLY SIDE

MMR

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NEWS

PERK VENT WRAP AIR FRESHENER FOR CAR VENTS:



Car-Freshner Corp. has introduced the Perk Vent Wrap, a car vent air freshener. The Vent Wrap grips the vent blades without blocking air flow, leaving the vent free to be used as intended.

StediScent, a fragrance technology that regulates fragrance delivery, is hidden under the soft black protective cover. Vent Wrap comes in five fragrances — Absolute Zero, Clean Laundry, Golden Vanilla, Lush Valley and New Car. Each one is individually sealed and holds in a fragrance until it is ready to be released. A four-pack will provide up to 60 days of fragrance. Car-Freshner Corp., www.car-freshner.com, (315) 788-6250.

VALEANT'S ACNEFREE BODY CLEARING ACNE SPRAY:

Valeant Pharmaceuticals International Inc. has introduced AcneFree Body Clearing Acne Spray, a clear, quick-drying spray that, according to the company, delivers dermatologist-recommended acne medication to hard-to-reach places on the body. The lightweight, oil-free formula with 2% salicylic acid helps treat and prevent breakouts, the company adds. The nonstick formula includes vitamin B3 to help the skin produce more natural ceramides; glycolic acid to help exfoliate skin; and aloe and other plant and root extracts to soothe the skin and even skin tone, the company says. The item sells for a suggested \$10.99. Valeant Pharmaceuticals International Inc., www.acnefree.com, (800) 321-4576.



GARDEN LITES LAUNCHES VEGGIE MUFFINS:



Garden Lites has introduced Garden Lites Veggie Muffins as a healthful frozen food option. The muffins are gluten-free, vegetarian, low in calories and high in fiber. Individually wrapped, the muffins weigh 2 ounces and can either be eaten at room temperature or heated in a microwave for 35 seconds. They come in five flavors — Veggie Blueberry Oat Muffins, Zucchini Banana Chocolate Chip Veggie Muffins, Zucchini Chocolate Veggie Muffins, Carrot Berry Veggie Muffins and Golden Corn Veggie Muffins. The muffins come in a box of four, selling for a suggested \$3.99. Garden Lites, www.GardenLites.com, (718) 439-0200.



ZAK DESIGNS ZAKWAVE MICROWAVE TRAY:

Zak Designs Inc. has expanded its Zakwave collection to include the Zakwave Microwave Tray. Available in Palm Green or Sky Blue, the Zakwave Microwave Tray offers the convenience of grilling in a microwave and is also oven-safe up to 350 degrees F. The tray's grilling ridges keep food out of grease and juices. The tray can be used with the Zakwave large silicone lid to help prevent splatters in the microwave. BPA-free and dishwasher-safe, the tray features smooth, rounded edges that are easy to wipe off. Zak Designs Inc., www.zak.com, (970) 270-8550.



CLASSIC TV SPECIAL COLLECTION OF THE KING FAMILY:



MVD Entertainment Group has announced plans to release as a two-DVD set on April 22 *The King Family: Classic Television Specials Collection Volume 1*. The DVD showcases the trademark musicality of this real-life family from the 1960s in four hour-long specials. The specials are: "Easter with the King Family," "Mother's Day with the King Family," "September/Back-to-School with the King Family" and "June with the King Family." Special features include an eight-page booklet filled with archival photos and behind-the-scenes notes as well as multiple performances from the "Graduation Day" episode of the *King Family Show* from 1965. MVD Entertainment Group, www.mvdb2b.com, (610) 650-8200.

J.L. CHILDRESS TRAVEL PRODUCTS AT TARGET:

J.L. Childress has announced that six of its travel items designed for parents of babies and young children are available at Target Stores. The items include Gate Check Bag for Car Seats, a compact travel bag for gate-checking a car seat, booster seat or infant carrier to protect it from dirt and germs; Gate Check Bag for Standard and Double Strollers, to protect strollers from airport dirt, dust and grease; Bag 'N Bags Disposable Bag Dispenser, a cloth dispenser with one roll of 15 disposable bags to contain dirty diapers, soiled clothing and wet items; and Tie 'N Toss Disposable Bags, replacement bags for the Disposable Bag Dispenser, including two rolls of 15 large, disposable bags. J.L. Childress, www.jlchildress.com, (714) 939-9376.



Bacon Flavor Added to Lineup of Ritz Crackers

EAST HANOVER, N.J. — Mondeléz International's Ritz brand has introduced Ritz Bacon Flavored Crackers, which combine black pepper seasoning and the flavor of bacon.

"Ritz recognized America's love for the taste of bacon and wanted to help take bacon flavor to places it's never been before," says Katrina Cohen, senior brand manager of Ritz at Mondeléz International. "Ritz crackers are an American favorite, and pairing

them with one of America's most popular, savory flavors is an exciting new step for snacks."

The bacon flavor in the crackers is artificial, and news reports have pointed out that the new Ritz cracker variety qualifies as kosher.

Meanwhile, the brand is promoting the cracker with the help of recipes on Mondeléz International's snackworks.com website, as well as on the Ritz crackers Facebook page.

Birthday Cards Go High-Tech

CLEVELAND — American Greetings Corp. has come out with a new line of birthday cards called Blown Away, featuring pop-up cards with lights, sound and blow sensor technology. Each card in the collection features a mini pop-up cake on the inside that lights up as soon as the card is opened.

Designs include a fiesta complete with piñata and mariachi music, serenading cartoon animals, chocolate mousse with elegant instrumentals, and a festive cake with flashy stars and tunes.

"Because we know that consumers love extraordinary new ways to share birthday smiles with the important people in their lives, American Greetings is thrilled to introduce Blown Away," says Carol Miller, the company's vice president of corporate innovation. "Blown Away takes birthday cards to a whole new level as they capture that exceptional wish-making moment of blowing out the birthday cake candle."

New Juice By Sunsweet Rich in Fiber

YUBA CITY, Calif. — Sunsweet Growers Inc. has introduced Amazing Prune Light juice, which provides consumers with a source of fiber and is 100 calories per serving. It also contains 8 grams of sugar per serving.

"Almost one in four Americans suffer from digestive health issues, which is why I often recommend prune juice to my clients as a way to rev up their fiber intake," says registered dietitian and Sunsweet spokesperson Dawn Blatner.

Amazing Prune Light juice, she adds, offers consumers a way to increase daily fiber intake with fewer calories and less sugar.

Sunsweet Growers, established in 1917, is a California-based cooperative of 300 grower members and is a major leader in prunes and related products. Recently, the product portfolio has been expanded to include a full line of dried fruit snacks and juices.

HOW IT WORKS PLAY VIDEO

PINCHme gives you the unique opportunity to discover new products and try them for free.

It's simple - you choose a product from one of our leading brands, and we then deliver it to your home or workplace for free. But be quick, we'll reserve the products in your box for a limited time, to ensure that everyone has a chance of receiving the available products. Once you've tried, tasted or touched the exciting products we offer, you can leave your feedback. Start pinching now!

STEP 1

CHOOSE A PRODUCT

STEP 2

TRY IT OUT

STEP 3

HAVE YOUR SAY

STEP 4

GET REWARDED

Why PINCHme?

PINCHme promises to **SURPRISE**

We love giving you products you have never tried, tasted or touched before.

PINCHme promises to **DELIGHT**

We make the effort to get to know you so that we can always deliver relevant products.

PINCHme promises **CONVERSATION**

We love when you share your product experience with your friends. (And with us!)

PINCHme.com gives consumers a chance to select product samples

Sampling Retooled

By Patrick Peters

Product sampling is an age-old guerilla marketing tactic that many brands have relied on to introduce new products to the consumer market. From street teams and brand ambassadors to sampling trucks and in-store giveaway stands, brands make significant efforts to get their products in the hands of consumers, build brand loyalty and engage them by giving a face to their companies. For consumers, it's simply free product, but for the brands it's all about getting their products into the hands of the right consumer to ensure return on investment in mass distribution and a positive impact on the bottom line.

There is no doubt that sampling has been a popular tactic over the years, as the average person enjoys free products. However, the question remains: What's the benefit for the brand?

Sampling programs are a considerable investment for a brand

of any size, so it is important they are extremely targeted, strategically executed and measurable. But as product freely transfers from the brand ambassador's hand to the consumer's, there are no real ways for the brand to know who those consumers are, what they actually think of the product or if they'll become buyers. In this regard, many current sampling programs can be considered one dimensional, and they lead to large amounts of waste.

With the growth of the digital spectrum, everything is accountable, transparent and reportable. And although traditional sampling programs are effective, technology has opened the gate to making them even more so.

In recent years, product sampling has found a new home online and has changed the game in the retail industry. The Internet gives brands a direct line not only to connect with and sell to consumers, but also to gather intellectual capital that helps them better understand who their

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Now the Whole House Can Be 'Tide Clean'

CINCINNATI — Procter & Gamble Co. (P&G) has launched Tide Oxi Multi-Purpose Stain Remover, formulated to clean a variety of items, from carpet and upholstery to tile and grout to bathtubs and patio furniture.

"Tide prides itself on offering the best laundry care products to make it easy to clean life's messes," says Karen Schlosser, associate marketing director for P&G North America fabric care. "But we know that stains and spills happen outside the laundry

room too. That's why we are excited to introduce a product that will allow for the deep-down Tide clean in the wash and around the house."

According to P&G, Tide Oxi contains an ingredient called NOBS, which works with peroxide to form peracid, a stronger form of bleach than peroxide alone, resulting in stronger stain removal. Available in a 7.5-pound tub selling for a suggested \$12.99, Tide Oxi comes in Refreshing Breeze scent.