

Organic Products Retailer

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Organic

PRODUCTS RETAILER®

News & Information For Retailers of Organic & Earth-Friendly Food & Products

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**Promoting and Protecting
for Almost 25 Years:
A TRIBUTE TO OTA**

Also Inside:
Beer, Wine, & Spirits
Ice Cream & Desserts
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Organic

Product Spotlight

Scoop or Dip THAT CHIP!

BY TANYA KENEVICH

Whether your customers are buying crackers, chips or healthy, organic carrot and celery sticks, it's a great idea to have dips and salsas available for some serious snacking. According to the 2006 report "Refrigerated and Dry Dips-US" by Mintel, market researcher, the dips market has jumped by more than 25 percent from 2001-2006, earn-

ing \$895 million. This is driven largely by "the expansion and innovation in the refrigerated category," the report stated. Not to be outdone, a 2006 report from Mintel entitled "Mexican Food-US" states that Mexican foods, including salsa and tortilla chips, are becoming more popular with the focus of international cuisine in restaurants, cooking shows, magazines and

books. Some well-established Americanized Mexican products have lost favor in recent years, so "manufacturers are launching new products that touch on a number of overarching themes including natural, organic, low fat and whole grain," the report stated.

Some examples of dry dips, refrigerated dips and zesty salsas are listed below.

Tribe Brings Organic Hummus to a New Level

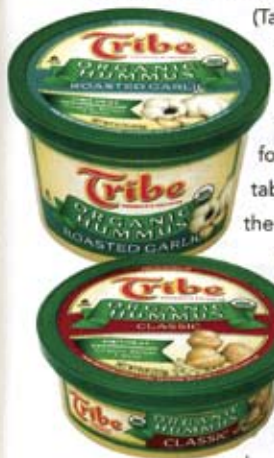
If various types of organic hummus are what customers want, then look no further than Tribe Mediterranean Foods (Taunton, MA).

Tribe has put a strong focus on Mediterranean foods, including tabouli, tahini and the ever popular hummus. In May

2007, Tribe made available the first nationally distributed organic hummus, which is

USDA certified organic by Quality Assurance International (QAI). Some varieties of Tribe's organic hummus include the Classic flavor, as well as the Roasted Garlic flavor.

Contact Tribe Mediterranean Foods at (800) 8-HUMMUS for more information.



Dry, Easy-to-Make Dips From Simply Organic

For fast, fresh and full flavors, Simply Organic (provided by Frontier Natural Products Co-op, Norway, IA) has easy-to-use packets of dry dip mix that can be added to other organic ingredients for tasty dips like French Onion (pictured), Guacamole, Ranch and Creamy Dill.

These products are certified organic by QAI and are also kosher certified by KSA. They use no hydrolyzed vegetable protein, modified food starch or hydrogenated oils, the company said.

Contact Frontier Natural Products Co-op at (800) 669-3275 to learn more.



Have a Fiesta With Emerald Valley Kitchen

Emerald Valley Kitchen Organic (Eugene, OR) provides five fun salsas in flavors and temperatures perfect for anyone's palate, including Mild, Medium, Hot, Fiesta and Green. These salsas are fat and cholesterol free, low in calories and high in vitamin A. The red salsa provides the important antioxidant lycopene. Not only can these dips be used for chips or tortillas, they can also provide a sassy spice on meats, in sauces or marinades.

To learn more, call Emerald Valley Kitchen at (541) 688-3297.

