

Date:	January 2006
Brand:	Funkin
Publication:	Softdrinksworld
Circulation:	10 000
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## Funkin favours aluminium for coconut launch

UK fruit juice and purée company **Funkin** has introduced Funkin Coconut, a product extension to its existing range of 29 flavours. The new variant will be packaged in a 40cl aluminium tin, a first for the company, which uses PET bottles for its fruit juices and resealable pouches for its fruit purées.

The packaging development will help retain product freshness, according to the company. The tin has an 18 month shelf life, six months more than the squeezable pouches.



Funkin owner Alex Carlton said: "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."

Ben Reed from bartender training consultancy **IPBartenders** added that Funkin Coconut would be popular with bartenders, many of whom would use the product to mix cocktails, which in turn could stimulate the return of the much maligned classic Pina Colada.