

## Funkin

Fruit juice and puree company Funkin has increased its product portfolio to 30, with the launch of a coconut variant. Funkin Coconut includes the milk and flesh of the fruit, and is available via [www.thedrinkshop.com](http://www.thedrinkshop.com). (Source: harpers)

### ammo exclusive

A PR spokesperson stated that the launch of the new flavour, which is an extension of the company's existing juice range, is only very low key. However, a more significant campaign may possibly be used at a later date, once the product portfolio is strengthened further. Details of future product launches could not be disclosed at this stage. Both media buying and PR is handled by MM Consultancy.

| Funkin 020 7328 4440 (London)  
[www.funkin.co.uk](http://www.funkin.co.uk)

© AMMO December 16 2005