

functional drinks

zenithinternational newsletter

United Kingdom

wellness beverages

Three new fruit infused healthy waters from Funkin

Funkin, manufacturer and supplier of premium ambient purées to the UK bar industry, has launched its new fruit and herb infused water brand to provide a healthy alternative for clubbers, busy urbanites and active sports enthusiasts, and to emphasise the importance of water in the maintenance of a healthy, active mind and body.

The new Funkinwater range features three variants - Urban, Life and Style - and is made with locally sourced natural Irish spring water. The botanical water brand is 100% natural with no artificial additives colourings or flavourings, and contains only 3% added natural sugar, which is approximately half the industry standard, according to the company. Each variant contains both a fruit and a herb, which determine its individual functionality.

The Urban variant is infused with cranberries and Echinacea, the former for their antioxidant potential and the latter for its antibacterial and anti-inflammatory properties. Life features lemon and Siberian ginseng, which are said to relieve stress and improve both mental and physical performance. Style is enhanced with tangerines for their A and C vitamin content, and with the botanical ingredient ginkgo biloba, which is thought to reduce depression and anxiety and improve blood flow.



Andrew King, Funkin CEO, told **functionaldrinks** that Funkinwater "is positioned to reach a young unisex urban consumer, and is different in that regard, as most of the competitive set are targeted at a primary female market."

Promotional activities so far include public relations, press advertising and product sampling. Andrew King added that future marketing activities would "include couponing, sampling in high footfall venues, sponsorship of outdoor urban events, and other trial and brand awareness building events."

(Continued on Page 2)

editorial comment

Welcome to the eighty-third edition of **functionaldrinks**. As the spring season is underway, we are beginning to feel the effects of early pollens and the thought of the impending summer months is kick-starting us into shaping up and losing weight. In this issue we look at just some of the products appearing on the market that address these seasonal concerns. In Japan, **Nippon Luna** has launched a milk-based fruit juice blend based on the vitamin C-rich acerola fruit to target consumers with pollen allergies (*see page 3*) and, also in Japan, **Kanebo Foods** has introduced a konjac jelly drink that creates a feeling of fullness in the consumer and assists appetite control (*see page 4*). In Portugal, dairy manufacturer **Lactogal** has added a single dose yogurt shot to its Adagio brand that it claims helps weight management (*see page 3*) and in the UK, **Nestlé** has developed a milk-based meal supplement drink under the Supligen brand (*see page 2*).

As the demand for healthier drinks and consumers' concerns surrounding obesity and the calorie intake in children and adults alike continue to rise, we are seeing a flurry of new product launches that attempt to respond to these issues. **Funkin**, supplier of premium fruit purée to the UK on-trade market, has launched a new fruit infused healthy botanical water (*see opposite*), US-based **FruitStorm** has unveiled an all-natural variant of its Crayons Fruit Drink brand that it markets to kids of all ages (*see page 5*), and **Coca-Cola North America** has rolled out a low-calorie juice drink under its Minute Maid brand to target the health of children aged 12 and under (*see page 5*).

Also in this issue: Norwegian subsidiary of **Orkla Foods, Stabburet**, taps in on the booming pomegranate juice market to add a pomegranate-based juice drink to its Nora 100% Juice line (*see page 4*), and in Germany, **MBG International Premium Brands'** popular energy drink, Effect, is still rapidly gaining ground having already launched in four countries and having just reported record first quarter results in 2006 (*see page 6*).

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(Continued from Page 1)

The company has also recently launched its signature fruit purée brand, Funkinpurée, on the consumer market. The all-natural range, which includes 25 variants and contains 90% whole fruit, was previously only supplied to the on-trade market (bars, discos and clubs) and restaurants. Funkinpurée, which is used in cocktails, smoothies, sorbets, mousses and sauces, will now be available from retail outlets in the company's five most popular

flavours: White Peach, Passion Fruit, Raspberry, Strawberry and Liquid Chocolate.

The new Funkinwater range is available in sandwich bars, delicatessens and selected Tesco stores at a recommended retail price of £1.50 for a 50cl plastic bottle. The Funkinpurée brand is packaged in 1kg and 300g foil pouches, which feature a re-sealable portion controlled cap, and will be available in stores such as Waitrose and Harrods at an average price of around £7 and £4 respectively.

The company already has ideas for brand extensions, but is focusing on attaining sufficient critical mass with its most recent launch before rolling out further extensions.

www.funkin.co.uk

United Kingdom

nutraceuticals/energy drinks

A new meal supplement drink to help consumers refuel

As a result of the popularity gained within its target market through sporadic listings since December 2005, **Nestlé** is officially launching its milk-based nutritional supplement drink called Supligen to reinforce and expand its consumer base in the UK.

The launch of the drink, which has been available in the Caribbean and Canada for several years, will be supported by a full consumer communication initiative in April targeted towards Afro-Caribbean males aged between 16 and 34 years. It will be available in the same vanilla and peanut flavour variants, and use the same base formula as the Caribbean variety, but with some ingredients having been altered to comply with EU legislation.

Supligen is marketed to 'Fuel you up, Build you up, Boost you up, Get you up, and let you Live it up'. It features carbohydrates as a source of fuel, a mixture of proteins, calcium, phosphorous and vitamins C and D to help build strength, and B vitamins and niacin to give the consumer an added energy boost. It also contains vitamins A, C and E to reduce free radicals in the body and let the consumer 'live it up'.

The drink is being promoted by urban media agency Upoar Communications. Promotional activities will include a £750,000 through-the-line campaign designed to specifically reach and interact with Afro-Caribbean consumers via radio promotions, street sampling and carnival sponsorship activities.

Sam Brown, Upoar PR Chief, told **functionaldrinks**, "Supligen isn't a brand that is

swooping in on Afro-Caribbean culture, it is already a part of it. We will be using key media and interactive activities to bring the brand personality to life and position it as the leader in its field." Anna Maginness, Supligen Brand Manager, added, "The fortified flavoured milk category is well-known with the Afro-Caribbean audience. We have recognised the business opportunity for the brand and know the target audience is very influential on the wider youth culture. Our aim is to translate Supligen's position as the Caribbean's number 1 into the UK market place."

From April 2006, Supligen will be available in selected supermarkets and independent retail outlets across the UK at a recommended retail price of £0.99 per 400g can.

www.nestle.co.uk

