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TODAY

Wednesday FOOD | with Phil Lempert

Hit or Miss? Vinegar, instant omelets 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

Updated: 2:10 p.m. ET July 06, 2004

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:

HITS

Minus 8 Wine

Vinegar: The first thing that will impress you about this product is the sleek bottle, sealed with a cork and wax. The name represents the temperature at which the grapes are picked to produce the wine that forms



its base. Once the frozen grapes are harvested, they are immediately pressed to extract the sweet, concentrated juice. Wine made from the juice is then blended to create a base for the vinegar, which is then fermented and aged in French oak. The result is a very fine vinegar that gourmets will find an excellent flavoring for foods. That's the good news; the bad is that it costs \$29 for a 100 ml bottle (that's only about a quarter pint). The finer things in life sometimes cost a little more....

www.minus8vinegar.com

NBC NEWS



Phil Lempert
The 'Today' show
Food Editor

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