

Fishers Company Taking Bite Out of Freeze-dried Fruit Market

Don't you wish there was a bagged snack that was healthy and tasted great? Judging by its growth since it was founded in 2006, Funky Monkey Snacks – located in Fishers – is a strong candidate for that honor.

With the tagline, "Fruit That Crunches," this privately-owned company has created a snack that it deems "100% natural and 100% delicious." Each ounce of these freeze-dried slices boasts three servings of fruit and has an equivalent nutritional value to its fresh counterparts. The company notes that its proprietary freeze-drying process is not used on any other snack in the United States.

Available at a variety of supermarkets, specialty stores and

online, the company recently announced a distribution agreement to place its products in more than 3,700 Walmart stores nationwide.

Global marketing research firm ACNielsen reported in late 2012 that Funky Money Snacks was named the best-in-class brand in the freeze-dried fruit category. It ranked first in sales growth based on dollars, units and ounces, and was growing at a pace at least three times faster than its closest competitor.

A recent partnership with Marvel has paved the way for a new line of snacks that are themed after Marvel Super Heroes.

Resource: Funky Monkey Snacks at www.funkymonkeysnacks.com



Baby Carrots Are the New Junk Food

Vegetables have always been viewed as a healthy food item, but what if someone started telling you differently? Bolthouse Farms, one of the country's top producers of baby carrots (six million pounds per day), is doing the talking.

After a decline in baby carrot sales for several years, Bakersfield, Calif.-based Bolthouse has been marketing its product in a new way. Rather than advertise the carrots as healthy, CEO Jeff Dunn chose to market them as junk food. The strategy was to provide Americans with "junk food" that just happens to actually be good for them.

The marketing campaign included Baby Carrot ShakeDowns, which are single-serve packets of carrots that come with an internal ranch, salsa or chili lime seasoning packet. Consumers pinch and pull to release the seasoning before shaking the packet to cover the baby carrots. Each serving contains only 25 calories.

Todd Putnam, senior executive at Bolthouse Farms, came to Indianapolis in late 2012 to introduce Baby Carrot Shakedown as part of a multi-city trial for the new product.

Resources: Bolthouse Farms at www.bolthouse.com and www.babycarrots.com



'Money Talks' When it Comes to Losing Weight

Finding motivation to lose weight and reach a healthy body mass index (BMI) can be tough. But more employers are now jumping into the mix: Some take the route of penalties (higher insurance premiums for unhealthy weights), but others are using cash prizes as weight loss incentives.

A 2008 study published in the *Journal of the American Medical Association* determined dieters were more almost five times more likely to meet their goals with a financial incentive.

One company facilitating financial incentives is HealthyWage, which offers money to employees and individuals for weight loss.

In HealthyWage's Team Weight Loss Challenge, \$10,000 is awarded to the team of five that loses the greatest percentage of weight in 12 weeks. Another is the BMI Challenge, which rewards participants that move from an obese BMI to a healthy one within a year.

The company says it is supported financially through corporate sponsorships, advertising, hospitals and health systems, food companies and municipal government clients. But participants can also invest in themselves, putting as much as \$300 of their own money into the program to win more. In the 10% Challenge, participants pay \$150 to sign up and win \$300 if they lose 10% of their body weight in six months.

Resource: HealthyWage at www.healthywage.com

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