

HOME

FEATURES

BEVSCAPE

PROMOTION PARADE

NEW PRODUCTS


FIRST DROP


PUBLISHER'S TOAST

GERRY'S INSIGHTS

SEARCH

PAST ISSUES

 **SUBSCRIBE**

 **ADVERTISE WITH US**

News from BevNET.com

- Constar bottle co. declares bankruptcy
- Detox kit, Times Square signs
- Gatorade rebrands, changes packaging
- FDA orders changes to Diet Coke Plus
- DPSG's investor, energy in foods
- ABA announces Climate Group partnership
- MillerCoors to remove Sparks' caffeine
- Cargill receives FDA support for Truvia

 **START YOUR FREE SUBSCRIPTION NOW**

October 2008 > Brand News

 Email |  Print

Can Super-Premium Juices Keep Growing

By Jeff Klineman

[<< Previous](#) | [1](#) | [2](#)

Essential Beverages

Essential Beverages makes Alo Juice into seven flavors: Mango, Pomegranate, Kiwi, Grape, Cherry, Mixfruits, and Original. It has real bits of Aloe Vera and no added sugar. Most people know about Aloe Vera for its remarkable health-enhancing properties for external application to the skin, but Aloe Vera is also packed with Vitamins, Minerals, Enzymes, and Amino Acids to boost energy and maintain proper immune function while supporting a healthy digestive system.



Fruit 66

Developed in consultation with school nutritionists and foodservice directors from throughout the country, Fruit 66 is a sparkling juice with fewer calories, more nutrients and just as many bubbles and taste as traditional cafeteria juices and soft drinks. Fruit 66 is a patron sponsor of the School Nutrition Association and donates a portion of its proceeds to the School Nutrition Foundation to improve children's health and nutrition. An 8 oz. can of Fruit 66 contains 95 calories. It also boasts 100 percent of the RDA of Vitamin C and 10 percent of the RDA of Calcium, Vitamin A and Folate. Fruit 66 is available four flavors – Kiwi Strawberry, Fruit Punch, Orange Tangerine and Apple Berry.



Glow Mama

Glow Mama is leading the new maternity nutrition category with a ready-to-drink natural kiwi juice. Fortified with folic acid and other essential pre and post natal vitamins, Glow Mama is approved by the American Pregnancy Association for the important job of hydrating new moms and moms-to-be. With four grams of soluble fiber per 12 oz. bottle and only 70 calories, Glow Mama uses kiwifruit juice concentrate imported from New Zealand. Glow Mama is launching in West Coast natural grocery and maternity stores.

Firefly Tonics

Firefly has created a tonic to raise the spirits. "Recharge" combines antioxidant-packed juices with herbal extracts to boost the body's credit-rating and raise the spirits. It's refreshing, delicious, and comes in a swanky silver bottle – because "life's all about silver linings." Recharge contains fruit juices (white grape, pomegranate, plum, blood orange, rosehip), with botanical extracts and natural flavourings. No added sugar, nothing artificial.

Simply Orange

Simply Orange Juice Company has launched two new premium orange juice blends, Simply Orange with Mango and Simply Orange with Pineapple. Launched August 18, both are packaged in the 59 oz. clear Simply carafe, and are available in supermarkets nationwide. Simply Orange with Mango combines orange juice with the unique sweetness of mango, while Simply Orange with Pineapple couples orange juice with luscious pineapple. The juices are never concentrated, never sweetened, and made with only natural ingredients.

NBI Juiceworks

NBI Juiceworks' Drenchers has a new all natural 100 percent super juice, Heart Healthy. Heart Healthy has no fat, no cholesterol, no sugar or preservatives added and is fortified with key vitamins and minerals specifically designed for heart health. Each eight ounce serving of Heart Healthy has only 120 calories and contains two servings of fruits and vegetables. Available in shelf stable 64 oz. sizes, Drenchers Heart Healthy all natural 100 percent super juice contains Bodyguard, a fortification package of 15-plus essential vitamins, nutrients, amino acids, electrolytes and herbs.

Sence

SENCE Pure European Base Maltar has launched into several international markets as well as a great

Freedom from calculation errors.

