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# Hit or Miss? Tofu toppings, soy milk and more

## Every week, 'Today' show food editor Phil Lempert reviews some of the new items hitting supermarket shelves near you

By Phil Lempert

Today" Food Editor"

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*It takes a lot for a food product to succeed. In fact, out of more than 30,000 new food items that were introduced in 2003, less than 5 percent were hits. (And less than 10 percent of all new products are still on supermarket shelves three years after they launch.) To help you avoid spending money on the likely failures, here are this week's Hits and Misses*

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### HITS

#### **What You Do !With Tofu**

More of us are eating tofu these days for a variety of reasons — mostly because of the highly touted health benefits.

According to the SoyFoods Association, tofu

sales have more than doubled since 1992, to \$250 million in sales in 2002. But let's get real — tofu can be boring! Finally, a company that hit on a great idea: delicious sauces for tofu that are certified organic (that means no high fructose corn syrup allowed!) and all-natural. Flavors are Smoky Chipotle, Spicy Peanut, Orange Hoisin and Ginger Teriyaki. You can also use them to add flavor to meat, poultry, seafood, rice and vegetables.

.Retails for \$4.79 for 8 fluid ounces

[www.whatyoudowithtofu.com](http://www.whatyoudowithtofu.com)



**Phil Lempert**

The 'Today' show Food Editor

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