

### Crunch Time for Fruits and Vegetables

About 66% of American households have a bag or two of potato chips in their cupboard. With many of these consumers looking for healthier snack options, **Nabisco**, East Hanover, N.J., has launched *Garden Harvest Toasted Chips*. The baked product has 60% less fat than the leading regular fried potato chips. It contains 100% whole grain and is a good source of dietary fiber. The triangular-shaped



chips also are made with real pieces of fruits (i.e., apples and bananas) or vegetables (e.g., carrots, tomatoes, broccoli, onions, and spinach), providing a half serving of fruits or vegetables in each 1-oz serving (about 16 chips and 120 calories).

*Garden Harvest Toasted Chips* are available in four varieties: *Tomato Basil*, *Vegetable Medley*, *Apple Cinnamon*, and *Banana*. They come in a 6-oz stand-up bag with a reclosable zipper and carry a suggested retail price of \$2.99 each.



### Fishy Frankfurters

**A & B Famous Gefilte Fish Inc.**, Paterson, N.J., has added a new twist to an American food icon with its rollout of *A & B Famous Salmon Franks*. Made from fresh salmon fillets, 100% natural salmon franks have about half the calories of traditional varieties usually made from beef, pork, and/or meat byproducts. They also are rich in omega-3 fatty acids. The products contain no *trans* fats, no MSG, and no nitrites. They are also extremely low in cholesterol, carbohydrates, and sugar. Salmon franks are certified kosher (parve).

The products come in 3 varieties—regular, dill, and tarragon. They are sold frozen, six to an 8-oz package. Customers can order 1- or 10-lb bulk packs as well as refrigerated vacuum packs. The franks are fully cooked, ready to heat and serve. They have the same shape, color, and fast, easy preparation as regular hot dogs.

### Better-for-you Breakfast Fare

**Sara Lee Food & Beverage**, Downers Grove, Ill., has combined convenience and better-for-you for time-pressed morning commuters and weekend warriors with its launch of *Jimmy Dean D-Lights* breakfast sandwiches. The frozen product has one-third fewer calories and half the fat of the leading breakfast sandwich. It comes in 3 flavors: *Turkey Sausage*, *Canadian Bacon*, and *Black Forest Ham*.

Each package of *Jimmy Dean D-Lights* contains four sandwiches. *Turkey Sausage D-Lights* contains *Jimmy Dean* turkey sausage, egg white, and cheese on a whole grain muffin. *Canadian Bacon D-Lights* contains *Jimmy Dean* Canadian bacon, egg white, and cheese on a honey wheat muffin. *Black Forest Ham D-Lights* contains *Jimmy Dean* Black Forest ham, egg white, and Swiss cheese on a whole grain muffin. The products can be heated in a microwave oven; preparation time is a little over 1 minute. **FT**

