

## Product Watch



**The Broaster Co.** introduced its new Broaster To Go Authentic Pizza Program at the 2008 NACS Show last Octo-

ber, adding to its line of chicken-focused food programs. The new pizza program features top-quality pizzas, fast, convenient cooking equipment and bold merchandising systems. Pizzas come frozen and preassembled. Cheese, sausage and pepperoni flavors are available, as well as a breakfast pizza. Operators choose their cooking equipment based on space and budget requirements. The program requires no franchise, royalty or licensing fees. [www.broaster.com](http://www.broaster.com); (866) 578-1078

### Wakefield Sandwich Co.

has introduced Mom's Deli, its new value line of grab-and-go sandwiches. Products arrive at your store frozen, boasting a six-month shelf life. Thaw and merchandize the sandwiches in your display cooler (sandwiches have a seven-day shelf life once thawed). Flavors include Stick to Your Rib Sandwich, Double Chili Dog Dare, No Bones About It Chicken Sandwich and Say Cheeseburger. [www.wakefieldsandwich.com](http://www.wakefieldsandwich.com); (800) 325-9254



**Hot Stuff Foods** and Lettieri's delivers three pizza offerings for the grab-and-go retailer. The Big Stuff Pizza offers more than 5 square feet of pizza, measuring 15 inches wide and 4 feet long—weighing in at 15 pounds. The Take & Bake component allows customers to pick up dinner any time of the day. Finally, Lettieri's new self-rising pizza rounds are 14-inch pies ideal for take-and-bake or pizza-by-the-slice programs. [www.hotstufffoods.com](http://www.hotstufffoods.com); (877) 841-1431

The latest in the **Bunn** In-Service Series line of cold beverage dispensers taps into the growing cold-coffee category, with the JDF-2S IC iced coffee dispenser. Able to deliver drinks from both ambient and frozen products, this unit pumps and mixes 2:1 to 11:1 ratio liquid iced coffee and other concentrated beverages, including 4:1 and 5:1 from-concentrate orange juice. The patented high-intensity mixing chamber guarantees consistent texture, while the 8-pound ice bank assures the dispenser will keep up even during busy times. [www.bunn.com](http://www.bunn.com); (800) 637-8606



**Mrs. Freshley's** recently launched its new Frosted Creme Cakes—a golden, cream-filled cake covered in chocolate frosting. The cakes are available in convenient 3.9-ounce packs, two cakes per pack. [www.mrsfreshleys.com](http://www.mrsfreshleys.com); (866) FLSNACK

### Kraft Foodservice

released a new self-stable liquid coffee concentrate under the Maxwell House Coffee Co. brand. Classic Select Roast is an aseptic, 2/2 liter bag-in-box product with a 12-month shelf life—ideal for saving valuable freezer/cooler space. Branded merchandising and marketing materials are also available. [www.kraftfoodservice.com](http://www.kraftfoodservice.com); (800) 537-9338

