

## WHAT PRODUCT IS THE 'COOLEST' OF THEM ALL?

This year's number one Cool New Product takes cold dispensed beverages to a whole new level.



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LAS VEGAS – One of the busiest spots at last week's NACS Show in Las Vegas was the Cool New Products (CNP) Preview Room. Over the course of four days, more than 1,800 retailers visited the CNP Preview Room to get a sneak peek at the innovative products that entered the convenience channel this year.

Attendees were given a scanner when they entered, which they used to scan any of the 290-plus products featured in the room. Then, upon exiting, retailers received a printout with the name, company information and release date for every item they selected, creating the perfect shopping list for buyers.

With a record-breaking 34,260 total scans during the NACS Show (an average of 19 product scans per visitor), that's a lot of potential buyers for the companies who exhibited in the CNP Preview Room. The product with the most scans this year (430) was Lancer Corporation's Touchscreen Tower beverage dispenser, which combines a user-friendly touchscreen with state-of-the-art technology and elegant design in a small footprint. The Touchscreen Tower is an interactive beverage tower with digital advertising capabilities and flavor shot automation, capable of serving carbonated and non-carbonated soft drinks, flavored waters, teas, energy and sports drinks. It's ADA compliant and offers an overall lower life cost due to time-saving and reduced maintenance.

"The opportunity that the Cool New Products Preview Room allows for us to reach the c-store decision makers while they are engaged and ready to explore solutions is phenomenal," said Lancer's Alexis Smith. "We were so excited that the NACS attendees were as enthusiastic about our Touchscreen Tower as we are!"

All Top 10 Cool New Products from the 2014 NACS Show are:

1. Lancer Corporation: TouchTower
2. FIFO Wireless: Micro Flamingo Display & Prestige Micro Display
3. Diamond Foods Inc.: Kettle Brand & Emerald Snack Products
4. Advantage Sales & Marketing: Ocean Spray Craisins (Enrobed and Clusters) & Sparkling Juice Drinks
5. FIFO Wireless: FIFO ~ The FINEST ~ Battery Backup Display
6. f'real foods: f'real foods Mini Blending Bar
7. Follett Corporation: 15 Series Ice and Water Dispenser
8. Beverage Solutions Group LLC: Beverage Solutions Group Cream and Sugar Station
9. Reichel Foods Inc.: Dippin' Stix Fresh Snacks
10. CAF LLC: ORUS® TABS Squeegee Bucket Solution

For contact information on these new products visit the [NACS Show Exhibitor Directory](#).