

Date:	December 2005
Brand:	Funkin
Publication:	Food Manufacture
Circulation:	15,856
Author:	Sarah Britton



Coconut joins the mix

BY SARAH BRITTON

Not content with its 29 flavours of fruit purées, fruit juices and indulgence drinks, beverage manufacturer Funkin has launched Coconut in a Tin.

The firm has been looking at different varieties of packaging to decipher which is the best material for retaining freshness. Ditching its signature silver pouches for tins, md Alex Carlton says: “The new aluminium tin offers a great opportunity for us to deliver products that have inherent storage difficulties. Coconut is the first in the range to be developed and will be



followed by Lychee, Papaya and other tropical fruits.”

The company claims that its novel packaging provides “unrivalled quality” as the tin provides 18 months’ shelf-life. The coconut concoction of milk and flesh will last for three days in the fridge once opened.

Funkin coconut is available online at www.drinkshop.com and prices start at £2.99 for a 300g pack. The drink is expected to be a hit with bartenders across the UK, and Funkin says: “It may even stimulate the return of the much maligned Pina Colada.”