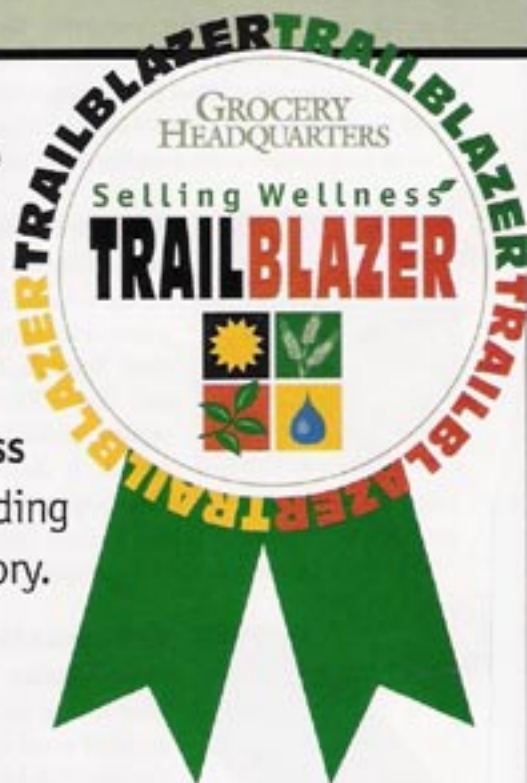


SELLING WELLNESS

BY SUZANNE VITA PALAZZO

The leading edge

Grocery Headquarters' 2006 Selling Wellness Trailblazer Awards recognize outstanding innovation in this rapidly growing category.



RETAILERS IN SEARCH OF PROOF THAT THE HEALTH AND WELLNESS INDUSTRY IS THRIVING NEEDED TO LOOK NO FURTHER THAN NATURAL PRODUCTS EXPO EAST 2006 held in Baltimore in October. More than 23,000 attendees perused over 1,700 exhibits of natural, organic and healthy products. The nonfoods area was particularly active, with a wide assortment of all-natural beauty care products, over-the-counter medications and household cleansers on display.

In response to the surge of innovation seen at the Expo and throughout the whole health market, *Grocery Headquarters* has created the 2006 Selling Wellness Trailblazer Awards to recognize items that have the potential to become big sellers as part of mainstream grocery stores' wellness offerings. Products were divided into 19 categories and judged on taste profile, packaging and intrinsic health benefits. Here are the winners:



READY-TO-EAT

Pacific Natural Foods Cashew Carrot Ginger Soup. This latest offering from Tualatin, Ore.-based Pacific Natural Foods brings an Asian flair to the ready-to-eat soup category. Featuring coconut milk, cashews, roasted

garlic and ginger, each one-cup serving of Cashew Carrot Ginger soup delivers 120 calories and is certified kosher and gluten-free. The new item is available in 16-ounce and 32-ounce aseptic packaging, with suggested retail prices of \$1.99 and \$2.99, respectively. Cashew Carrot Ginger is being introduced along with Buttery Sweet Corn, adding two new flavors to the company's five-SKU line of RTE soups.

Visit www.pacificfoods.com for more information.



BREAKFAST

Nature's Path Flax Plus Pumpkin Raisin Crunch. This recent addition to the cereal aisle from Canada-based Nature's Path Foods was created by combining the company's No. 1 selling granola with its No. 1 selling flake cereal