

NEW PRODUCTS, TRENDS & INNOVATION

BEVERAGE SPECTRUM

JUNE 26, 2009



SPEEDING BULLET

* Can new products and revved-up marketing keep Red Bull ahead of the pack?



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With a naturally smooth, complex flavor, every bottle of ZT is a good source of both magnesium and natural fiber, is low in calories, and contains zero caffeine and zero sugar. ZT is available in four smooth flavors: Unsweetened, Lemon, Vanilla, and Ginseng & Honey. Each ZT flavor is made from all-natural organic ingredients and flavoring including purified water, organic inulin, brewed organic rooibos tea, organic clarified brown rice syrup and natural flavors. ZT is sold in individual 16 oz. bottles in select grocery and natural food stores throughout the U.S. For more information, call (303) 442.1009.



Santa Cruz Organic has introduced TeaZer organic sparkling teas. Blended with fair trade certified tea from Choice Organic Tea and Santa Cruz Organic fruit juice, each TeaZer offers just the right mix of fresh tea and real fruit taste. Lightly sweetened and conscious of calories to please any discerning drinkers, TeaZers utilize a blend of green, white and black tea for a trinity of taste. This product will be available in Lemon, Raspberry, Pear and Passion Fruit flavors. Available in 12 oz. glass bottles and sold in 4-packs for \$5.49, Santa Cruz Organic TeaZers are available at Whole Foods Market starting in June. For more information, call (303) 449-2108.

CSDs

Fanta Orange, the #1 fruit-flavored sparkling beverage in the U.S., will now feature 100 percent natural flavors. The entire Fanta line is also getting a new look that includes vibrant packaging with colorful illustrations and contemporary graphics. Both the new formulation and look for Fanta will roll out in the United States this month. Fanta Orange is the latest member of Coca-Cola North America's portfolio of sparkling beverages to feature 100 percent natural flavors, joining Coca-Cola and Sprite. By summer's end, two other members of the Fanta family will be available with 100 percent natural flavors – Fanta Apple and Fanta Grapefruit. Fanta Orange is available in multiple retail and convenience channels from large supermarkets to dollar and drug stores nationwide, in 12 oz. cans, 20 oz. bottles, 2 L bottles and multi-packs. For more information, call (404) 676-3255.

Gosling's Rum of Bermuda has joined with 127 year-old Polar Beverages of Massachu-

setts to create, package and distribute what both are calling the definitive ginger beer soft drink, Gosling's Stormy Ginger Beer. Available in 12 oz. cans to begin with, Gosling's Ginger Beer is a refreshing, zesty soft drink by itself, as well as the perfect mate to Gosling's Black Seal Rum. MSRP \$3.49 – 3.99. For more information, call (646) 356-0200.

solixir is the first line of all-natural sparkling beverages with a balanced combination of ingredients that are designed to hydrate the body and soul. solixir is a special blend of sparkling spring water, pure fruit juice, and over 1,700mg of standardized natural botanicals in each can. Flavors include: Blackberry Chamomile, Orange Maté, and Pomegranate Ginger. Each 12 oz. aluminum can has an SRP of \$1.99. solixir is being sold nationally through Whole Foods Market and is distributed through UNFI. For more information call (773) 750-8288.

R.W. Knudsen Family has launched Sparkling Essence, a simple combination of sparkling spring waters. Flavors include Organic Lemon, Organic Cucumber, Organic Blueberry and Organic Mint. To create a zero-calorie, flavorful drink R.W. Knudsen Family utilizes a unique process. Authentic organic ingredients are brewed in fresh spring water. The fruit is then extracted leaving only the subtle flavor of the fruit without the sugar or calories. Packaged in 10.5 oz. slim cans, sold individually and in 4-pack carriers, R.W. Knudsen Family Sparkling Essence will be available in grocers nationwide starting this month. The suggested retail price is \$3.79-\$3.99 per 4-pack. For more information call (303) 449-2108.

MIXERS

PURISTA Mojito Premium Cocktail Mix is an all-natural blend of fresh Key lime juice, organic sugar cane juice, fresh mint leaves and filtered water. Each 750 mL bottle, when combined with an equal part white rum and two parts club soda, creates 17.6 oz. Mojitos. Other flavors include Blackberry, Margarita, and Caipirinha. Beginning May 1, 2009, cocktail enthusiasts can find PURISTA for \$9.99 (750 mL) at select retail locations in California, Florida, New York, New Jersey, Texas, Illinois and Colorado. For more information call (212) 255-6717. •

