



## Beverage Battlegrounds

*Coffee introductions capitalize on positive health news, while soft drinks suffer sales drops.*

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### Just Juice

For younger consumers, the maker of TummyTickler Tots, TummyTickler and BellyWashers announced all three will undergo a rebranding. In Zone Brands has established the brand good2grow for all three lines, contending, “The new name more closely aligns the company with its vision to be a leader in healthy children’s beverages.”

The move also sets the stage for the company to expand into multiple new beverage categories beyond juice. “When our company began, we focused more on the fun aspect and packaging of children’s beverages,” says Jim Scott, founder and CEO at In Zone. “Our vision today is to be a leader in healthy children’s beverages. We want to leverage our unique package to help kids lead healthier and happier lives.”

In Zone’s new branding will debut in March 2014, offering three serving sizes based on nutritional guidelines for portion control, while remaining all-natural juices with no added sugar or HFCS, colors, flavors or preservatives. At that time, Strawberry Kiwi and Tropical Fruit Medley will join the company’s 6oz offerings, featuring all-natural, apple, carrot and beet juice.

Mango Ginger + Carrot Juice was one of several new flavor launches in Bolthouse Farms' portfolio. Each smoothie delivers almost four servings of fruits and vegetables, as well as 220% of the daily value of vitamin A and 80% of a person's daily vitamin C needs. Bolthouse also added a Multi-V Goodness Smoothie -- a grab-and-go, cherry-flavored smoothie with many of the nutrients found in multi-vitamins: 8g of fiber and folate, and 100% of the daily value of vitamins A, C, D, E, K, B6 and B12, as well as thiamin, riboflavin, niacin and biotin. The Salted Caramel Latte introduction, meanwhile, provides a convenient take on the coffeehouse favorite, but with 7g of protein, 660mg of potassium and 30% of a day's vitamin C, with 130 calories per 8oz serving.

A Campbell Soup Co. addition to its V8 V-Fusion Refreshers line offered 100% of the daily value of vitamin C and 100 calories per serving. Each serving offered a 20-25% blend of fruit and vegetable juices, and the line features four flavors: Peach Strawberry, Black Cherry Berry, Cranberry Grape and Tangerine Passionfruit.

Naama Goldberg Studio has attempted to alleviate some of the challenges in finding a good lemonade (i.e., one that balances the sweet and the sour but with no artificial taste) with the introduction of Lemonitz. This organic, sparkling mint lemonade features a fairly simple ingredient list: water, lemon, juice, organic cane sugar and natural mint. The company notes the drink is particularly good as a natural cocktail mixer for a take on margaritas or mojitos, and a pair of line extensions has already joined the mix: Strawberry Lemonade and Ginger Lime.