

# THE GOURMET RETAILER®



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# Show Tips

BY KRISTIN V. MONTALVO

NATURAL  
PRODUCTS  
EXPO  
EAST

## EXPO EAST SHOW TIPS

Here's a preview of some of the hottest products debuting this month at Natural Products Expo East at the Boston Convention and Exhibition Center.

## WORLD ARTISAN GUILD

Argan d'Or Argan Oil is one of the world's rarest and most nutritious flavoring oils. The product is sustainably made from kernels of the UNESCO-protected Argan tree, a rare species that only grows in the semi-desert of southwestern Morocco. The fairly traded oil is handcrafted by artisan women's cooperatives using traditional stone mills to cold-extract the oil by hand. It is certified organic, has a delicious taste cherished by food aficionados and is abundant with antioxidants and other beneficial nutrients. Available in two sizes: a 3.4-fl.-oz. bottle (MSRP: \$27.90) and an 8.5-fl.-oz. bottle (MSRP: \$49.50).



414-431-8652  
www.worldartiganguild.com  
**CLICK VENDOR LINK NO. 426**

## SHAMAN CHOCOLATES

All profits from the sale of the certified organic and Fair Trade Shaman Chocolates help support the Huichol Indians, a tribe living in central western Mexico in the Sierra Madre Mountains, who are said to be the last indigenous tribe in North America to have maintained their pre-Columbian traditions. Shaman Chocolates are offered in five flavors: Shaman's Secret (Dark Chocolate), Shaman's Heart (Dark Chocolate with Raspberries), Shaman's



Vision (Dark Chocolate with Coconut), Shaman's Dream (Milk Chocolate) and Shaman's Song (Milk Chocolate with Hazelnuts). MSRP: \$3.00 for a 2-ounce bar; \$36.00 for a 12-pack.  
877-990-3337  
www.shamanchocolates.com  
**CLICK VENDOR LINK NO. 429**

## GLUTENFREEDA FOODS, INC.

Real Cookies are a marketplace first: pre-formed, ready-to-bake cookies that are available in resealable containers in the freezer sections of grocery stores nationwide. All products are produced in a dedicated gluten-free facility, eliminating any potential for cross-contamination. Current offerings include a line of six ready-to-bake gluten-free cookies including Chip Chip Hooray (chocolate chip cookies); Peanut Envy (peanut butter cookies); Chocolate Minty Python (dark chocolate cookies with mint); Peanut, Paul and Mary (peanut butter and chocolate chip cookies); Snicker Poodles (like snicker doodle cookies); and Sugar Kookies (sugar cookies). MSRP: \$4.19/dozen. Case size: 6. No minimum case order.  
970-947-9480  
www.glutenfreedafoods.com  
**CLICK VENDOR LINK NO. 432**



## GUAYAKI YERBA MATE

is introducing organic San Mateo Loose Yerba Mate, a new air-dried yerba mate from the rainforest of southern Brazil. It has a graceful light body with an herbaceous nose, and sweet delicate crisp finish. MSRP for a 1-pound bag: \$12.00.  
888-482-9254  
www.guayaki.com  
**CLICK VENDOR LINK NO. 427**



## REDWOOD HILL FARM

Redwood Hill Farm's newest cultured product, Goat Milk Kefir, is a healthful, delicious and natural probiotic beverage cultured with a custom blend of 10 live and active kefir cultures. An enzyme-rich food filled with friendly microorganisms, it is low-glycemic, gluten-free, and contains no sugar, artificial coloring, preservatives, stabilizers or powdered milk. Available in creamy Traditional Plain as well as Blueberry Pomegranate, an antioxidant powerhouse of blueberry, pomegranate and açai. MSRP: \$6.59-\$6.99.  
707-823-8250  
www.redwoodhill.com  
**CLICK VENDOR LINK NO. 435**



## More Online...

To discover these products and more from this month's Natural Products Expo East, visit [www.gourmetretailer.com/expoeast](http://www.gourmetretailer.com/expoeast)



## Products

If you would like to comment or for product submission, please send e-mail to [kmontalvo@gourmetretailer.com](mailto:kmontalvo@gourmetretailer.com).