

Buffalo Peanuts

Brothers Jonny and Danny Levy, founders of Fresh Roasted Almond Co., have invented a unique product designed to win over the taste buds and interest of consumers and bar owners around the country. The all-natural Buffalo Peanut, a blend of hot (cayenne pepper) and sweet flavors, has become the company's hottest seller. Fresh Roasted also offers several other dry-roasted peanut flavors (Vanilla Rum, Apple Cinnamon, Pina Colada, Margarita and Raspberry). These unique treats — also made in small batches in copper kettles — are big hits as well.



For more information, visit www.freshroastedalmondco.com.

Fully Seasoned Heat & Serve

The Jacob Leinenkugel Brewing Co., a leading craft brewer in the Midwest, has teamed with Jennie-O Turkey Store, to serve up a fully cooked, heat-and-serve turkey bratwurst seasoned with Leinenkugel's Sunset Wheat. The popular summertime grilling favorite

has been infused with Leinenkugel's Sunset Wheat, a Belgian style beer that features a citrus character and the gentle spiciness of coriander, a complementary flavor also found in bratwurst. Leinenkugel's Sunset Wheat has become one of the fastest growing new beers in the country and led Leinenkugel's to expand into more than 40 new markets across the United States

The Leinenkugel's Jennie-O Turkey Store Turkey Beer Bratwurst will be available nationwide but is targeted toward the Upper Midwest market — the nation's largest consumers of bratwursts and Leinenkugel's beer.

For more information, visit www.leinie.com and www.jennieo.com.



partyStrands

partyStrands is an interactive service for party organizers, bars, clubs and DJs, that utilizes mobile phones, digital music and screens and offers partygoers a new and fresh way to have fun. With partyStrands, partygoers can interact with each other by sending text messages and pictures to the screens for everyone to see. The service also organizes votes on songs, drinks, most popular guy/girl and more. Patrons then choose the winner — all from their cell phones. Guests also can

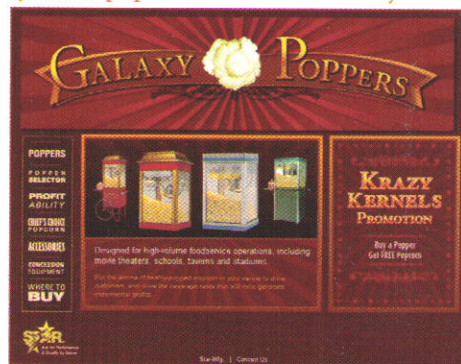
choose music by using their cell phones and also influence the night's music. If partygoer Bill sends a text message requesting Nirvana, and Joe requests Green Day, not only will the music from these two bands be played, but the rest of the music automatically will be selected to appeal to Nirvana and Green Day fans. The music is chosen from the bar's music library or a pre-selected playlist, and the song and album art are displayed on the screen, together with the names of the patrons influencing the song. Some DJs or venues want to decide what music they play and when; so, they can disable the social programming tool and have full control. In this case, partyStrands displays the album art and song name on the screen. DJs even can display the name and images of their custom mixes.

For more information, visit www.partystrands.com.

Krazy Kernels



Star Manufacturing International Inc. has launched the Galaxy Popper Web site (www.star-popcorn.com) dedicated solely to its commercial popcorn machines. To celebrate the launch of its new website, Star is offering its Krazy Kernels promotion designed to enhance the profitability of its popcorn machines for buyers. Operators who buy a



Galaxy popcorn machine from Star, as part of the promotion, also will receive five cases of Star's premium brand of Chief's Choice popcorn free. These pre-measured portion packs have just the right amount of popcorn, but-

ter-flavored salt and popping oil in 2-compartment packages. The five cases yield 960 ounces of popped corn and an estimated \$800 in profit.

For more information, visit www.star-mfg.com.

Cruzin Cooler

"In the stone age the wheel was invented; then in 1772 Sir Author Guinness invented the cooler. Now, 200 years later, a visionary put the two together to create evolution's newest triumph: The Cruzin Cooler," states a press release from the makers of the Cruzin Cooler. This motorized ice chest is designed to carry 24 12-ounce cans of beverage. The models are powered by 500-watt or 300-watt electric or 33-cc or 39-cc gas motors. The setup is literally an ice chest on wheels, with a motor, handlebars and retractable foot pegs.

For more information, visit www.cruzincooler.com.

