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Nutraceuticals Coast in the Beverage Market

Experts predict further expansion, but little innovation, as consumers continue to reach for functional beverages that quench their thirst for healthy living

By
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The flow of business in the nutraceutical beverage sector continues to surge, as the carbonated beverage segment works tirelessly to differentiate itself, and fortified waters, energy drinks, juices, smoothies, teas and sports drinks continue to grab new consumers, all in the name of health.

For many beverage companies, the behemoths in particular, their respective product portfolios have become quite complex these days. And just when everyone thought a point of saturation had been reached, the nutraceutical beverage market veered off in new directions, providing fertile ground for a variety of niche products.

The 'Me-Too' Proposition

In 2007, the functional beverage market reached nearly \$10 billion in the FDM (food, drug, mass) channel in the U.S., according to Mintel International, Chicago, IL. The growth in this sector, the market research firm believes, is largely a reflection of the health and wellness movement taking hold of American consumers.

Mintel considers ready-to-drink (RTD) functional tea, enhanced bottled water and sports drinks to be the leaders in this market, with use highest among consumers ages 18 to 34, and households with children. "With two-thirds of U.S. consumers being overweight, replacing soda with functional drinks like enhanced

water or an RTD tea is one strategy shoppers use to get added nutrition with far few calories,” Mintel said in its most recent “Functional Beverages” report. “Parents are even replacing plain juice drinks in their kids’ lunchboxes with fortified drinks.”

Of the six segments in the functional beverage market, Mintel claims all but one exhibited impressive sales growth between 41-513% during the 2002-2007 period. Although it is the oldest and largest category, it said functional juice and juice drinks fell 18% over the last five years.

Julian Mellentin, editor, *New Nutrition Business*, London, U.K., and author of two recent reports on functional beverages, remains cautiously optimistic about this particular category. “In the U.S., functional beverages represent a very well developed market with an over-supply of ‘me-too’ products in every category—how many goji juices can you think of? As a result, I think 90% of the me-toos will disappear in most categories—or live as very niche brands—leaving a dominant leader and a couple of reasonable size brands in positions two and three,” he said. “You can see this in energy drinks with Red Bull’s dominance—the brand currently maintains a 50% share of the U.S. market.”

Like Mr. Mellentin, Mintel also believes manufacturers are offering very few true innovations today. “Most products seem to offer a ‘me-too’ proposition—one brand offering very little differentiation from the other. For example, the enhanced water and energy drinks segments are particularly getting crowded with undifferentiated products. It is likely that the lack of truly differentiated beverages will inhibit growth in these two fastest-growing segments.”

A New Kind of Energy

For now, energy beverages continue to grow at a steady clip. Packaged Facts, New York, NY, in its latest synopsis of the energy beverage market says it continues to grow at an annual rate of 12% and will probably surpass \$9 billion by 2011. “Since 2002, when total retail sales were just \$1.2 billion, the market for energy drinks increased nearly 440% overall to an estimated \$6.6 billion in 2007,” the market researcher said.

Packaged Facts forecasts that convenience, both in the form of portability and totality of ingredients, will drive the energy drink market, as manufacturers begin incorporating nutrition, energy, great taste, pain killing and anti-aging ingredients into their products.

“As more players enter the market, further fragmenting and increasing competition, energy drink marketers will increasingly look to make their products stand out from the pack through taste, sensory cues and higher-end benefits,” notes Cathy Minkler, associate editor of Packaged Facts. “Many beverage manufacturers are already blending whey, dairy and soy to develop healthy, functional, high-protein beverages.”

According to a 2008 *New Nutrition Business* report, “10 Key Factors for Success in Energy Drinks—Europe and the U.S.,” the world’s largest energy drink players continue to power phenomenal double-digit growth in the U.S. market, growth that is showing no signs of slowing. “Not daunted by the fact that brands produced by the category’s ‘Big 4’—Red Bull, Hansen’s Natural, PepsiCo and Coca-Cola—control roughly three-quarters of the American energy drink marketplace, a growing number of entrepreneurs are hotly pursuing the remaining 25%,” the report said. (See Table 1.)

Indeed, Jim Tonkin, a beverage industry veteran and head of TonkinConsulting, Scottsdale, AZ, believes while the big companies may be dominant in functional beverages, it’s the entrepreneurial energy that continues to drive the business. “Energy beverages have been margin winners for a number of companies, which is why people were so attracted to them initially, but there isn’t a lot of innovation right now and it will be pretty difficult to push out the top brands in the market,” he said. “Companies will have to come up with more innovative strategies in order to be successful in this market in the future.”

The dynamics of the energy beverage market are complicated and so are the consumers that purchase them. As highlighted in Mr. Mellentin’s latest report, energy drinks continue to overwhelm the U.S. kids’ beverage market, strangling growth in the juice, dairy and even carbonated drinks categories. As a consequence, the report said, parents and nutritional watchdogs are making more and more noise about the dangers of runaway consumption by teenagers and pre-teens of beverages that themselves have almost no redeeming nutritional qualities—and actually contribute to the endemic American problem of juvenile obesity.

To continue its growth, the energy beverage segment must part ways with its “me-too” image and move in

other directions that still continue to exploit the energy angle. Currently, the niche getting the most attention is 'natural energy,' according to Mr. Mellentin. "In today's market, the message that a food is naturally healthy is one of the most persuasive in food marketing," he said. And this applies not only to energy beverages, but also juices, smoothies, and even sports drinks.

Areas Ripe for Exploitation

Superfruits represent one of the most promising directions for juice and smoothie brands today, but their success will be modest when compared to traditional fruit juices like orange or apple juice. As Mr. Mellentin points out in "Functional and Health-Enhancing Juices: 7 Key Trends," "There will probably be a lot of superfruit drinks, but the total sales volume of each one will be small. However, sales values will be high," he said. "These will be low volume, high value, high margin niches, which is the current and future situation for most functional food brands."

Superfruits also carry with them a naturalness, which helps better position brands for today's health conscious consumer.

The recent interest in "naturally healthy" has touched all sectors of the beverage market, prompting brands to remove ingredients deemed unnatural and therefore unhealthy. This is certainly true of soft drinks, where brands continue to adjust their ingredient lists to give consumers what they want—simple yet healthy ingredients. New formulas focus on natural flavors, natural sweeteners and natural preservatives.

For the future, Mr. Mellentin predicts the biggest opportunity will be in weight management—and really only products for satiety, not fat-burning or calorie-burning.

He also believes there will be more experimentation in mood health. Although this area will be slow to develop, Mr. Mellentin says it will develop in time as a sizeable niche.

Beauty drinks will also be launched but will remain marginal, as they have in Europe where Mr. Mellentin claims even the savviest marketing effort hasn't generated as much growth as was hoped.

Mintel reports that enhanced water and sports drink sales increased 73% to \$1.2 billion from 2004 to 2006. The top two companies, Coke and PepsiCo, make up 90% of that market. During the two-year period, Coke's Dasani fell 5% to \$423 million amidst strong increases from Glaceau Vitamin Water—now owned by Coke—which increased 433% to \$188 million.

RTD brands are driving growth in the tea market. The top three companies include AriZona, Fuze and SoBe, which were responsible for 80% of the growth in this segment between 2004 and 2006. "Convenience is the driving factor, as consumers want the health benefits without putting in time for brewing," Mintel said. "Other growth areas include holistically positioned teas like Traditional Medicinals and Yogi Tea, which grew over 40%."

Mintel estimates FDM sales of RTD functional smoothies/yogurt were \$552 million between 2004 and 2006, exhibiting growth of nearly 20%. The market research firm also says DanActive and Naked Juice, owned by PepsiCo, continue to drive sales in this segment. In fact, DanActive grew 345%, bringing the brand's total sales up to \$21 million, while Naked Juice soared 200% to \$40 million, making it the only smoothie brand outside of Dannon to achieve \$40 million in sales. And the future looks bright for this segment.

According to Mr. Mellentin, smoothies have become a \$2 billion business in the U.S. partly because young adults are embracing them as snacks and meal replacements, but also because these nutritious and convenient beverages have become almost ubiquitous. More than that though, Mr. Mellentin said both made-to-order smoothie chains and leading brands in the packaged-goods segment have finally kicked in with effective strategies to attract American consumers.

What Consumers Want

A lot of the success in functional beverages is tied to the nutraceutical ingredients they contain. Based on its

2007 “Functional Beverages” report, Mintel reports over 60% of consumers seek out calcium and antioxidants when purchasing functional beverages; about half seek out green tea, fiber and omega 3s; nearly one in three purchases functional beverages for the presence of ginseng; one in four are interested in pomegranate, caffeine and soy; nearly one in seven looks for probiotic bacteria; and around one in 10 seeks out chromium, taurine and whey. (See Table 2, previous page.)

New Product Round-Up (by company)

During the last year, **PepsiCo**, Purchase, NY, has taken the opportunity to speak up in the form of new deals and functional beverage introductions. Most recently, it acquired U.K. vitamin-water brand V Water for an undisclosed amount, giving the company a functional water foothold in Europe. And just in time. Supposedly, Coca-Cola is getting ready to introduce Glaceau Vitaminwater to the U.K. market in the next month. Looks like PepsiCo and Coca-Cola are taking their functional beverage war across the pond.

V Water was launched in 2005 and consists of six flavors sprinkled with a variety of vitamins, minerals and herbal extracts, including vitamin C, zinc, selenium and ginseng.



PepsiCo began 2008 by expanding its non-carbonated beverage portfolio with the introductions of **Gatorade** Tiger, Propel Invigorating Water and G2. The latter is a low-calorie electrolyte beverage with 25 calories per 8-oz. serving that is meant to help keep athletes hydrated off the field so they are better prepared for competition on the field. Flavors include Fruit Punch, Orange and Grape.

Gatorade Tiger was developed in conjunction with superstar golfer Tiger Woods, a first for the company and for Mr. Woods. Gatorade Tiger is available in three flavors inspired and selected by Mr. Woods—Red Drive (Cherry blend), Cool Fusion (Citrus blend) and Quiet Storm (Grape blend). The new beverage provides the same carbohydrate energy to fuel muscles as Gatorade Thirst Quencher, but contains 25% more electrolytes to advance fluid and electrolyte replacement.

Also new under the Gatorade umbrella is Propel Invigorating Water, which is designed not only to hydrate and nourish, but also to address a key consumer need by providing a boost for active people throughout the day. The new vitamin-enhanced water is mildly caffeinated (50 mg) and comes in Cherry, Berry and Citrus flavors, and has only 20 calories per 8-oz. serving.



Following the new Gatorade introductions, PepsiCo came out with a brand new functional beverage named **Tava** in February. This zero-calorie sparkling drink contains vitamins E, B6, niacin and chromium. It is available in Mediterranean Fiesta, featuring black cherry citrus; Tahitian Tamure, a tropical berry blend; and Brazilian Samba, which mixes passionfruit, pineapple and lime.

In March, PepsiCo decided to re-launch **Aquafina** Alive. The new varieties include Protect, Energize, Satisfy and Hydrate. The calorie-free Berry Pomegranate flavored Protect beverage contains 10% of the DV (daily value) for vitamins E and C. The calorie-free Orange Lime version, Energize, contains 10% of the DV of vitamin B, and about as much caffeine as a cup of coffee. The 10-calorie Peach Mango flavored variety, Satisfy, contains 10% of the DV of fiber. And the calorie-free Lemon flavored Hydrate beverage contains electrolytes, sodium and potassium.

Since Nutraceuticals World's last beverage update, PepsiCo has also introduced Diet Pepsi Max, a zero-calorie cola with extra caffeine and a touch of ginseng. This formulation is specially designed for adults to get them through the day. It is sweetened with a blend of aspartame and acesulfame potassium.

PepsiCo has also made some adjustments to its **SoBe** Life Water line, which has been reformulated with sucrose (table sugar), antioxidants, vitamins and natural herbs. Each flavor has a unique blend of ingredients offering a distinct benefit. Varieties include: Challenge, which is a Pomegranate Cherry flavored beverage containing ginseng and taurine; Shield, which is an Orange Tangerine flavored beverage featuring rosehip and acerola extract; Energize, a Passionfruit Citrus flavored beverage containing guarana and d-ribose; Calm, a Strawberry Kiwi flavored beverage featuring chamomile and lemon balm; and Enlighten, a Blackberry Grape flavored beverage featuring L-theanine and yerba mate. SoBe Life Water's new formulations have just 35-40 calories per serving—30% fewer than before.

PepsiCo has also been active in the realm of juice smoothies. **Naked Juice** Probiotic, a 100% juice smoothie with probiotics, was launched late last year. The product contains the probiotic strain Bifidobacterium to aid in digestive and immune health. Naked Juice Probiotic also contains a prebiotic, which helps stimulate the good bacteria already present in the digestive tract.

Tropicana, a division of PepsiCo, introduced new premium juices in the first half of 2008. Tropicana Pure Valencia 100% orange juice, a national first from the juice leader, began appearing in grocery stores nationwide in February. Crafted from the top 3% of Tropicana's Florida orange harvest, Tropicana Pure Valencia contains only the juice from select Valencia oranges. Tropicana Pure Valencia is complemented by a line of four other premium, 100% pure juice flavors made from luscious fruits. These four flavors include: Raspberry Acai, Pomegranate Blueberry, Indian River Grapefruit and Peach Papaya Mango.

Neville Isdell, chief executive of **Coca-Cola**, Atlanta, GA, was quoted earlier this year as saying that the company would continue to invest in innovation and make bolt-on acquisitions. Perhaps the next six months will be more productive for the sleeping giant, which has been relatively quiet on the functional beverage front this year. Instead, the company seems to be focusing a majority of its efforts on the upcoming Olympics, various environmental initiatives, and getting a new zero-calorie sweetener approved.

Since 2004, Cargill, Minneapolis, MN, and Coca-Cola have been busy building a rigorous safety portfolio for rebiana, a high-purity sweetener composed of rebaudioside A, the best tasting part of the stevia leaf.

Research published in a recent issue of Food & Chemical Toxicology helps support their efforts, as it clearly establishes the safety of rebiana (common or usual name for high-purity Rebaudioside A from stevia) for general use to sweeten foods and beverages.

Cargill will market this new sweetener under the brand name Truvia. This recent development is significant, particularly since stevia has been a challenging ingredient to get approved as a sweetener and for years enjoyed only dietary supplement status. "Truvia natural sweetener was developed to meet the strong consumer demand for a natural, zero-calorie way to sweeten foods and beverages. Rebiana provides a new great tasting alternative that meets that demand," said Zanna McFerson, business director for Cargill Health and Nutrition. "The results of this research program pave the way to bring this long sought after sweetener to U.S. consumers."

On the juice front, Coca-Cola, through its **Minute Maid** division, added a Pomegranate Blueberry flavored 100% fruit juice blend to its line of Minute Maid Enhanced Juices this year. Made from a blend of five juices, Minute Maid Pomegranate Blueberry Flavored 100% fruit juice blend is also enhanced with 50 mg of life'sDHA omega 3 DHA per 8-oz. serving. The other nutrients in the juice include choline, vitamin B12 and vitamins E and C.

PowerAde Zero was also introduced this year as Coca-Cola's answer to Gatorade G2. The new beverage iteration replaces PowerAde Option and is available in Mixed Berry, Strawberry and Grape flavors.



Nestea, a Nestlé brand licensed and marketed by Coca-Cola in the U.S., unveiled two new beverages this year, Green Tea Citrus and Diet Green Tea Citrus. Both products now contain 50% more antioxidants, with 96 mg of flavonoid antioxidants per 8-oz. serving.

In its drive to attain a sizable portion of the RTD tea market, Coca-Cola forged an agreement earlier this year with Bethesda, MD-based **Honest Tea**, an organic tea maker, to maintain a 40% interest in the company. Depending on how this relationship goes, Coca-Cola may elect to buy, and the remaining Honest Tea shareholders may elect to sell to Coca-Cola, the outstanding interest not currently owned by Coca-Cola in the future. "We started Honest Tea 10 years ago with modest resources, but an ambitious vision for offering a new type of beverage—a delicious healthier drink produced with a consciousness about the way the ingredients are grown," said Seth Goldman, co-founder and TeaEO, Honest Tea, in a press release when the agreement was announced. "As more consumers become aware of how their decisions impact the

health of the planet and themselves, we are thrilled to receive this investment from the world's largest beverage company to help take our brand and our mission to a larger scale and wider audience."

Fresh off a name change, The **Dr. Pepper Snapple Group**, formerly Cadbury Schweppes, Plano, TX, slightly modified its Venom energy drink in June. Available in Black Mamba, regular, and Mojave Rattler, low-carbohydrate/ calorie, Venom now features new packaging. More specifically, the energy drink is delivered in a re-sealable aluminum bottle, a first for the energy drink category. The Venom energy blend contains caffeine, L-carnitine, guarana, ginseng and taurine.

On the Snapple side of the business, the company introduced Antioxidant Water and LYTeWater late last year. The Antioxidant Water product line improves energy, helps restore the body and supports a healthy immune system. The antioxidants, vitamins and electrolytes in each of the seven flavors provide one of four distinct benefits for the body. 1) The Power to Protect: vitamins A and E, electrolytes and a complete dose of vitamin C help protect the body against free radicals; available in Tropical Mango and Orange Starfruit flavors. 2) The Power to Defy: vitamins A and E, grape seed extract, plus electrolytes assist in refreshing the body and mind; available in Raspberry Acerola and Grape Pomegranate flavors. 3) The Power to Awaken: vitamins A, E and B, caffeine, guarana, ginseng and ribose, plus electrolytes will awaken the senses; available in Strawberry Acai and Dragonfruit flavors. 4) The Power to Restore: vitamins A and E, plus a double dose of electrolytes assist in restoring the body after any endurance and strength activity; available in Agave Melon flavor. Snapple's zero-calorie LYTeWater introduction is a mineral enhanced water with electrolytes from magnesium, manganese, calcium and zinc for premium hydration.



Snapple also rolled out a line of superfruit-based beverages last year. Snapple Super Premium Juice Drinks include all-natural ingredients with added vitamins, offering more low-calorie options for consumers who love Snapple. The new juices are available in four varieties, including Goji Punch and Peach Mangosteen, and low-calorie Noni Berry and Kiwi Pear. According to the company, Goji Punch, created from the flavor of goji berry, is packed with vitamins A and E; Peach Mangosteen flavor is derived from the 'Queen of Fruits' and supports a healthy immune system with vitamins A, C and E; and the low-calorie Noni Berry, derived from the flavors of exotic Polynesian fruit, and low-calorie Kiwi Pear varieties are intended to boost both metabolism and mood with caffeine and the antioxidant EGCG (epigallocatechin gallate).

Sunkist, another Dr. Pepper Snapple Group brand, introduced Sunkist Naturals at the end of 2007. Made from premium fruits selected from small and regional farms, Sunkist Natural's smoothies and juices deliver vitamins, antioxidants and nutrients without any additives or preservatives. There are eight varieties, including Strawberry Dream, which contains crushed strawberries and banana, a good source of potassium and vitamin C; Golden Mango, which contains Alphonso mangos and passionfruit juice, high in antioxidant vitamins A and C; 100% Valencia Orange, which is known for its sweet flavor and is high in vitamin C and

potassium; Berry Blue Bountiful, which blends Oregon and Michigan blackberries and blueberries, resulting in a vitamin B-rich smoothie; Glorious Greens, which features a combination of apple, kiwi and 15 essential greens, including wheat grass, flax seed, spirulina and green tea; Orange Cream, which combines orange juice and natural protein (11 grams per serving); Sunshine Carrot, which blends Nante baby carrots and orange juice, resulting in a smoothie high in beta-carotene and vitamin C; and Berry Cherry Bountiful, which contains Oregon, Washington and California raspberries, Bing cherries and strawberries, which are high in antioxidants, vitamins A, C and E, and plant sterols.

Smoothies have generated significant revenue, particularly for companies like **Jamba Juice**, Emeryville, CA, which teamed up with **Dole**, Westlake Village, CA, in early 2008 to jointly market smoothies and fresh fruit. Brandweek pointed out in a May 4th article that the move from Jamba comes as McDonald's and Starbucks gear up to enter the smoothie business. Kim Larson, vice president of brand experience at Jamba, was quoted in the Brandweek article as saying "As we see McDonald's and Starbucks entering the smoothie business, we need to prove that we have real fresh fruit used in our products...Dole is the leader in fresh fruit. That sets us apart from the competition."

Speaking of smoothies, **NBI Juiceworks**, Orlando, FL, has introduced a new line of thick, fruity, nutritional concoctions under the Sun Shower name. All of the smoothies feature "Lifeguard Protection," a fortification package of essential vitamins, nutrients, amino acids, electrolytes and herbs. There are five products, each containing three servings of fruit and/or vegetables per 12-oz. bottle. Each smoothie is comprised of a single-minded nutritional benefit. Stamina (Fruit Smoothie-Grape Apple) is positioned to fight fatigue and enhance energy with electrolytes and antioxidant vitamins A, C and E; Strength (Protein Smoothie-Orange Crème) is meant to repair muscles and is packed with 30 grams of protein per 12-oz. bottle and contains essential amino acids; Revitalize (Fruit Smoothie-Apple Kiwi Mango) is supposed to boost the immune system and promote longevity through electrolytes and more than 25 essential vitamins, nutrients, amino acids and herbs; Defense (Fruit & Veggie Smoothie-Berry) is intended to fight stress and fatigue by increasing energy with two servings of fruit and one serving of vegetables in every 12-oz. bottle; and Heart Healthy (Fruit Smoothie-Tropical Passion), contains B vitamins and bioflavonoids to promote heart health.

First Juice Inc., Mt. Freedom, NJ, has unveiled a new product of the same name. Billed as "training wheels for healthy eating," it claims to be the first organic fruit and vegetable juice beverage for toddlers that is significantly lower in sugar and calories than traditional juice offerings, with nothing artificial. Each 8-oz. serving of First Juice contains only 12 grams of natural sugars from organic fruits and vegetables, compared to 27 grams of sugar in an 8-oz. serving of 100% apple juice. In addition to being lower in sugar and calories than leading 100% juices, First Juice is fortified with key nutrients toddlers need—calcium, and vitamins A, C, and D. An 8-oz. serving of First Juice contains an "excellent source" of vitamins A and C, and is a "good source" of calcium and vitamin D.

Monster energy drink creator **Hansen's Natural**, Corona, CA, recently unveiled Hansen's Natural Sparkling Refreshment. Available in Blueberry-Pomegranate, Dragonfruit, Cranberry-Grapefruit, Valencia Orange, Green Tea Pomegranate and Green Tea Tangerine varieties, all beverages are reduced in calories and are available in sugar-free, zero calorie, zero carbohydrate varieties as well.

Healthy Innovations, Carlsbad, CA, has launched Vida Tea, a sparkling green tea that contains EGCG, grape seed extract, alpha lipoic acid and CoQ10. Sweetened with organic blue agave nectar, Vida Tea is offered in three flavors: Desert Pear Green Tea, Wild Berry Green Tea and Pomegranate Green Tea.

Swiss Miss, a product line of ConAgra Foods, Inc., Chicago, IL, has introduced two new hot cocoas to satisfy consumers' need for something rich and creamy, while also providing a nutritional boost. The Swiss Miss Pick-Me-Up Cocoa swirls a smooth chocolate taste with as much caffeine as a cup of coffee, plus as much calcium and vitamin D as a glass of milk. The Swiss Miss Great Start Cocoa features imported cocoa and 15 essential vitamins and minerals, including vitamin D and as much calcium as an 8-oz. cup of milk. Both new cocoas have only 110 calories and 2 grams of fat per serving. All Swiss Miss cocoa products are blended with premium, imported cocoas, making them a wholesome source of natural antioxidants.

Dean Foods' (Boulder, CO) **Silk** brand has introduced Silk Plus for Bone Health. Every serving of Silk Plus for Bone Health delivers 400 mg of calcium—40% of the recommended daily value and 30% more than found in a glass of dairy milk. As an added benefit, NutraFlora natural prebiotic fiber has been included to help the body absorb calcium more effectively. As with all Silk soymilks, the Silk Plus line is lactose-free, dairy-free and cholesterol-free.

Tahitian Noni International, Provo, UT, has launched a line of healthy beverages under the name HIRO

Super Fruits. Sparkling Black Current, a ready-to-drink noni-based beverage, combines the benefits of noni fruit with black current, apple and red grape, supporting the immune system with antioxidants. The HIRO Super Fruits line contains no artificial flavors, colors, preservatives or caffeine.

In other developments, the company has announced the availability of a limited edition superfruit blend of Tahitian Noni Juice with Acerola, a nutrient-rich juice that combines the benefits of noni with acerola for immune support.

Developed by mother and food executive Denise Devine, along with Cornell University researchers, **Froose Brands**, Media, PA, has launched a new beverage for children. It combines organic whole grains and fruit to make a nutritious alternative to juice that is naturally low in sugar and contains as much fiber as one serving of fruit. Froose contains organic brown rice, fiber, vitamins and complex carbohydrates for bone and muscle growth. It is available in three varieties, Playful Peach, Perfect Pear and Cheerful Cherry.

Joint Juice, Inc., San Francisco, CA, has launched Joint Juice Fitness, a ready-to-drink water-based dietary supplement product. Joint Juice Fitness is a lightly flavored dietary supplement enhanced with 1500 mg of glucosamine per bottle to hydrate joints, along with essential vitamins and water to hydrate bodies. Each 16.9-oz. bottle has 10 calories, and comes in Berry, Lemon and Kiwi-Strawberry flavors.

Taking advantage of the high interest in probiotics, **Wildwood Organics**, Fullerton, CA, has introduced Probiotic Soymilk, which contains 8 grams of soy protein per serving and is certified organic, heart healthy, low fat and kosher. Free of saturated fat, dairy and cholesterol, it contains seven live and active cultures. Probiotic Soymilk is available in Vanilla, Blueberry and Pomegranate flavors. A “good source of protein, iron, and vitamin A,” it is also an “excellent source of calcium and vitamins B2, B12 and D.” The product contains *L. Casei*, *L. Lactis*, *B. Bifidum*, *L. Bulgaricus*, *L. Rhamnosus*, *L. Acidophilus* and *S. Thermophilus*.

Crayons, Bellevue, WA, has developed an all-natural sports drink intended specifically for kids. An 8-oz. can contains 50 calories and includes electrolytes, vitamins and minerals. The drinks are offered in three flavors: Playoff Punch, Leaping Lemon-Lime and Breakaway Berry.



Cranberry giant **Ocean Spray**, Lakeville-Middleboro, MA, has debuted its 100% Juice Cranberry & Blueberry. The new juice blend mixes the great taste and unique health benefits of two antioxidant-loaded fruits. Each 8-oz. glass provides a full serving of fruit and a full day’s supply of vitamin C to help strengthen the immune system.

Ocean Spray has also unveiled a new energy beverage, Cranergy, in Cranberry Lift and Raspberry-Cranberry Lift flavors. Billed as “naturally energizing,” it has only 35 calories per 8-oz. serving. It’s also boosted with green tea extract, B vitamins and vitamin C.

Vital Lifestyle Water, Calgary, Alberta, Canada, has introduced four all-natural, vitamin-fortified and lightly flavored waters—each designed to provide a health benefit. Each 8-oz. serving contains just 15 calories and up to one-quarter of the RDI (recommended daily intake) of B vitamins per serving. Vital Lifestyle Water is sweetened with all-natural fruit sugars. It is available as Burn, Calm, Vitality and Energize. Burn is an acai berry-flavored water formulated for weight loss. Ingredients include Super CitriMax, chromium and L-carnitine. Vitamins added include B3, B5, B6 and B12. Calm is a guava-flavored stress and relaxation water that contains passionflower, chamomile and lemon balm. Calm also provides vitamins B3, B5, B6 and B12. Vitality is a citrus starfruit-flavored water that contains gotu kola, aloe vera and L-carnitine, as well as vitamins B3, B5, B6 and B12; it is intended to repair and maintain healthy skin. Lastly, Energize is a dragonfruit-flavored energy water that blends taurine, caffeine and inositol for mind and body stimulation. It also contains vitamins B3, B5, B6 and B12.

Thomas Arndt, along with Yves Béhar and his San Francisco-based design firm, fuseproject, have created **Y Water**, a low-calorie organic beverage in a kid-friendly, Y-shaped bottle. Y Water is formulated especially for kids in four all-natural flavors: Bone Water, which is enriched with calcium, fluoride and vitamins A, C and D; Brain Water, which features a special blend of zinc, molybdenum and vitamins B6, B12 and C; Immune Water, which is fortified with antioxidants and vitamins A, B6, C and E; and Muscle Water, which includes magnesium, potassium, selenium and vitamin C. Made using certified organic ingredients, the beverages do not contain any preservatives, artificial coloring or sweeteners.

Vitalita Nutritional Products, Chicago, IL, recently began distributing a new functional beverage named Embodi, which exploits the health benefits of grape pomace extract—made from the skins, seeds and stems of red wine grapes. According to the company, Embodi is the first beverage to provide the health benefits of red wine without the alcohol. Embodi is packaged in a re-sealable aluminum bottle and comes in three flavors: Citrus Resurgence (citrus fruits), Tropical Revival (goji berry and pomegranate) and Berry Renewal (blueberry and pomegranate).

Leading Brands, Inc., Vancouver, British Columbia, Canada, has launched Die Hard Sports Energy Drink in both the U.S. and Canada. The company says Die Hard is the culmination of nine years of research and development by the Leading Brands team. This scientifically formulated elixir combines the benefits of both sports and energy drinks to give athletes and others engaged in strenuous and stressful activity what they need: fast hydration, replenishment of electrolytes, and an added boost of energy. Die Hard will initially be available in four flavors in 16-oz. cans—Lemon, Orange, Punch and Berry.

Wild Waters, Inc., Hingham, MA, has unveiled Wild Waters, an all-natural, vitamin-powered bottled water for kids. Wild Waters contains 50-60% less sugar and calories than most juices and soft drinks and is free of high fructose corn syrup, as well as any controversial artificial sweeteners, dyes and colors. In addition, Wild Waters come packed with seven vitamins and minerals specifically chosen to deliver four of the five “nutrients of concern”—calcium, magnesium, vitamin E and potassium—which the USDA has identified as lacking in children’s diets. Flavors include Flippin’ Fruit, Freestyle Wild Berry, Twistin’ Tropical, Kickin’ Green Apple, Groovin’ Grape and Lemon Wave.



Cell-nique, Weston, CT, has unveiled a new beverage called Cell-nique, which has 31 organic super foods and nine herbs, which are intended to hydrate and refuel the body. With no refined sugar and naturally sweetened with organic agave and organic stevia, Cell-nique provides a gentle surge of energy that comes from natural stimulants. The drink comes in five flavors: Pomegranate, Tropical, Kukicha Tea, Citrus Vanilla and Apple.

Fortified water seems to have gone to the dogs, literally. In May, **Cott Beverages**, Pointe-Claire, Quebec, Canada, launched a branded line of fortified water, specifically formulated for dogs. FortiFido water is available in four varieties that contain key vitamins and minerals: Healthy Bones (Peanut Butter Flavored) with calcium; Fresh Breath (Spearmint Flavored); Healthy Joints (Lemongrass Flavored); and Healthy Skin (Parsley Flavored) with zinc.