



# WORLD OF FRUITS

International Juice and Soft Drinks Review

2020



**TOMORROW'S  
DRINKS?**

What hits the shelves in the international beverage sector? Which companies and products are the main driving forces in the market? Which trends have become apparent? Which packaging is preferred? Which claims are in the spotlight?



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## WHAT HITS THE SHELVES TOMORROW – A GLANCE ACROSS THE BORDER

With innovation, thinking „out of the box“, new tastes and trends constantly emerging from the dynamic beverage industry, 2019 was no exception. A broad selection of non-alcoholic beverages is pushing people to think carefully about the whole drinking experience; what they are drinking and where they are drinking. Basically, they are looking for products that offer them more than just a drink, but something that is going to be more of an experience, whether it be the style of drink they are drinking, the new taste sensations claimed, the health benefits it offers, and last, but not least the green and clean packaging and labelling of the drink.

We have summarized the most important international product launches for 2019 in the juice and soft drinks market. What's new in the glass? Which products have found a place in international retail shelves in the past 12 months? Which manufacturers and brands are behind them? What are the coming trends in raw input? What packaging is preferred? Which claims are in focus?

Millennials and Gen Z, who drive so many trends these days, are more health conscious, and they are willing to try new, healthier alternatives to traditional soft drinks. As soda consumption declines, we see more brands develop sparkling water products. Healthy drinks like plant-based waters, kombucha and functional beverages are also (re-)gaining popularity. While many companies might view that as a problem, other beverage entrepreneurs see it as an opportunity.

Stay one step ahead of competitors in your industry with detailed analyses \*\* about new products and trends. Be inspired by the world-wide variety of products, even if some of the beverages are not certain to hit the taste buds of all consumers or become mainstream – it always pays to be curious!

I wish you every success in developing your own novel beverage creations, even in the challenging times that we are currently going through,

Yours

*E. Brennich*

Evi Brennich

\*\* We thank Innova Market Insights for their kind support as part of our co-operation. For more details, please refer to page 19.





## CALPICO SODA - GRAPE FLAVOR



Carbonates



November  
2019



2.00 USD  
1.80 EUR



Australia

**Company:** Calpis  
**Description:** 320 ml of grape flavor fermented milk flavored carbonated drink comes in an aluminum can.  
**Claims:** Refreshing & Tasty  
**Ingredients:** Powdered skim milk, citric acid, fermented milk flavors (Grape), Sodium citrate, sodium benzoate, artificial color (allura red E129, Brilliant Blue E133)  
**Analysis Insight:** Dairy and soft drink in the same beverage: fermented milk + carbonated drink in a single can.



## INDI & EM KOMBUCHA CHERRY COLA



Plant Based  
Waters



January  
2020



7.12 USD  
6.57 EUR



Australia

**Company:** Casalbor  
**Description:** Cherry cola flavoured kombucha drink with green coffee bean extract in a glass bottle  
**Claims:** Refreshing & Tasty  
**Ingredients:** Raw kombucha (pure water, kombucha culture, organic black tea, organic green tea), natural sweetener (organic erythritol), organic hibiscus, cola extract (natural flavour), cherry extract (natural flavour), lemongrass extract (natural flavour), natural stevia sweetener (organic steviol glycosides), natural green coffee bean extract (contains caffeine).  
**Analysis Insight:** This product combines the indulgence of cherry cola soft drink flavour with the health appeal of kombucha.



## NUDIE JUICE NOTHING BUT 2 ORANGES



Juices &  
Nectars



November  
2019



1.93 USD  
1.74 EUR



Australia

**Company:** Nudie Foods  
**Description:** 200 ml of orange juice in a carton packaging. Contains on average 2 whole Australian oranges and nothing else.  
**Claims:** No added sugar. Recyclable packaging.  
**Ingredients:** Orange juice (100 %)  
**Extra Notes:** Made in Australia from 100 % Australian ingredients.  
**Analysis Insight:** Ingredient list on front-of-pack: "nothing but 2 oranges", emphasized by two oranges featuring mascot's eyes.



## REMEDY LIVE CULTURED TEPACHE MEXICAN PINEAPPLE DRINK



Carbonates

December  
20196.03 USD  
5.43 EUR

Australia

Company: Remedy Drinks

Description: Four 250 ml cans of sparkling live cultured Mexican pineapple soda rooted in old school Mexican fermenting traditions. Refreshingly real and radically revitalizing with no sugar, naturally.

Claims: I Quit Sugar tick. No sugar, naturally. Always organic. Made with tangy pineapple. Love ya guts. Raw, vegan unpasteurized. A-OK in and out of the fridge. Our founders source only the highest quality ingredients. Nothing artificial, all good.

Ingredients: Certified organic sparkling tepache (pure water, pineapple juice\*, Remedy Tepache live culture), natural sweeteners (erythritol\* and steviol glycosides\*), natural pineapple flavour, natural cinnamon flavour, natural turmeric extract.



## SODA PRESS CO ORGANIC SODA SYRUP OLD FASHIONED LEMONADE

Drink Concentrates  
& MixesJuly  
20195.43 USD  
4.90 EUR

Australia

Company: The Soda Press Co

Description: 500 ml of Old Fashioned Lemonade Soda Pressed Syrup comes in a glass bottle.

Claims: 50 % less sugar (On average 50 % less sugar than the top 10 regular soft drinks, ANZ 2017 (ref. sodapressco.com/claims)). Makes 16 drinks. Certified organic. No artificial ingredients. Gluten free. Non-GMO. Vegan. No stevia. The way they used to make it. This award-winning lemonade is an old classic with a twist. We dislike single-use plastic and love recycling. We're a little company from New Zealand with pure and sustainable ideas. We take organic fruit and apply the best of old and new innovations to craft our range of reduced sugar organic syrups.

Ingredients: Organic lemon juice reconstituted (36 %), Organic sugar, Water, Organic brown rice syrup, Monk Fruit juice Reconstituted, Natural Flavour.



## SUNTORY LUSSOTTO LATTE COFFEE

Iced  
CoffeeDecember  
20191.68 USD  
1.55 EUR

Australia

Company: Suntory

Description: Latte coffee chilled and sweetened in a 280ml plastic bottle with a novelty lid.

Claims: Strictly selected Ethiopian coffee. Recyclable packaging.

Ingredients: Water, sugar, milk <2.612 %, salt, emulsifiers.

Analysis Insight: Minimalistic packaging design with contrasting colors. Yellow cap resembles milk foam.





### BLUE MONKEY 100 % WATERMELON JUICE WITH VITAMIN C



Juices  
& Nectars



May  
2019



2.24 USD  
1.99 EUR



Canada

Company:	Blue Monkey
Description:	Watermelon juice with vitamin C, in a 330 ml easy-to-open aluminum can.
Claims:	Not from concentrate. Contains 100 % watermelon juice. 100 % DV vitamin C. Certified halal. Watermelon juice naturally contains lycopene. Gluten free. Non GMO. Recyclable packaging.
Ingredients:	100 % watermelon juice, vitamin C.
Extra Notes:	Shake well before use. Serve cold. Product of Vietnam.
Analysis Insight:	Minimalist design focusing on a opened watermelon body draws immediate attention at first glance, apart from highlighting the flavor of the product.



### TWO BEARS HAZELNUT AND SEA SALT COLD BREW COFFEE



Iced Coffee



May  
2019



2.62 USD  
2.32 EUR



Canada

Company:	Two Bears Coffee Co
Description:	Hazelnut and sea salt cold brewed coffee in a 250 ml easy-to-open aluminum can.
Claims:	Contains 50 calories per can. Caffeine content (155 mg). Handcrafted. Suitable for vegans. Fairtrade certified. Certified organic. Recyclable packaging.
Ingredients:	Filtered water, organic coffee, organic cane sugar, natural flavors, stevia extract, lactic acid, sea salt.

# alpen frucht

CONCENTRATES · POWDER · PURÉE · DIRECT JUICE

*Regional, gut  
und gesund*

Der **Annurca-Apfel** ist eine ganz besondere Sorte, die nur in Kampanien kultiviert wird und eine wichtige Grundlage für unseren Apfelsaft darstellt. Seine Merkmale sind die vielen Polyphenole, sein süßes Aroma und der angenehm säuerliche Geschmack.



Die Paradiesfrucht als herrlich aromatischen, frischen NFC Saft, oder als schonend konzentriertes Produkt. Im sonnigen Italien gereift, entfaltet sich das Aroma des **Granatapfels** in unseren Produkten.



Kaum Kalorien, dafür aber viele B- und C-Vitamine, Folsäure, Eisen, Kalium, Kalzium und Magnesium stecken in der gesunden und runden Frucht der Kirsche.





## COCA COLA CARBONATED COLA SOFT DRINK



Carbonates

November  
20194.18 USD  
3.77 EUR

Canada

Company:	Coca Cola
Description:	Four glass bottles of carbonated cola soft drink in a box tray.
Claims:	Delicious and refreshing. 150 calories per bottle. Made with cane sugar. With ESR logo. Caffeine content: 34 mg per 355 ml. Recyclable packaging.
Ingredients:	Carbonated water, cane sugar, caramel color, phosphoric acid, natural flavor, caffeine.
Extra Notes:	Made in Mexico.
Analysis Insight:	Emphasis on cane sugar on front-of-pack instead of high fructose corn syrup mostly used in Coca Cola's carbonated soft drinks.



## MERRY CHRISTMAS / HAPPY NEW YEAR ROSE AND LITCHI BLACK TEA



Iced Tea

December  
20191.17 USD  
1.05 EUR

China

Company:	Wuxi Chengbao Food
Brand:	Tiantiancaoben
Description:	Black tea with rose and lychee flavor, in a 400 ml Evergreen carton.
Claims:	Recyclable packaging.
Ingredients:	Water, fructose syrup, white sugar, lychee juice, black tea concentrate, rose juice, concentrate apple juice, citric acid, food flavor.
Extra Notes:	Keep at 0-5 degrees Celsius. Shelf life: 30 days.
Analysis Insight:	The playful packaging with snowman dressed in Winter clothes can be repurposed by kids after product consumption.



Die Produkte aus der **Kaktusfeige** bestechen nicht nur durch die kräftige rote Farbe, sondern auch durch ihren herzhaften Geschmack.

Schon immer verwöhnte uns die **Erdbeere** mit ihrem einzigartigen Geschmack. Genau diese Aromen wollen wir erhalten. Deshalb werden unsere Rohstoffe speziell ausgesucht und Produkte so schonend wie möglich verarbeitet.

Die bei vielen unbekannte **Bergamotte** ist eine sehr wertvolle Frucht. Im Geschmack sauer, leicht bitter mit einem unverwechselbaren Aroma. Aus seinem Fruchtfleisch gewinnen wir einzigartige Säfte und Püree.



Im neuen Werk von ALPENFRUCHT in Giugliano werden diese Früchte mit neuester Technik in das von Ihnen gewünschte Produkt verwandelt. Direkt im Anbaugebiet gelegen, ermöglicht es uns eine zeitnahe, frische Verarbeitung ohne lange Transportwege. Nutzen Sie dieses Angebot an hochqualitativen Produkten aus dem Herzen Italiens.





## TANDAI SEIKA APPLE JUICE

Juices &  
NectarsDecember  
20198.75 USD  
7.88 EUR

Hong Kong

**Company:** Tandai Seika  
**Description:** Japanese apple juice packed in a 720 ml glass bottle.  
**Claims:** Made with 5 types of Aomori apple and 100 % fresh apple juice.  
**Ingredients:** Apple, vitamin C.  
**Analysis Insight:** Packaging with aquarelle painting gives the product a premium, handmade style that stands out on the shelf.



## FROOTERS SPARKLING FRUIT DRINK WITH BUBBLEGUM MOJITO FLAVOUR



Carbonates

July  
20190.56 USD  
0.51 EUR

India

**Company:** Nine Mine Products  
**Description:** Sparkling fruit drink with bubblegum mojito flavor, in a 300 ml plastic bottle. Frooters were crafted in Frooters quest to find something nice to drink beyond the usual. Just pour your drink in an iced glass, take a slow sip to step out of the usual and unbore yourself.  
**Claims:** No artificial flavors. No preservatives. 100 % vegetarians. FSSAI certified. Recyclable packaging.  
**Ingredients:** Carbonated water, sugar, apple juice concentrate (equivalent to 10 % apple juice), lemon juice concentrate (equivalent to 2.5 % lemon juice), acidity regulator (INS 330). Contains permitted synthetic food colors (INS 123) and added flavor (nature identical flavoring substances).



## LIPTON CREAM CHEESE TEA LATTE



Iced Tea

July  
20191.30 USD  
1.17 EUR

Japan

**Company:** Morinaga  
**Description:** Iced milk tea with Philadelphia cream cheese and Lorraine rock salt drink.  
**Claims:** Limited edition.  
**Ingredients:** Dairy products, sugar-mixed corn syrup, milk, sugar, dextrin, black tea, coconut oil, salt/acidity regulator, flavoring, emulsifier.  
**Extra Notes:** Allergy: milk.  
**Analysis Insight:** Beyond traditional tea flavors, this cream cheese and Lorraine rock salt flavor is original and indulgent.

### TAPIOCA MILK TEA



Iced Tea



October 2019



2.19 USD  
1.99 EUR



Japan



**Company:** Familymart  
**Description:** Iced milk tea drink with black tapioca.  
**Claims:** 132 Calorie per 255 g.  
**Ingredients:** Black tapioca (starch, collagen peptide), saccharide (fructose corn syrup, sugar), dairy products, milk ingredients, black tea, dextrin/starch adhesive (processed starch, polysaccharide thickener, sodium carboxyl cellulose), flavoring, emulsifier, trehalose, color (squid ink), calcium hydroxide, acidity regulator.  
**Analysis Insight:** Two trends in one: tapioca bubbles, from bubble tea, with milk tea, promoting a new product with characteristics of both drinks.

### TOYO BEVERAGE SOY LATTE: ICED SOY LATTE DRINK



Iced Coffee



June 2019



1.47 USD  
1.31 EUR



Japan



**Company:** Toyo Beverage  
**Description:** Iced soy latte drink.  
**Claims:** Non cholesterol. Using 100 % pure soy milk.  
**Ingredients:** Soy milk (contains soy), sugar, coffee, vegetable oil, dextrin, salt/emulsifier, stabilizer (carrageenan), flavouring.  
**Extra notes:** Per serving size: 220ml, energy: 110kcal, protein: 3.5g, fat: 4.4g, salt: 0.4g, total carbohydrate: 14.1g.

## Experts in Beverage Processing

# Leading process technology for the beverage and food industry



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## TOYO TAPIOKA TROPICAL JASMIN DRINK

Juices &  
NectarsSeptember  
20191.82 USD  
1.64 EUR

Japan

Company: Toyo Beverage

Description: Tapioca tropical jasmine drink in a 200 ml plastic tube.

Claims: With tapioca

Ingredients: Fruit (apple, pineapple, mango, passion fruit), tapioka, konnjac (konjac powder, tapioka powder, sugars (sugar, fructose glucose liquid sugar), jasmine tea, stabilizer (pectin), flavor, acidifier, antioxidant (vitamin C), coal coloring, hydrate calcium.

Analysis Insight: Tapioca bubbles, traditional in Asian bubble tea, together with jasmine and tropical fruits, promoting a fusion of Eastern and Western flavors.



## PEPSI NO CALORIE CARBONATED COLA FLAVORED DRINK



Carbonates

January  
20205.28 USD  
4.87 EUR

Malaysia

Company: Pepsico

Description: Thirty aluminum cans of calorie free carbonated cola flavored drink, in a plastic wrapper.

Claims: Chinese new year special edition pack. With free 8 cans. Bold taste. No calorie. Contains 0 kcal (0 %) per 320ml. Certified halal. Recyclable.

Ingredients: Carbonated water, coloring, phosphoric acid, sweeteners (aspartame, acesulfame-K, sucralose), sodium citrate, flavoring (contains caffeine), preservative (potassium sorbate, sodium benzoate), citric acid.

Extra Notes: Contains phenylalanine. Product of Malaysia.

Analysis Insight: The festive packaging comes in a golden elegant can with stylish flowers to celebrate Chinese New Year.



## GOOD NIGHT LEMON BALM EXTRACT CARBONATED HERBAL DRINK



Carbonates

December  
20191.87 USD  
1.68 EUR

Philippines

Company: Good Night Drink

Description: Lemon balm extract carbonated herbal drink in a 250 ml easy-to-open aluminum can.

Ingredients: Water, fructose, acid: citric acid, flavor, extract of melissa leaf (0.08 %), acidity regulator: sodium citrate, the cones of hop extract (0.02 %).

Extra Notes: Carbonated drink with herbal extracts, lemon balm and hops. Lightly carbonated with a slightly sweet taste reminiscent of a prickly pear. Without colorants, artificial sweeteners or preservatives. Pasteurized. Lemon balm (Melissa officinalis) has beneficial effects for falling asleep. Hops (Humulus lupulus) have soothing and beneficial effects for a good sleep. It does not serve as a substitute for varied and balanced diet. With natural herbal extract. With mineral water. Store in a dry place away from heat. The consumption of the beverage is not recommended for children. Drink 30 min. before sleep. Consume once opened.

## PURE WATER PURE DRINKING WATER



Bottled Water  
Unflavored



January  
2020



0.56 USD  
0.52 EUR



Singapore

Company: Polar Water

Description: Pure drinking water

Claims: Eco conscious drinking water. Rehydrate 100 % pure. Sugar free. Water in a carton is better for you & the environment! This Tetra Pak carton is renewable & recyclable. Be kind to the environment. Choose a pack that grows back.

Extra Notes: Produced in Malaysia.

Analysis Insight: Packaging for the greater good: water in a carton packaging, a renewable and recyclable alternative to single use plastic bottles.



## LOTTE ART WATER WITH LEMON FLAVOR



Bottled Water  
Flavored



May  
2019



1.43 USD  
1.28 EUR



South Korea

Company: Lotte Chilsung

Description: Lemon flavored art water with vitamin C, in a 500 ml plastic bottle.

Claims: In collaboration with James Jean. Lotte Museum of art. Recyclable packaging.

Ingredients: Purified water, sugar, lemon extract, citric acid, natural flavor (lime), vitamin C, sodium citrate, enzyme treatment lutein.

Analysis Insight: Art contribution for a beverage product: water drink bottle design made in collaboration with James Jean Lotte Museum.



## LOTTE CHILSUNG HONEY AND PEAR DRINK



Fruit/Flavored  
Still Drinks



September  
2019



0.85 USD  
0.76 EUR



South Korea

Company: Lotte Chilsung

Description: Honey and pear drink, in an easy-to-open aluminum can.

Claims: With crunchy pear puree. Recyclable packaging.

Ingredients: Water, fructose preparation, pear puree 12 %, pear flavoring, honey 0.1 %, dl-malic acid, vitamin C.

Analysis Insight: The can mimics a pear surface with a bee dropping honey, highlighting drink's flavor.





### LOTTE WATERMELON DRINK



Fruit/Flavored  
Still Drinks



October  
2019



1.29 USD  
1.17 EUR



South Korea

Company:	Lotte
Description:	Watermelon drink in a 340 ml easy-to-open aluminum can.
Claims:	Recyclable packaging.
Ingredients:	Purified water, sugar, watermelon pulp, watermelon extract, watermelon flavor (1 %), citric acid, calcium lactate, flavor (citrus), carrot extract, acesulfame-K, sucralose, enzyme-treated rutin, lactose.
Analysis Insight:	The can mimics a watermelon slice, highlighting drink's flavor.



### SAMLIP SQUEEZE JERIPPO MALKANG JELLY: APPLE LEMONBALM



Other  
Soft Drinks



September  
2019



1.53 USD  
1.37 EUR



South Korea

Company:	Spc Samlip
Description:	Jelly drink with apple juice, konjac powder and lemon balm extract, in a plastic doypouch.
Claims:	Recyclable packaging. Squeeze and eat. Low calorie.
Ingredients:	Water, erythritol, mixed formulation[carrageenan, locust bean gum, xanthan gum, trisodium citrate, potassium chloride, dextrin], flavoring, acidity regulator, apple concentrated fruit juice(apple clarified concentrate), acidity regulator, konjak powder, acidity regulator, lemon balm extract, vitamin c, sucralose (sweetening).



### YOU US NEO KIWI SMOOTHIE



Fruit/Flavored  
Still Drinks



August  
2019



1.68 USD  
1.53 EUR



South Korea

Company:	Bk Bio
Description:	Kiwi smoothie in a 190 ml PET bottle.
Claims:	Recyclable packaging.
Ingredients:	Purified water, apple puree, tangerine extract, sugar, liquid fructose, green kiwi extract, golden kiwi extract, acidity regulator, powdered agar, gellan gum, flavor (kiwi), vitamin C, mixed preparation (safflower yellow cattle, gardenia color, dextrin).
Analysis Insight:	Cheerful bottle cap looks like the hair of the bottle toy, which draws kid's attention at first glance.

PINGTUNG COUNTY FARMERS ASSOCIATION TURMERIC + ONION DRINK



Other Soft Drinks



July 2019



1.44 USD  
1.30 EUR



Taiwan



Company: Chun Qiao Food Industrial Co  
 Description: Turmeric and onion drink, in a 100 ml glass bottle.  
 Claims: ISO 22000 certified.  
 Ingredients: Water, onion, angelica, scutellaria, turmeric, licorice.  
 Extra Notes: After opening, consume as soon as possible. Avoid drinking with an empty stomach.  
 Analysis Insight: Beyond traditional drink flavors, this turmeric and onion is original and exotic.

FAMILYMART COLLECTION YOGURT GREEN TEA



Iced Tea



September 2019



0.98 USD  
0.88 EUR



Taiwan



Company: Familymart  
 Description: Yogurt green tea in a gable top carton. Mixed with Taiwan green tea and yogurt tasty and natural sweetness.  
 Claims: Recyclable packaging.  
 Ingredients: Water, sugar, green tea extract liquid, milk powder, fermented milk, lactic acid, citric acid, carboxymethyl cellulose, flavor, sodium citrate, coloring (annatto).  
 Extra Notes: Contains milk. Keep refrigerated 0-7 degrees Celsius. Shelf life: 13 days. Product of Taiwan.

TROPEXTRAKT IDEA LAB  
 BEVERAGE DEVELOPMENT  
 & FINE INGREDIENTS





## GREEN BOOSTER MIXED FRUIT AND VEGETABLE JUICE



Juices &  
Nectars



June  
2019



0.65 USD  
0.58 EUR



Thailand

- Company:** Sappe
- Description:** Mixed fruit and vegetable juice with chlorophyll, in a 300ml plastic bottle.
- Claims:** Contains 57mcg of chlorophyll. High in vitamins A, C and E. No artificial colors added. No preservatives added. Suitable for vegan. Recyclable packaging.
- Ingredients:** Mixed fruit and vegetable juice from concentrate juice (apple, orange, pineapple, passion fruit, mango, apricot, banana, lime, spinach, cucumber) 30 %, carrot juice form carrot juice concentrated 30 %, mixed fruit, and vegetable juice 100 % from concentrate juice (white grape, purple carrot, blackcurrant, red spinach, beetroot, purple cabbage, celery, cucumber, broccoli, spinach, asparagus, kale, sweet chilli) 15 %, white grape juice from white grape juice concentrate 12.9 %, pineapple juice from pineapple juice concentrate 12 %, vitamin pre-mix 0.07 %, chlorophyll powder 0.02 %.



## RAIMAJON PASTEURIZED SUGARCANE JUICE



Juices &  
Nectars



January  
2020



0.80 USD  
0.74 EUR



Thailand

- Company:** Namaoyraimajon Co
- Description:** Pasteurized sugarcane juice in a plastic bottle.
- Claims:** 100 % natural. No preservatives added. Pasteurized. Certified halal. GMP certified. Recyclable packaging.
- Extra Notes:** HACCP certified. Shake well before. Serve chilled. Store at 7-10 degrees Celsius can keep for 5 days. Store at 2-6 degrees Celsius can keep for 10 days. Store at 0-2 Celsius degree can keep for 20 days. Store at -18 degrees Celsius can keep for 1 year. Product of Thailand.
- Analysis Insight:** The plastic bottle mimics a sugar cane piece, conveying a natural image to the product and emphasizing its sugar cane flavor.



## LIMITLESS GRAPEFRUIT HIBISCUS SPARKLING WATER



Bottled Water –  
Flavoured



June  
2019



0.99 USD  
0.88 EUR



United States

- Company:** Limitless Coffee
- Description:** Lightly caffeinated carbonated water with grapefruit and hibiscus flavours. Comes in an aluminum can.
- Claims:** Zero sugar. Zero artificial ingredients. Zero calories. 35mg caffeine. Sodium Free.
- Ingredients:** Carbonated reverse-osmosis water, natural flavours, caffeine (derived from coffee beans).
- Analysis Insight:** Beyond traditional energy drinks, which highlights a high caffeine content, this drink focus on providing a lower caffeine content for a lighter enjoyment with a subtle energy boost.

## WEGMANS ORGANIC CRANBERRY PEACH KOMBUCHA SPRITZER



Carbonates

November  
20192.49 USD  
2.24 EUR

United States

Company:	Wegmans
Description:	Organic cranberry and peach kombucha spritzer in an easy-to-open aluminum can.
Claims:	Flavored sparkling beverage. Not pasteurized. 40 % less sugar than our regular kombucha. Probiotics are beneficial bacteria. 500 million CFU of DE111 bacillus subtilis in this kombucha beverage may help support the body's digestive system. No artificial colors, flavors or preservatives. Certified organic by CCOF. Gluten and lactose free. Certified kosher. Suitable for vegan.
Ingredients:	Organic raw kombucha (filtered water, organic cane sugar, organic tea blend, organic kombucha culture), sparkling water, organic peach juice (organic peach juice concentrate, water), organic cranberry juice (organic cranberry juice concentrate, water), organic peach puree, organic lemon natural flavors, DE111 bacillus subtilis (probiotic).



## COPA CBD TROPICAL SPARKLING WATER BEVERAGE

Bottled Water –  
FlavouredAugust  
20194.89 USD  
4.44 EUR

United States

Company:	Copa Bev
Description:	Sparkling water with fruit juice and 20 mg hemp cbd added. 473 ml.
Claims:	Gluten free. Suitable for vegans. All natural. No preservatives. Pasteurized. Contains 8 % fruit juice. Contains 20 mg hemp cbd per 16 oz. 0 % THC.
Ingredients:	Filtered carbonated water, pineapple juice, pear juice, orange juice, mango juice, banana puree, hemp cannabidiol.
Extra notes:	Enjoy chilled. Shake gently.



# IT'S MANGO SEASON

Organic Mango Puree  
Mango puree  
Mango puree concentrate  
Clear mango juice concentrate  
IQF

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### SO GOOD SO YOU BEAUTY ORGANIC COLD PRESSED FRUIT JUICE



Juices  
& Nectars



May  
2019



3.99 USD  
3.54 EUR



USA

Brand:	So Good Brand
Description:	Beauty organic cold pressed fruit juice shot with 1 billion probiotic CFUs, in a 50ml PET bottle.
Claims:	Powered by 10mg silica. Contains 85 % juice. Certified organic by MOSA. USDA Organic. Recyclable packaging.
Ingredients:	Organic grapefruit juice, organic apple juice, organic aronia berry juice, living silica, bacillus coagulans GBI-30 6086 (probiotic).
Extra Notes:	Always refrigerate. Maximize potency, consume upon opening.



### FAYGO COTTON CANDY FLAVORED SODA



Carbonates



October  
2019



1.49 USD  
1.35 EUR



United States

Company:	Faygo Beverages
Description:	Genuine delicious cotton candy flavored soda in a big 24 oz plastic bottle.
Claims:	Naturally caffeine free. Contains no fruit juice. Kosher. Recyclable packaging.
Ingredients:	Carbonated water, high fructose corn syrup, potassium benzoate (as preservative), artificial flavor, citric acid, sucralose, FD&C blue 1.
Extra Notes:	Please recycle.
Analysis Insight:	Cotton candy flavor in this soda adds up for extra indulgence and an eye-catching blue color.



### WEGMANS ORGANIC MINT LEMONADE KOMBUCHA SPRITZER



Carbonates



October  
2019



2.49 USD  
2.26 EUR



United States

Company:	Wegmans
Description:	Organic Mint Lemonade flavored Kombucha Spritzer in a 12 oz aluminum can
Claims:	Flavored sparkling beverage. USDA organic. Not pasteurized. 40 % less sugar than our regular Kombucha. Probiotics are beneficial bacteria. 500 Million CFU of DE111® Bacillus subtilis in this Kombucha beverage may help support the body's digestive system. No artificial colors, flavors or preservatives. Gluten and lactose free; vegan; kosher.
Ingredients:	Organic raw Kombucha (Filtered water, organic cane sugar, organic teablen, organic Kombucha culture), sparkling water, organic whole lemon puree, organic mint, organic lemon natural flavors, DE111® Bacillus Subtilis (Probiotic).

## JONES CANE SUGAR SODA



Carbonates

October  
20191.50 USD  
1.36 EUR

United States

Company:	Jones Soda
Description:	Pure cane soda with natural flavors, in a 355 ml glass bottle.
Claims:	With natural flavors. Celebrate your selfie. Send us your selfie if we like it we will put it on our label. Certified kosher. Recyclable packaging.
Ingredients:	Carbonated water, inverted cane sugar, natural and artificial flavor, phosphoric acid, sodium benzoate and potassium sorbate (as preservative).
Analysis Insight:	Consumer picture displayed on front-of-pack is in tune with TTT2019 Connected to the Plate, where social media enables consumer co-creation for product development.



## GOODBELLY PROBIOTIC WATER BEVERAGE

Bottled Water-  
FlavoredJanuary  
20201.98 USD  
1.83 EUR

United States

Company:	Nextfoods
Description:	Orange, pineapple, and basil infused probiotic water beverage from concentrate, in a 375ml PET bottle. Goodbelly is a food product and not a treatment or cure for any medical disorder or disease.
Claims:	Digestive wellness made simple. LP299V may help promote healthy digestion when consumed daily. Created to help promote digestive health the refreshing way. USDA organic. No added sugar. Contains 20 billion live and active probiotic cultures. Non-GMO. Dairy-free. Suitable for vegan. Contains 10 % juice.
Ingredients:	Filtered water, cultured organic pear juice, organic orange juice from concentrate, organic pineapple juice from concentrate, contains 2 % or less of citric acid, natural flavors.



## GENUINE COCONUT SELECTION - ORGANIC 100 % RAW COCONUT WATER

Plant Based  
WatersNovember  
20192.99 USD  
2.69 EUR

USA

Company:	Worlds Coconut Trading
Description:	10 fl oz (296 ml) of coconut in plastic wrapper.
Claims:	Allergens information: Coconut is a tree nut.
Ingredients:	Coconut.
Extra Notes:	Kept refrigerated. Once opened, consume within 24 hours. Product of Thailand.
Analysis Insight:	The naturalness of fresh coconut water with the convenience of the easy-to-open ring and the paper cup.





## EGOO NATURAL MADNESS ENERGY DRINK



Energy Drinks



September  
2019



1.99 USD  
1.79 EUR



USA

Brand:	Egoo Americas
Description:	Lightly carbonated natural energy drink in a 250 ml aluminum can.
Claims:	Lightly carbonated. Recyclable container. Caffeine content: 120 mg/8.4 fl oz. Low carb. Stimulates senses and refreshes the body. Only natural ingredients, colors and flavors. No taurine. No aspartame. 40 calories per can. No artificial flavors. No artificial preservatives.
Ingredients:	Water, apple juice concentrate, citric acid, natural hop flavor, hemp extract, potassium sorbate (preservative).
Analysis Insight:	Instead of artificial ingredients, this energy drink contains only natural energy sources such as guarana and ginseng, giving health-concerned consumers piece of mind.



## LITTLE VILLAGER USDA ORGANIC PINK LEMONADE



Juices &  
Nectars



August  
2019



3.99 USD  
3.62 EUR



United States

Company:	Villager
Description:	8 cartons of Organic pink lemonade, comes in a cardboard sleeve, in a plastic wrapper.
Claims:	No preservatives. No artificial colors. USDA Organic. No sugar added. Contains 40 % juice. Certified Organic by Oregon Tilth.
Ingredients:	Filtered water, organic apple juice concentrate, organic lemon juice concentrate, natural flavor, ascorbic acid, citric acid.
Extra Notes:	Please recycle.
Per serving size:	204 g
Analysis Insight:	Packaging with a vivid design, aims at communicating with millennials and Gen Z.



## GAC HYDRATE MANGO FLAVOURED SPARKLING WATER WITH MONK FRUIT



Bottled Water –  
Flavoured



June  
2019



2.99 USD  
2.66 EUR



United States

Company:	Gaclife
Description:	Mango sparkling water with monk fruit in a 355ml easy-to-open aluminum can.
Claims:	With 20mg carotenoids. Non GMO. BPA free. Contains 17 % juice. Certified kosher.
Ingredients:	Carbonated water, organic mango juice, organic Gac fruit juice, organic monk fruit.
Extra notes:	Shake well. Best served cold.

## NOVA EASY KOMBUCHA WITH ACAI BERRY AND GUARANA



Carbonates

May  
20193.99 USD  
3.54 EUR

USA

Company:	Otay Lakes Brewery
Description:	Acai berry and guarana easy kombucha with 6 % alcohol by volume, in a 473 ml easy-to-open aluminum can.
Claims:	Gluten free. Suitable for vegans. Contains probiotics. Naturally fermented. Contains 6 % alcohol by volume. Totally natural.
Ingredients:	Raw kombucha, yeast, acai berry, guarana.
Extra Notes:	Keep cold.



**INNOVA  
MARKET  
INSIGHTS**

In cooperation with Innova Market Insights we are happy to publish new product launches on a global scale. Innova Market Insights is a world leading provider of knowledge solutions for the food and beverage industries. They serve their clients around the world with a full spectrum of solutions built around the professional needs of their individual roles.

The Innova Database is an online, cutting-edge food and beverage product database – created by a dedicated team of industry- leading food and beverage experts that collect the latest data from more than 70 countries. This allows you to instantly track trends and innovations across all food and beverage categories with just the click of a mouse. At Innova, their goal is simple – help you stay ahead of the curve.

For more details and more products please contact:

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