

01 08 food technology

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[NEW SKUs]

Fresh Corn Off the Cob

Supreme Cuts, Mahwah, N.J., has rolled out *Off the Cob Sweet Corn*—a fresh, chilled product with a 14-day shelf life. The triple-washed product comes in a see-through printed bag that can be microwaved. Consumers puncture the bag and microwave for



3–4 minutes. The product can also be prepared on the stove top. To maintain its refrigerated shelf life, the corn contains added ascorbic acid (vitamin C), salt, and citric acid (for color retention). For retailers, the product is available in a 12-oz bag with a suggested price of \$2.99 to \$3.20. For foodservice distributors, the product comes in 2.5-lb bags with a price of \$1.85 to \$1.95 per lb. The product will also be available in larger packaging for club stores. **FT**