



ReCharge™

Naturally Enhanced Snack Mix





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Recharge is a line of Natural snack mixes, produced with ingredients that are enhanced with Probiotics, Omega-3, Pomegranate seed oil, and Chia seeds. As such, they also contain antioxidants, and good percentages of the RDV of Vitamin B6. They are low sodium, and contain 0g Trans Fat, and 0g Cholesterol.



Chia ReCharged Stix Mix
880040
12/12oz trays



Chia ReCharged Stix Mix
102730, 10lb



Chia ReCharged Stix Mix
208120
12/8oz bags



Super Charged Cranberry Blend
880035
12/12oz trays



Super Charged Cranberry Blend
102720, 10lb



Super Charged Cranberry Blend
208100
12/8oz bags



Dark Chocolate Energy Boost
880030
12/12oz trays



Dark Chocolate Energy Boost
102710, 10lb



Dark Chocolate Energy Boost
208110
12/8oz bags





Super Charged Cranberry Blend

- **Omega-3 Fortified Cranberries**
- **Pomegranate Infused Cranberries**
- **Probiotic Dark Chocolate Cranberries**
- **Plus:**
 - › Cranberries
 - › Almonds
 - › Dark Chocolate Chunks
 - › Yogurt Peanuts

Contains:

- **Antioxidants**
- **Omega-3**
- **Probiotics**
- **36% RDV Vitamin B6**
- **0g Sodium**
- **0g Trans Fat**
- **0g Cholesterol**



Chia ReCharged Stix Mix

- **Chia Sticks**
- **Plus:**
 - › Cranberries
 - › Almonds
 - › Dark Chocolate Chunks
 - › Yogurt Raisins
 - › Diced Pineapple
 - › White Chocolate Drops

Contains:

- **Omega-3**
- **15% RDV Vitamin B6**
- **Low Sodium**
- **0g Trans Fat**
- **0g Cholesterol**

Dark Chocolate Energy Boost

- **Dark Chocolate Coffee Beans**
- **Dark Chocolate Probiotic Cranberries**
- **Dark Chocolate Raisins**
- **Dark Chocolate Chunks**
- **Plus:**
 - › Cranberries
 - › Almonds
 - › Diced Pineapple

Contains:

- **Probiotics**
- **Antioxidants**
- **40% RDV Vitamin B6**
- **Low Sodium**
- **0g Trans Fat**
- **0g Cholesterol**



Rack & Kit



3" x 5" bulk bin tags





The Consumer

Based on the general concept described, we surveyed 441 consumers from a natural food store chain and 77.2% said that they would consider buying this product.

“The majority of shoppers believe that there are bioactives in foods that help and treat diseases: 75% positively link Antioxidants with immunity. 65% connect Omega-3’s and heart health, and 61% associate Green Tea with disease risk.” (Food Technology, 9/10)

“Mintel reports that 85% of Americans link Probiotics with digestive health, and 69% report consuming Fiber for digestive help.” (Prepared Foods, 9/10)

The Marketplace

“Foods that have a beneficial health effect are as hot as ever. In fact, the functional food industry is projected to grow 56 percent between 2008 and 2011”. This article lists Fiber, probiotics, superfruits, Omega 3, power snacks (nuts, fruits, anti-oxidants) in their top 15 trends (Top Functional Food Trends of 10/10)

Currently the US market for Functional Foods is greater than \$30 billion in sales, representing about 5% of the total US food market, and it’s growing at 10% a year...By 2013 the US functional foods market will be worth about \$43 Billion....Eighty percent of Americans say they consume or are interested in consuming functional foods and beverages. A 2009 research report from Pricewaterhouse Coopers illustrates that even in a weak economy, people will pay a premium for products seen as preventing a health problem or providing a good alternative to sodas and empty calorie snacks. (Nutraceuticals World 7/1/2010)

The two most dominant condition specific markets in 2010 are digestive health and immunity, which may be why related ingredients are deployed in product formulations...probiotics, prebiotics, and various forms of dietary fiber have exploded in popularity in the past few years, driven by solid science and aggressive marketing efforts (Baking and Snack Magazine, 10/10).

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