



Flavorful Insight
Marketing Communications & PR

Creativity

We Help Clients Win and Promote Prestigious Awards



Crave Brothers Petit Frère® Cheese Wins Taste Test Award from Cooking Light Magazine

9/29/2011 - Linda Funk

FOR IMMEDIATE RELEASE

Media Contact: Linda Funk

Flavorful Insight, (866) 430-2590

lfunk@flavorfulinsight.com

Photos available upon request.

Crave Brothers Petit Frère® Cheese Wins Taste Test Award from Cooking Light Magazine

Waterloo, Wisconsin— Crave Brothers Petit Frère® European-style cheese from Wisconsin is featured among the 2011 Taste Test Award winners in the October issue of Cooking Light magazine. For its Second Annual Taste Test Awards, Cooking Light sought out the best-of-the-best from small-production food artisans around the country. Petit Frère is a featured cheese in the Artisanal Category.



Flavorful Insight
Marketing Communications & PR

Creativity

Our Storytelling Leads to Awards



FOR IMMEDIATE RELEASE

Media Contact: Linda Funk
Flavorful Insight
515.491.8636

lfunk@flavorfulinsight.com

Photos available upon request

Introducing Non-GMO North Prairie Gold Extra Virgin Canola Oil

Order Online

Saskatoon, SK, Canada, September 10, 2015— Move over, olive oil! Newly released North Prairie Gold™ Extra Virgin Canola Oil represents the next generation of artisan oil. As its name implies, it is distinguished by a rich golden color and natural nutty flavor. It is Non-GMO Project Verified, and Kosher Certified. North Prairie Gold™ is cold-pressed according to traditional European standards. That means the temperature never exceeds 50°C, preserving the oil's natural color and abundant nutrients. As a result, North Prairie Gold™ is a good source of Vitamin E, an antioxidant, with 1.5 g of Omega-3 per 15 ml serving.

This premium oil is produced by North Prairie Family Farms, a group of committed Canadian prairie farmers located within a 150-mile radius of their own local cold-pressing plant in Saskatoon, Saskatchewan. The non-GMO canola seeds are grown in the world's ideal climate for canola. The rich soil, cooler temperatures, clean air, and pure rainwater of Saskatchewan produce the nutrient-rich seed

2015 Editors' Picks — Food

North Prairie Gold Extra Virgin Canola Oil
\$8.99
northprairiefamilyfarms.com
This product could potentially open a whole new category. Approaching territory currently occupied by olive oil, a cooperative of Canadian farmers has entered the market with this extra-virgin canola oil, a non-GMO certified, minimally processed and unrefined artisan product. Cold-press technology yields oil with a light, nutty flavor and natural amber color, along with maximum nutrient retention. It's rich in vitamin E, contains 1.5 grams of omega-3s per serving and is low in saturated fat. With the right marketing and consumer education, extra-virgin canola could be the next big thing in gourmet oils.

Paleo Granola
\$7.99
paleoscavenger.com
Devotees of the Paleo diet — which, in a nutshell, includes anything that cavemen would have eaten (i.e., unprocessed) — should really enjoy this granola from Paleo Scavenger. It's slightly sweet, with a soft, chewy texture. Sweetened only with honey, the granola is low in sugar and free from grains, dairy and soy. Our testers were mixed on this, but overall, we appreciated the rustic flavors and texture of this granola. It doesn't take a caveman to declare this a winner.

Perky Jerky Jamaican Style Turkey Jerky
\$5.49
perkyjerky.com
Getting protein got more interesting with this Jamaican-style turkey jerky. We enjoyed this authentic flavor profile, which comes from a blend of zesty peppers and flavorful jerk spices. Perky Jerky is all natural and gluten-free, with no added preservatives, nitrates or MSG. And like the brand's other varieties, it contains guarana, a natural energy booster that should make you want to climb right up Dunn's River Falls.

Old Orchard Watermelon Cucumber Lemonade
\$4.99
oldorchard.com
This is one of the most refreshing beverages we've had in a long time: A blend of real sugar and stevia sweetens a lemonade enhanced with watermelon and cucumber. It's light, crisp and truly thirst-quenching, and contains a third less sugar than traditional lemonade. We're keeping our glasses full of this one.

Pompeian Avocado and Coconut Oil Cooking Sprays
\$4.99
www.pompeian.com
Cooking will be more on trend, flavorful and healthy with these new oil sprays from Pompeian. Coconut oil is currently popular, and one variety of this nonstick cooking spray offers a mild coconut taste and is suitable for high-heat cooking, as is the avocado oil, with its high smoke point. The sprayers are convenient and easy to use, and each spray is essentially calorie- and fat-free.

Pacific Sustainable Seafood Gluten-Free Crispy Battered Cod
\$7.99
www.pacificseafood.com
No gluten? We couldn't tell. This fish cooks up crispy and delicious, tender and flaky. The label is about as clean as you can get: sustainably sourced, traceable, no artificial ingredients. And, of course, gluten-free. Bravo to Pacific Sustainable Seafood for delivering on taste, trends and wellness in a product that should attract more consumers to the category.

PROGRESSIVE GROCER

2015 Editors' Picks

This year's winners score for their ability to deliver solutions for function and good taste

66 | Progressive Grocer | Ahead of What's Next | September 2015