

NEWSWORTHY TRENDS

The Sweet Taste Of Indulgence

(NAPSA)—Cutting back on luxuries hasn't left a bad taste in the mouths of many budget-conscious Americans.

Instead, they've turned to specialty foods, drinks and other tasty indulgences as an affordable way to splurge. In fact, the National Association for the Specialty Food Trade anticipates that sales of specialty beverages, snacks and premium chocolates will continue to grow, even in challenging economic times. And one study from the market research firm Packaged Facts predicts that as more people look to save cash, "little pleasures" will soon replace the big-ticket luxury items popular in the past.

Here's a look at some sweet ways by which people are treating themselves:

A New Classic

PB&J is back in a big way, with people adding their own gourmet twists to this classic sandwich. Look for organic peanut butters, 12-grain breads and fresh fruit spreads to make your next sandwich more memorable. Add berries for a sweet twist, or apples to add a tart bite.

A Taste Of Nostalgia

Frozen-blended treats are among the most popular indulgences, with the f'REAL! milkshake topping many a wish list. Available in convenience store freezers across the country, the self-serve shakes are made with dairy-fresh milk and real ice cream, just like in the old days, and come in flavors ranging from classic Chocolate to Cookies 'n Cream. You simply pop the cup



Sweet treats can make for affordable indulgences.

into the f'REAL! blender, push a thickness button, and in less than one minute of automated whirling and twirling, a freshly blended, great-tasting milkshake is ready to slurp down. Close your eyes and you'd swear it came from your local ice cream parlor.

You won't be alone when you indulge in a f'REAL! treat. IRI AllScan Convenience Store Tracking recently ranked the Top 100 Frozen Novelties nationwide and eight f'REAL! products made the list: the Limited Edition Mint Chip MilkShake; Chocolate, Vanilla, Strawberry, and Cookies 'n Cream MilkShakes; Strawberry Spin and WildBerry Whirl Smoothies; and Classic Coffee Frozen Cappuccino. Look for a new Limited Edition milkshake this year—Cookie Dough.

To learn more or to find a store near you, visit www.freal.com.