

**1 Utility knife**

*Spellbound Development Group Inc.*  
(800) 977-3759

Spellbound Development Group Inc. has introduced its X-Trasafe Utility Knife, which can be used to safely open boxes and for many other purposes. The X-Trasafe knife features a trigger-activated safety blade guard that greatly reduces knife slippage, which, in turn, reduces the chances of employees cutting themselves. The knife also features an ergonomically designed handle and a rust- and shatter-resistant stainless-steel blade. No replacement blades are needed.



**2 Fluorescent lights**

*Way-Light Inc.*  
(949) 215-9768

Way-Light Inc. is out to brighten retailers' worlds with its new Light Sticks line of brightly colored fluorescent commercial lights. The Light Sticks are available in six sizes and nine colors to satisfy a wide range of lighting needs, from highlighting certain categories or raising the profile of foodservice operations. The lights have a streamlined look and are designed to get customers' attention.



**3 Dietary supplement**

*BDI Marketing Inc.*  
(800) 428-1717

BDI Marketing Inc. has launched a new formulation of its Drinker's Buddy hangover treatment. According to the company, many people over the age of 21 experience a hangover after only a few drinks. The new formulation of Drinker's Buddy—which includes updated packaging and graphics—is designed to help people feel better the day after that big party. Drinker's Buddy is available in blister cards with four pills each.



**4 Chicken**

*Brakebush Brothers Inc.*  
(800) 933-2121

Brakebush Brothers Inc. has introduced its new Popcorn Chicken for convenience stores. The product uses high-quality chicken and is available in both chicken breast and chicken breast-and-thigh blend. The product is available in Original and, for spice-loving customers, Inferno. Popcorn Chicken is fully cooked and can be easily heated up and served in the store.

