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- Health
- Money
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- Kitchen
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- Books
- Parenting
- Home & Garden
- Weekend Edition
- Early Today

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Entertainment

Tech / Science

Weather

Health

Travel

Blogs Etc.

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News Video

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Nightly News

Meet the Press

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Hit or Miss? Aioli sauce, root beer and more

Every week, 'Today' 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:

HITS

RedBone Alley Aioli Sauce

In 1993, Dale and Leslie Barth opened the RedBone Alley Restaurant and Bar in South Carolina specializing in the region's cuisine. With the success of the restaurant came the launch of their signature aioli sauces. (Aioli, basically a mayonnaise and garlic mixture, originated in the south of France.) Developed to marinate seafood, chicken, beef and a whole lot more, this product tastes great on just about anything. On top of that, it is USDA-certified organic. The only thing you'll have to watch out for is not eating too much! With 130 calories and 14g of fat per serving, all but skinny minis should eat in moderation and enjoy! Flavors are Wasabe, Roasted Garlic, Orange Curry, Tarragon Thyme, Sundried Tomato, Smoky Chipotle, Lemon Peppercorn, and Sun Dried Tomato. Retails for \$3.99/10 oz bottle. www.redbonefoods.com

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