

INDIGO *ink* |

natural product management news

Welcome to our new Indigo Ink News!

It is also with pleasure to announce our new website is going live in January 2010!

We would also like to take this opportunity to wish you all a wonderful holiday season and all the best for 2010.

And thank you for your continued support!

ANNIE'S HOMEGROWN FEBRUARY 2010 PROMOTION

Please watch for our February 'truckload' deal for both of these brands. This deal includes all Annie's Homegrown items. Please watch for your distributor sell sheets for deep discounts.

COCOA CAMINO'S NEW CUISINE CAMINO



Introducing **CUISINE CAMINO®**, Cocoa Camino's new baking line. Cane Sugar, Whole Brown Sugar, Baking Chocolates, Chocolate Chips, Cocoa Powder—all organic and fair trade. Cuisine Camino® is a new family with ingredients perfect for everything from home baking to gourmet delights. Cuisine Camino® supports sustainable agricultural practices, local community development, and manufacturing by producer co-operatives. Connecting land and livelihood, local and global, Cuisine Camino® brings organic goodness to your kitchen.

CUISINE CAMINO® CHOCOLATE CHIPS

These are the same high quality organic and fair-trade **SEMI-SWEET CHOCOLATE CHIPS** in **NEW** horizontal packaging. The packaging is made with #5 plastic which is recyclable. Please note that there is a new UPC.

NEW UPC	PRODUCT	SIZE	SHELF LIFE
00752612 24001 4	SEMI-SWEET CHOCOLATE CHIPS 55% CACAO Organic, Fair Trade	8/225g	18 months

All organic ingredients: Cocoa mass, cane sugar, cocoa butter, vanilla extract.

New package transition will take place in mid January 2010.

NEW Organic and Fair Trade certified, these new **BITTERSWEET CHOCOLATE CHIPS** are made from 71% Cacao. The packaging will be in a bag that lies horizontally on the shelf. Imagine how these will taste in baked fresh the oven warm chocolate chip cookie!

UPC	PRODUCT	SIZE	SHELF LIFE
00752612 24002 1	NEW BITTERSWEET CHOCOLATE CHIPS 71% CACAO	8/225	18 months

All organic ingredients: Cocoa mass, cane sugar, cocoa butter, vanilla.

Certified organic by QAI and Certified Ksher by the Kashruth Council of Canada (COR).

May contain traces of peanuts, dairy products, eggs, soy and wheat. Product made in Peru, packaged in Canada.

This new item will be available to distributors mid January 2010.

CUISINE CAMINO® COCOA POWDER

This is the same delicious cocoa powder but in a new package to match the other items under the new Cuisine Camino baking line. Dutch-processed to provide you with a pure, rich cocoa ideal for all your favourite recipes. No UPC Change.

UPC	PRODUCT	SIZE	SHELF LIFE
00752612 00011 3	Cocoa Powder Org. FT	6/224g	18 months

Country of Origin: CONACADO, Dominion Republic

New packaging is in transition now.

CUISINE CAMINO® SUGARS

Fair Trade, organic and delicious, the original golden cane sugar in the blue bag has been so popular it is now being packaged in **NEW** 1kg bags. The sugar is made in Manduvira, Paraguay and packaged in Canada.

Now in New Cuisine Camino packaging.

UPC	PRODUCT	SIZE	SHELF LIFE
00752612 20001 8	Golden Cane Sugar (Turbinado)	6/454g	18 months

Also available in 3.5g sachets for your café or commissary.

UPC	PRODUCT	SIZE	SHELF LIFE
00752612 20002 5	NEW GOLDEN CANE SUGAR (TURBINADO)	8/1kg	18 months

Also **NEW** is a **MUSCOVADO BROWN SUGAR** from Peru.

This delicious **MUSCOVADO SUGAR** is grown, manufactured and packaged by Centreal Piuranan de Cafetaleros (CEPICAFE) in Peru. CEPICAFE was founded in 1995 as a co-operative association of coffee and sugar farmers in the northwest of Peru. They are now made up of 90 local democratic organizations with a total membership of 6600 small- scale producers.

UPC	PRODUCT	SIZE	SHELF LIFE
00752612 22002 3	NEW WHOLE BROWN SUGAR, MUSCOVADO, Organic	8/1kg	18 months

All sugars are available to distributors now.

NEW ORGANIC BAKING CHOCOLATE

Fair Trade, organic and delicious these **NEW BAKING CHOCOLATES** are sure to make their way into some fantastic recipes. 7 squares = 56g/2oz.

UPC	PRODUCT	SIZE	SHELF LIFE
00752612 23001 5	NEW UNSWEETENED BAKING CHOCOLATE 100% COCOA	10/200g	18 months
All organic Ingredients: cocoa mass, cocoa powder, cocoa butter.			
00752612 23002 2	NEW BITTERSWEET COCOA BAKING CHOCOLATE 71% COCOA	10/200g	18 months
All organic Ingredients: cocoa mass, golden cane sugar, cocoa powder, cocoa butter.			
00752612 23003 9	NEW SEMI-SWEET COCOA BAKING CHOCOLATE 55% COCOA	10/200g	18 months
All organic ingredients: golden cane sugar, cocoa mass, cocoa butter.			

Available to distributors mid January 2010.

KETTLE FOODS NEW ITEMS NOW AVAILABLE!

Thank you Kettle Foods for 2 more wonderful flavoured chips! These chips are made without trans fats, artificial colours or flavours, preservatives or GMO's. They are gluten free, soy free and rennet free.

A winner of the People's choice Awards this **NEW** Potato chip is all natural and delicious! Over 3000 recipes were submitted to inspire this new flavour. Full flavour with attitude!

UPC	PRODUCT	SIZE	SHELF LIFE	
8411411748 9	NEW FULLY LOADED BAKED POTATO	15/142g	90 days	<i>Indigo Staff Favourite!</i>

Kosher Dairy. Please note that this is NOT a 'Baked' chip.

Neilsen data indicated that the cheese category is significantly underdeveloped in the premium chip segment so Kettle has brought us this **NEW CHEDDAR & SOUR CREAM KRINKLE CHIP**. If you like smooth and creamy with a big crunch this chip is for you.

UPC	PRODUCT	SIZE	SHELF LIFE
8411411725 0	NEW CHEDDAR & SOUR CREAM KRINKLE CUT CHIP	15/142g	90 days
8411411731 1	NEW CHEDDAR & SOUR CREAM KRINKLE CUT CHIP	10/397g	90 days

Kosher Dairy.

To find out more about the People's Choice award and to participate in the Create - a - Chip Contest go to www.kettlefoods.com

All chips available now to Kettle Foods Distributors.

PURERED AND PUREBLACK BEVERAGES COMING!

Leading Brands, the Canadian parent company of PureBlue is pleased to add two **NEW** 300ml beverages. Now you have 3 to put into the cooler to make a nice set. These full bodied juices are high in Polyphenols, are 100% juice with no added sugar or preservatives. Each bottle has more than 1 ½ servings of fruit. They taste amazing and they have huge health benefits!

NEW PURERED JUICE has 660mg of Polyphenols per 300ml bottle. Pomegranate has been valued for its taste and medicinal properties since ancient times. Pomegranates are rich in antioxidants that have been linked to lowering cholesterol and supporting heart health.

UPC	PRODUCT	SIZE	SHELF LIFE
062827418452 5	NEW PURERED JUICE	12/300ml	12 months

Ingredients: Water, Concentrated Pomegranate Juice, Concentrated Sauvignon Blanc Grape Juice, Concentrated Syrah Grape Juice, Concentrated Merlot Grape Juice, Concentrated Wild Blueberry Juice, Concentrated Cranberry Juice, concentrated Black Currant Juice, Natural Flavours, Ascorbic Acid (Vitamin C)

This **NEW PUREBLACK JUICE** has 740mg of Polyphenols per 300 ml bottle. One of the ingredients is the Aronia Berry which has one of the highest levels of antioxidants of any fruit.

UPC	PRODUCT	SIZE	SHELF LIFE
062827418453 2	NEW PUREBLACK JUICE	12/300ml	12 months <i>Indigo Staff Favourite!</i>

Ingredients: Water, Concentrated Blackberry Juice, Concentrated Sauvignon Black Grape Juice, Concentrated Syrah Grape Juice, Concentrated Merlot Grape Juice, Concentrated Aronia Berry Juice, Concentrated Black Currant Juice, Natural Flavour, Ascorbic Acid (Vitamin C).

Introductory discount is \$4.00/case. Available to Horizon January 2010.

PUREBLUE UNWINE PRICE DECREASE!

PureBlue UnWine has passed on a substantial price decrease of \$15.00 a case in November. Please be sure to reflect this new price at store level. And thank you!

Leading Brands are the owners and manufacturers of PureBlue, PureRed, PureBlack, PureBlue UnWine and TrueBlue juices. They are pleased to announce that PureBlue UnWine will be the only non alcoholic beverage on the wine list and catering menu of the Olympic Aboriginal Pavilion. The PureBlue 300ml and TrueBlue will also be sold on site.

NATURE'S PATH BIG CHANGES FOR GRANOLA BARS

We admire Nature's Path for continually looking for ways to reduce packaging and they have done it again! Let us introduce you to our **NEW GRANOLA BARS!** New look, new box dimensions, new names. Please note there are no new UPCs (only the new bars) Each box is now smaller so you can fit more on the shelf and there is less wasted packaging. And we have two new items – **NEW MMMAPLE PECAN GRANOLA BARS AND NEW BERRY STRAWBERRY BAR.** The Cranberry Soy Granola Bar has been discontinued.

NEW UPC	NEW NAME	NEW SIZE
0 58449 89146 8	NEW MMMAPLE PECAN	5/175g
0 58449 89142 0	NEW BERRY STRAWBERRY BAR	5/175g

Available in early January 2010.

NEW UPC	NEW NAME	NEW SIZE	OLD UPC	OLD NAME	OLD SIZE
0 58449 89135 2	PEANUT CHOCO BAR	5/175g	00058449 89135 9	NP Peanut Choco' Granola Bar	6/175g
0 58449 89128 4	CHOCOCONUT BAR	5/175g	00058449 89128 4	Chocolate Chip Granola Bar	6/175g
0 58449 89100 0	SUNNY HEMP BAR	6/210g	00058449 89100 0	HempPlus Granola Bar	6/200g
0 58449 89109 3	PEANUT BUDDY BAR	6/210g	00058449 89109 3	Peanut Butter Granola Bar	6/200g
0 58449 89103 1	LOTTA APRICOTTA BAR	5/175g	00058449 89103 1	Apricot Nut Granola Bar	6/200g
0 58449 89101 7	PUMPKIN-N-SPICE BAR	6/210g	00058449 89101 7	Pumpkin FlaxPlus Granola Bar	6/200g

New packaging in transition now.

DISCONTINUED GRANOLA BAR

00058449 89102 4 Cranberry Soy Gr. Bar 6/200g

SAHALE SNACKS

NEW SHIPPER AVAILABLE IN JANUARY 2010!

Due to the discontinuation of Sahale Dauphine Snacks, Sahale is discontinuing the 2 current shippers. With this item gone they had to reconfigure a **NEW** Canadian shipper for us and they chose to incorporate the top selling items.

UPC	PRODUCT	SIZE	SHELF LIFE
089386900593 0	NEW MIXED CANADIAN SHIPPER – 48 CT / 6 BLEND.	48/113 & 142g	9 months

Shipper Dimension is 40.875" high x 8.625" wide x 18.9" long
 Shipper configuration is 12 ea: Valdosta, Glazed Honey Almond, 6 each: Ksar, Soledad, Sing Buri, Glazed Pom-Cashew.

FEBRUARY SHIPPERS AVAILABLE – ORDER NOW!

Please see below all shippers available for **February 2010**. Because it takes up to 6 weeks lead time to receive orders, please order by **December 15th, 2009** to assure product delivery for February 1st, 2010. Please check with your distributor for all final discounts.

COCOA CAMINO ***\$33.12 OFF***
 6075261210028 0 Organic Chocolate Bar Shipper 144/100g

KETTLE CHIPS ***12% OFF***
142GR CHIPS SHIPPER
 008411411549 2 142g Four Flavour Assortment shipper 60/142g

142GR CHIPS SHOPPABLE PALLETS ***12% OFF***
 008411411464 8 142g Chips Pallet 400/142g
 008411411542 3 142g Flavour Assortment 600/142g
 008411411669 7 142g Flavour Assortment 500/142g
 008411411396 2 142g Flavour Assortment 400/142g

NATURE'S PATH FOODS **20% OFF**

1005844977784 4 **Gluten Free Cereal Shipper** **24/300g**
Sales on Gluten Free items are increasing monthly and demand is far from peaking.
An excellent shipper to try in your store for those looking for gluten free products.

1005844945506 3 Hot Oatmeal - Variety & Flax Plus 48/400g
 1005844945504 9 Hot Oatmeal Shipper 48/400g

SAHALE SNACKS **\$16.00 OFF**

089386900593 0 **NEW MIXED CANADIAN SHIPPER** 48 ct / 6 Blends of 113 & 142g

TRADITIONAL MEDICINAL **15% OFF**

003291700114 6 **Cold Season Care Plus Floor Display** **72unit/shipper**
Sales on this item have doubled compared to October and November sales last year! A must have for your customers!

003291700117 7 Best Sellers Floor display 72u/shipper
 003291700121 4 Best Sellers Floor display 48u/shipper
 003291701061 2 Fair Trade - Green Tea Display 48u/shipper
 003291701062 9 Organic Single Herb Tea Display 72u/shipper
 003291701084 1 Organic Top 4 Display 48u/shipper

DISCONTINUED ITEMS**ANNIE'S NATURALS**

00092325 00006 3 Worcestershire Sauce 12/192ml
 00092325 33310 9 Roasted Red Pepper 6/236ml
 00092325 33320 8 Tuscany Italian 6/236ml
 00092325 33332 1 Balsamic Vinaigrette 6/236ml
 00092325 33333 8 Low Fat Gingerly Vinaigrette 6/236ml
 00092325 33312 3 Organic Green Garlic 6/236ml
 00092325 33330 7 Red Wine and Olive Oil Organic 6/236ml
 00092325 33344 4 Green Goddess Organic 6/236ml
 00092325 33346 8 Organic Asian Sesame Dressing 6/236ml

INFINITE WATER

00628274 00500 4 Infinite Health Blueberry/Pomegranate 12/591ml
 00628274 00501 1 Infinite Health Orange/Cranberry 12/591ml
 00628274 00502 8 Infinite Health Strawberry/Mangosteen 12/591ml
 00628274 00503 5 Infinite Health Lemon Green Tea 12/591ml

NATURE'S PATH

00058449 86014 3 Envirokidz Penguin Puffs BOX 12/284g
 00058449 89102 4 Cranberry Soy Granola Bar 6/200g

SAHALE SNACKS

00893869 00082 9	Nut Blend Shipper	48/142g
00893869 00577 0	Glazed Nuts Shipper	48/113g
00893869 00546 6	Dauphine Blend	6/142g

DECEMBER 2009/JANUARY 2010 PROMOTIONAL IDEAS

With the help of the Government of Canada Website (www.canada.gc.ca), the United Nations Canada website (www.unac.org) and the October edition of the Natural Foods Merchandiser magazine, the following dates may help you plan promotions for October.

DECEMBER

Dec 1	World Aids Day	Dec 25	Christmas Day
Dec 6	Saint Nicholas Day	Dec 26	Boxing Day
Dec 6	National Day of Remembrance and Action on Violence Against Women	Dec 31	New Years Eve
Dec 10	Human Rights Day	Dec 1-7	National Safe Driving Week
Dec 21	First Day of Winter/Winter Solstice	Dec 10-17	Human Rights Week
Dec 21	Humbug Day	Dec 13-19	Gluten-Free Baking Week
Dec 26-Jan 1	Kwanzaa	Dec 11-19	Hanukkah

JANUARY

Jan 1	New Years Day	Jan 27	Chocolate Cake Day
Jan 4	Braille Day in Canada	Jan 1-7	Diet Resolution Week
Jan 6	Bean Day	Jan 15-24	International Green Week
Jan 11	Sir John A Macdonald Day	Jan 1 - 30	Alzheimer Awareness Month
Jan 19	Popcorn Day	Jan 17-23	National Non-smoking Week

**INDIGO NATURAL PRODUCTS SALES TEAM**

Janette Bishop (Vancouver Island, Gulf Islands) 250-590-0510
 Carol Daponte (Vancouver) 604-876-2880 ext 31
 Diane Saywell (Vancouver Island, Gulf Islands) 250-388-4310
 Gail Mountain (Vancouver, Sunshine Coast) 604-876-2880 ext 25
 Zayda Mondaca-Fuentes (Alberta, Saskatchewan) 403-547-2117
 Maggie Jones (BC Interior, Yukon & Manitoba) 250-229-2348
 Monica Contois (Fraser Valley, Vancouver) 604-876-2880 ext 27
 Katie Stemmler (Vancouver, Squamish & Whistler) ext 29

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