

Funkin water seeks to enhance urban lifestyles

UK fruit juice and purée company **Funkin** has diversified into fruit waters. The company has introduced a range of three infused waters, enhanced with botanicals and herbs, aimed at socially active and health conscious young adults.

The line up consists of cranberry and echinacea marketed as "urban", lemon and ginseng as "life" alongside tangerine and ginkgo biloba as "style".

Andrew King of Funkin said: "The urban quirkiness of our brand appeals to a young demographic and this range of waters is no different. We believe we have identified a gap in the market because our drink has unisex appeal unlike other flavoured waters that tend to target a female audience."

The range is available in 50cl PET bottles and is already stocked in trendy bars in Shoreditch, speciality retail outlets such as The Villandry and upmarket retailer Selfridges.



The company revealed that it has secured a listing at a well known supermarket chain from May and that it will be conducting instore sampling and SMS text promotions as part of its marketing activity.