



WORLD OF FRUITS

International Juice and Soft Drinks Review

2021

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? Discover the products the international juice and soft drinks markets are focussing on.



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THE BATTLE FOR SHELF SPACE. PRODUCT INTRODUCTION TO THE INTERNATIONAL MARKET DURING THE CRISIS YEAR OF 2020

2020 – the year when the world was changed by a virus – will remain memorialized as the year of tremendous change and mark a global turning point. However, the pandemic proved that especially during difficult times consumers' needs increased for safe and healthy products, connected with the desire to try new and maybe even unusual products and taste sensations.

Here you will learn which beverages found a place on the shelves in varying regions of our world. We compiled a list of the most interesting product launches from the Soft Drinks segment. What is new in our glass? Which product found a place on international shelves during the past 12 months? Which companies and brand makers are backing it? What type of packaging is preferred? What kind of claims are the focal point?

Mental Health reached new status of importance as result of the pandemic. Consumers are more health conscious and more willing to try healthier alternatives instead of the traditional soft drinks. Beverages based on cider gain significance. Live Kombucha cultures and Ginger beverages are experiencing a comeback. Cold Brew, not only coffee but also tea mixtures enjoy great popularity. New relaxation methods are offered with energy drinks with CBD and herbal drinks with natural nootropics supposedly enhancing cognitive function are gaining interest. No crocodile tears are shed in Asia, however, usage of coix lachryma-jobi (Hiobs gras seed) is considered in their product development.

With detailed analyses** of new products and trends you are with your sector and capacity always a step ahead of competitors. May the international multi productivity keep you inspired, as curious as it might appear – remain inquisitive.

Wishing you success with your development of new beverage creations,

Yours truly,

E. Brennich

Evi Brennich

** In cooperation with Innova Market Insights we are happy to publish new product launches on a global scale. Innova Market Insights is a global knowledge leader in the food and beverage industry. The company has built its reputation on an extensive tracking system for new food and beverage product launches in more than 90 countries. The Innova Database is an online, cutting-edge food and beverage product database. 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.

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ENHANCED WATER + JUICE WITH CITRUS AND ELDERFLOWER FLAVOUR



Juices & Nectars



February
2021



3.93 USD
3.24 EUR



Australia

Company: Plantly

Description: Citrus and elderflower flavoured enhanced water with juice. With echinacea extract. Fruit drink held in a 1.25 litre PET bottle. We take the goodness from plants and create utterly delicious products.

Claims: Source of vitamin C, low calorie. Health star rating: 2.5. Powered by plants. Recyclable bottle. No refined white sugar. 40 % juice. No artificial colours and flavours. No artificial sweetener. A source of vitamin C to help support your immune system.

Ingredients: Water, sweet potato*, apple*, carrot concentrate, vitamin C, natural flavours, food acid (citric acid), echinacea extract, natural sweetener (monk fruit extract).
*reconstituted juice.



JOINER STRAWBERRY DRINK WITH COCONUT GEL



Juices & Nectars



October
2020



2.39 USD
1.96 EUR



Australia

Company: Thai Victor Food Company

Description: Strawberry drink with coconut gel, in a 320 ml plastic bottle.

Claims: Certified halal. Green Dot certified.

Ingredients: Strawberry juice 25 %, coconut gel 15 %, sugar, citric acid (330), gelling agent (418), artificial sweetener (950), colour (129), preservative (211), water.

Extra Notes: Keep in a cool place. Product of Thailand.

Analysis Insight: Coconut gel has been used as an ingredient in Asia and the Middle East before, but is now slowly being introduced in the Western world. Coconut gel creates a more thick feeling when consuming the beverage.



NUDEHERBS RELAX – MANGO FLAVOUR DRINK



Other
Soft Drinks



November
2020



3.01 USD
2.47 EUR



Australia

Company: Nudeherb

Description: 350 ml of relaxing drink contained in a glass bottle.

Claims: RELAX for peace of mind. Soothe your tensions the ancient way, with this tonic of herbs and flowers. Discover the benefits of 5,000 years of proven wisdom.

Ingredients: Freshly brewed herb and flower (6 grams: lemon balm, holy basil, damiana, hops, hibiscus and passionflower), natural sweeteners (monk fruit juice concentrate, erythritol), filtered water, lime juice concentrate, stabilizer (vegan xanthan gum), natural colours and flavours, antioxidant.

Analysis Insight: Botanical drink made with brewed herbs and flowers that is positioned as a calming/relaxing beverage. The brand claims to use 5,000 year old secret recipes from the ancient Burnt City, most likely referring to Shahr-e Sukhteh in Iran.



REMEDY SWITCHEL BLOOD ORANGE



Carbonates

February
20205.13 USD
4.80 EUR

Australia

Company: Remedy Drinks

Description: Four 250 ml cans of blood orange flavored carbonated drink with organic apple cider vinegar and ginger, held in a cardboard sleeve. Refreshing and fiery.

Claims: I Quit Sugar recommended tick. Refreshing and fiery. No sugar, naturally. Full of natural goodness, give it a swirl before you give it a whirl! Always organic. Good for your guts! Raw and unpasteurized. Nothing artificial. Recyclable can.

Ingredients: Certified organic raw switchel (pure water, raw apple cider vinegar*, ginger*), natural sweetener (erythritol*), hibiscus tea*, natural blood orange flavour, natural honey flavour, lemon juice*, natural ginger flavour, natural sweetener (steviol glycosides*).

*organic



FAMOUS SODA CO PINK LEMONADE



Carbonates

September
20201.70 USD
1.45 EUR

Australia

Company: Famous Soda Company

Description: Carbonated pink lemonade in a 250 ml aluminum can.

Claims: Zero sugar. 100 % natural. Recyclable packaging.

Ingredients: Carbonated water, nutritive sweetener (erythritol), natural flavors, food acids (citric acid, malic acid), natural color (beta-carotene), natural sweetener (steviol glycoside).

Analysis Insight: An elegant packaging design with golden hues alluring for the female audience.



VIVEAU APPLE CIDER + SPARKLING MINERAL WATER



Carbonates

January
20212.35 USD
1.93 EUR

Canada

Company: Fundy Drinks

Description: Apple cider + sparkling mineral water.

Claims: A little sweet and deliciously tart, the way Canadian apples should taste! Made from a custom blend of local apples, this sparkling beverage is perfectly crisp with a hint of sweetness.

Ingredients: Apple cider, carbonated natural mineral water.

Analysis Insight: Viveau is a 50 %-50 % mix of fresh-pressed fruit juice and sparkling water combination packaged in a premium shaped bottle. It comes in three different flavours: Apple cider, cherry and blueberry.





MARBLE POP GREEN APPLE CARBONATED DRINK



Carbonates

May
20201.47 USD
1.31 EUR

Canada

Company:	Wismettac Asian Foods
Description:	Green apple flavour sparkling water beverage held in a 200 ml glass bottle.
Claims:	Pop and Drink.
Ingredients:	Carbonated water, high fructose corn syrup, citric acid, artificial flavour, tartrazine, brilliant blue fcf.
Extra Notes:	Refrigerate before opening. Return for refund where applicable.
Analysis Insight:	Interactive packaging, consumer needs to push the cap to release the flavor.



YETAI FERMENTED BLENDED PASSIONFRUIT JUICE



Juices & Nectars

October
20200.99 USD
0.81 EUR

China

Company:	Beiqi
Description:	Fermented blended passionfruit juice, in a 360 ml plastic bottle.
Claims:	Contains 100 % fruit juice.
Ingredients:	Water, blended passionfruit juice (passionfruit juice, concentrated passionfruit juice, concentrated kumquat juice, concentrated apple juice, concentrated red guava juice), white sugar, fructose syrup, coconut, skimmed milk powder, probiotics (lactococcus lactis subsp lactis, enteromembrane subspecies of lymphadendron aureus, lactococcus lactis diacetyl subspecies, lactococcus lactis subsp lactis), food additives (citric acid, sodium citrate, sodium carboxymethylcellulose, gellan gum, pectin, sodium hexametaphosphate, potassium sorbate, yellow, sunset yellow), food flavor.
Analysis Insight:	A beverage that contains fermented passionfruit juice with probiotics to tackle digestive health. The packaging contains a phantasy-style character.



BUILD U PROTEIN INSTANT DRINK WITH BLUEBERRY & ROSE

Drink Concentrates
& MixesJune
20204.22 USD
3.69 EUR

China

Company:	Xiamen Yinlu Foods
Description:	Instant protein drink with blueberry and rose for female with vitamins and minerals enriched in 50 g recyclable bottle.
Claims:	Blueberry and rose nutrition meal powder. With recyclable packing. With erythrose 2.6 g.
Ingredients:	Membraning separating casine, enzyme hydrolysis oats powder (oats, sodium triphosphates), resistant malt dextrin, strawberry powder, food additives (erythrose), chia seeds, FD blueberry, flavored cheese powder, FD rose powder, beet powder, Psylliumseedhusk powder, vitamin A, vitamin D, vitamin E, vitamin B, Vitamin B2 (riboflavin), vitamin B6, vitamin B12, vitamin C, folic acid, magnesium, ferric pyrophosphate, zinc, food flavor.

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ORIGINAL TASTE HAWTHORN WITH APPLE AND COIX SEED DRINK



Iced Tea



February 2021



2.97 USD
2.44 EUR



Hong Kong

Company: Taste

Description: Hawthorn with apple and coix seed drink in a 500 ml plastic bottle.

Claims: No added preservatives and artificial colourings. Hong Kong top brand. Recyclable packaging.

Ingredients: Water, cane sugar, apple, hawthorn, coix seed, brown rice.

Analysis Insight: Drink with ingredients that are not often tracked in Europe. The beverage contains hawthorn and coix seed.

Extra Notes: Consume immediately after opening. Keep refrigerated between 0 to 4 degrees Celsius. Shake well before drinking.



ORSL REHYDRATE ELECTROLYTE DRINK ORANGE FLAVOUR



Energy Drinks



July 2020



0.47 USD
0.40 EUR



India

Company: Johnson And Johnson

Description: Electrolyte drink orange flavor in a 200 ml carton box.

Claims: 100 % vegetarian. Rehydration that supports recovery. Low sugar. No caffeine. No preservative. Scientifically formulated to effectively rehydrate and restore fluid and electrolytes. Non-carbonated water based beverage (Non-alcoholic).

Ingredients: Purified water, orange juice (reconstituted) 10 %, dextrose, sodium citrate, acidity regulator (296), sodium chloride, potassium chloride, vitamin C and steviol glycosides. Contains permitted synthetic food colour (110) and added flavours (Nature-identical and natural flavouring substances).



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Puree*



Puree concentrate*



Preparation*



Deep frozen*

TROPICANA SLICE THICKEST MANGO DRINK



Fruit/Flavored
Still Drinks



May
2020



0.98 USD
0.88 EUR



India

Company: Pepsico
 Description: Thickest mango fruit beverage with real mango pulp, in a 100 ml PET bottle showing film star Ms. Katrina Kaif. Indulge your senses in the world of thick mango experience. Made from ripe and luscious mangoes, the all new Slice is the tastiest and thickest mango drink. Each pulp will leave you craving for more.
 Claims: 100 % vegetarian. The world's no. 1 juice brand. FSSAI certified. Recyclable packaging.
 Ingredients: Water, sugar, concentrated mango pulp and alphonso mango pulp (13.6 %), mango pulp), acidity regulator (330), stabilizer (440), preservative (202), antioxidant (300), contains permitted synthetic food colourings (102, 110), and added flavour (natural and nature-identical flavouring substances).



NATURE CURES CARDIAC RISK FREE HEALTH DRINK



Plant Based
Waters



August
2020



13.54 USD
11.42 EUR



India

Company: My fettle bio products Pvt. Ltd.
 Description: Ginger, garlic, lemon, apple cider vinegar and honey drink in a 600 g recloseable glass bottle.
 Claims: vegetarian; cardiac risk free; healthy.
 Ingredients: Ginger, garlic, lemon, honey, apple cider vinegar.
 Analysis Insight: Use of "cardiac free risk" claim is what makes this drink unique even among the products with heart health claims, which usually promote heart health instead of focusing on the cardiac risk.



With six locations, Grünewald International is one of the largest European fruit & vegetable processing companies. In state-of-the-art industrial plants, we process fruits, vegetables and herbs from all over the world to high-quality products for the international food industry. In addition to the quality systems certified according to the latest standards, Grünewald International has also implemented numerous sustainability and climate-friendly measures in the production process in order to meet even the most demanding requirements. Our objective is to ensure the long-term satisfaction of our customers we consider to be our partners.

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AKAGI GATSUNTO MIKAN JELLY DRINK WITH PLENTY OF MANDARIN PULP

Other
Soft DrinksAugust
20202.36 USD
1.99 EUR

Japan

Company: Toyo Beverage

Description: Mandarin jelly drink with plenty of mandarin pulp, held in a 280 g plastic tray.

Claims: Inner packaging is recyclable.

Ingredients: Fructose corn syrup, mandarin in syrup, mandarin juice, sugar, agar/acidifier, gel (polysaccharide thickener), flavouring.

Analysis Insight: Soft drink or ice cream? This hybrid product keeps the flavour of mandarin ice cream with the characteristics of a soft drink, creating a complete new product.



ASAHI JUROKUCHA 16 BLENDS HERBAL TEA



Iced Tea

June
20200.59 USD
0.51 EUR

Japan

Company: Asahi

Description: Sixteen blend herbal tea in an easy-to-open aluminum can.

Claims: Tea blend of 16 healthy ingredients based on the Toyo Health Philosophy. Recyclable packaging.

Ingredients: Pearl barley, barley, hub tea, germinated barley, brown rice, corn, the leaves of the loquat, kawaraketsumei, dandelion root, millet, red beans, leaves of perilla, burdock root, jujube, tangerine peel/vitamin C.

Analysis Insight: Instead of "less is more", in this case "more is more", 16 ingredients is a lot more than the average tea blends contain and the information aims to catch health-concerned consumer's eyes.



MORINAGA MT RAINER ICED ESPRESSO COFFEE WITH LIME JUICE



Iced Coffee

July
20201.01 USD
0.86 EUR

Japan

Company: Morinaga

Description: Iced espresso coffee with lime juice drink, held in a 240 ml plastic tray with a plastic straw.

Claims: New sense. Low temperature extracted. Summer limited edition. Inner packaging is recyclable.

Ingredients: Sugar-mixed corn syrup, coffee, lime juice, dextrin/acidifier, flavouring.

Analysis Insight: Hybrid creations continue to soar: this iced coffee also contains lime juice, in an unusual flavour combination.

GLUPS NATURAL LIFESTYLE DRINK WITH SOURSOP



Fruit/Flavoured
Still Drinks



October
2020



0.89 USD
0.73 EUR



Malaysia

Company: Alfaiz Food And Beverage
Description: Natural lifestyle drink with soursop juice, in a 350 ml plastic bottle.
Claims: It contains natural soursop juice which is rich in antioxidants to protect the body from damaging free radicals. Certified halal.
Ingredients: Water, soursop, sugar, stabilizer, permitted preservative.
Analysis Insight: A simple but effective design, highlighting the soursop fruit. The beverage also mentions the benefits of the soursop juice.



COLD BREW SINGLE ORIGIN ORGANIC SPECIALTY COFFEE



Iced Coffee



March
2020



2.48 USD
2.07 EUR



Myanmar

Company: La Panhra Company
Description: Single origin organic specialty coffee in a glass bottle.
Claims: Freshly roasted and brewed. Organic specialty coffee. 100 % natural. No sugar added. Fruity and clean taste. Strong and refreshing. This is the result of brewing the locally roasted finest beans for 24 hours. Sip the cold brew to melt away your worries and boost your antioxidants. The coffee is forest-shade grown and handpicked by small organic coffee farmer community in Myanmar.
Ingredients: Coffee and filtered water.



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RITE N LITE PLUS CALAMANSI, GINGER, AND HONEY



Carbonates

February
20210.52 USD
0.42 EUR

Philippines

Company: Arc Refreshments Corporation

Description: Carbonated flavoured drink with calamansi, ginger, and honey, in a 250 ml easy-to-open aluminum can.

Claims: Indulge yourself with exciting new tasty flavours, now with even better no-guilt ingredients. Contains MK7 which helps keep your bones healthy plus with a blend of stevia, lets you have peace of mind that you're drinking the Rite stuff.

Ingredients: Carbonated water, acidity regulators (citric acid, malic acid, sodium citrate), flavours (natural, nature-identical and artificial), preservative (sodium benzoate), sweeteners (steviol glycosides, sucralose), antioxidants (ascorbic acid, EDTA), caramel colour, artificial colours (FD and C yellow 5 and 6), vitamin K2 as MK7 (menaquinone-7).



RUHN CHAN RED DATE TEA



Iced Tea

April
20201.34 USD
1.21 EUR

Singapore

Company: Ruhn Chan International Company

Description: Red Date Tea in a 330 ml plastic bottle.

Ingredients: Water, cane sugar, ginseng, Red Dates, wolfberry, astragalus.

Analysis Insight: Packaging mimics a piece of fabric with a rope knot surrounding the bottle, conveying an artisanal image to this natural red date tea.



ASIA FARM PURPLE TEA WITH PEACH FLAVOR



Iced Tea

July
20201.09 USD
0.92 EUR

Singapore

Company: Asia Farm F And B

Description: Purple Tea Peach

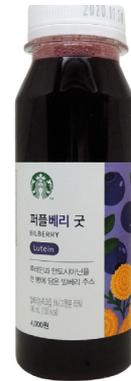
Claims: 100 % real brewed. Natural antioxidant. Healthier choice lower in sugar. No artificial colouring. No preservative. Specially selected tea leaves. 25 % less sugar compared to regular sweetened beverage. Grown naturally on high altitude mountain, the tea leaves have a distinctive beautiful purple colour due to anthocyanins contained. Brewed from hand-picked tea leaves, one can really enjoy the fresh brewing aroma and natural antioxidants goodness from tea polyphenols.

Ingredients: Water, sucrose, freshly brewed purple tea, fruit juice concentrate (lemon and mixed berries), Peach flavouring, e300, e330, steviol glycosides (e960).

STARBUCKS BILBERRY JUICE WITH LUTEIN

			
Fruit/Flavoured Still Drinks	November 2020	3.62 USD 2.97 EUR	South Korea

Company:	Starbucks
Description:	Bilberry juice with lutein, in a 190 ml PET bottle.
Ingredients:	Purified water, bilberry concentrated juice 5 % (solid content 65 %, Austria), red grape concentrated juice (US), oligosaccharide, pear concentrated juice (Turkey), apple concentrated juice, aronia concentrated juice, purple carrot concentrate, carrot juice, marigold extracted powder, roasted rice powder, 10 mg of lutein and 30 mg of anthocyanin.
Analysis Insight:	Interesting launch from Starbucks in South Korea combining bilberry juice with lutein and anthocyanins, which are two promising functional food ingredients as they serve as a source of antioxidants. The product features a minimalist design and highlights the two key ingredients front-of-pack.



CU DELAFFE X ART SUMMER IN BERLIN BLUE LEMONADE

			
Fruit/Flavoured Still Drinks	August 2020	0.86 USD 0.73 EUR	South Korea

Company:	Cu Mart
Description:	Blue lemonade in a plastic pouch.
Ingredients:	Water, sugar, citric acid, maltodextrin, lemon extract 0.324 % (compounding content: lemon 100 %, Israel), flavour (lemon, lime, citrus), sodium citrate, sweetener (sucralose), sodium metaphosphate, colouring (edible colour blue no. 1).
Extra Notes:	HACCP certified.
Analysis Insight:	Artistic packaging design portrays a "Summer in Berlin" landscape, which is in tune with the refreshing blue lemonade product inside.




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MAEIL SUN UP FRUIT AND VEGGIES SALAD JUICE (GREEN)



Juices & Nectars



April
2020



1.66 USD
1.48 EUR



South Korea

Company:	Maeil Beingmate
Description:	Green fruit and veggies salad juice in a 200 ml plastic bottle.
Claims:	100 % fruits and veggies; recyclable packaging; with vitamin C.
Ingredients:	not specified
Analysis Insight:	Salad in a soft drink version, a convenient on-the-go alternative to consumer salad.



SANGHA PASTURE ORGANIC JUICE – APPLE ORANGE KALE



Juices & Nectars



October
2020



2.80 USD
2.29 EUR



South Korea

Company:	Maeil Beingmate
Description:	Organic Juice, Apple, Orange, Kale; 125 ml x 3 package
Claims:	Contains organic low fat milk.
Ingredients:	Purified water, organic apple juice concentrate (Italy), organic orange juice concentrate (Spain), organic low-fat milk (domestic), organic kale concentrate (domestic), organic agave dietary fiber, pectin (from citrus), natural fragrance.
Analysis Insight:	Interesting hybrid-like beverage containing apple juice from Italy, orange juice from Spain, and domestic low-fat milk. Bitterness is introduced by adding kale concentrate. It comes in a relatively small portion size of 125 ml.



RIO TROPICAL ORANGE, GUAVA, APRICOT, MANGO & PASSION JUICE DRINK



Carbonates



May
2020



2.04 USD
1.82 EUR



Sri Lanka

Company:	Hall & Woodhouse
Description:	Lightly sparkling tropical fruit juice soft drink, in a 330 ml aluminium can.
Claims:	Source of vitamin C.
Ingredients:	Lightly carbonated spring water, fruit juice and puree from concentrate (10 %) (orange, guava, apricot, mango, passion fruit), sugar, citric acid, vitamin C, natural flavourings.
Extra Notes:	Store in a cool, dry place.
Analysis Insight:	Cheerful design with tropical elements, in tune with Rio de Janeiro, a tropical city and also with the tropical fruits flavour of the soft drink.

COCA COLA YUANCUI JAPANESE STYLE COLD BREW GREEN TEA



Carbonates



March 2020



1.16 USD
1.07 EUR



Taiwan

Company: Coca Cola
 Description: Japanese style cold brew green tea in a plastic bottle.
 Claims: Sugar free. No added flavour. Green tea from Japan. This product is extract by cold temperature can reduce the bitter and release the fresh, sweet, seaweed flavour form green tea. Recyclable packaging.
 Ingredients: Water, steamed green tea, green tea, sodium l-ascorbate (antioxidant), sodium bicarbonate.
 Extra Notes: Caffeine content: below 20 mg/100 ml. This product is made by real tea may getting dark or precipitation. Keep in a cool dry place and avoid direct sunlight. Once opened, keep refrigerated and consume immediately. Shelf life: 9 months.
 Analysis Insight: Cold brew claim is moving from coffee to tea.



SPARKEAU SPARKLING WATER WITH YUZU FLAVOUR



Bottled Water-Flavoured



October 2020



1.24 USD
1.03 EUR



Taiwan

Company: Sparkeau
 Description: Sparkling water with yuzu flavour in a 330 ml easy-to-open aluminium can.
 Claims: Sparkle from within. Zero calorie. Recyclable packaging.
 Ingredients: Water, carbon dioxide, natural yuzu flavour.
 Extra Notes: Shelf life: 2 years. Product of Taiwan.
 Analysis Insight: Featuring a premium packaging, the drink contains natural yuzu flavour, a citrus fruit from the Far East. One of the other beverages of the brand has a Damask rose flavour.



Leading process technology for the beverage and food industry





LIVE SELTZER KOMBUCHA INFUSED WITH CUCUMBER FOCUS



Juices & Nectars

January
20211.29 USD
1.06 EUR

United States

Company: Kombucha Town

Description: Kombucha infused with cucumber flavour, in a 355 ml aluminum can. Our raw seltzer is made with raw kombucha cultures, fresh ingredients, and the deliciously cold waters of the north cascade mountains. Cucumbers cool and hydrate, making this flavour the perfect match to keep you sharp and refreshed on high-octane adventures.

Claims: 1 calorie.0 sugar. Keto and paleo friendly. USDA organic. Founding member kombucha brewers international. Fairtrade certified ingredients. Non GMO project verified.



ITALIAN VOLCANO ORGANIC LEMON JUICE



Fruit Juices

September
20208.99 USD
7.66 EUR

United States

Company: Dream Foods International

Description: Two glass bottles of fresh pressed 100 % organic lemon juice in a plastic wrapper.

Claims: Made with organic Sicilian lemons which grow near the Mt. Etna Volcano in Italy. The lemons, which benefit from volcanic soil, are hand-harvested and juiced immediately for a fresh-squeezed taste. No preservatives. USDA organic. Certified kosher. Recyclable packaging.

Ingredients: Organic lemon juice.

Analysis Insight: This lemon juice is unique due to the lemon origin from volcanic soil in Italy combined with fresh-squeezed taste.



CRANBERRY JUICE DRINK WITH APPLE CIDER VINEGAR

Other
Soft DrinksSeptember
20208.00 USD
6.82 EUR

United States

Company: St Cousair

Description: Concentrated apple juice vinegar juice drink with cranberry flavour. A Japanese favourite daily refreshment.

Claims: Certified Organic by Oregon Tilth. USDA certified organic.

Ingredients: Water, organic cane sugar, organic cranberry juice concentrate, organic apple cider vinegar.

Analysis Insight: A Japanese favourite daily refreshment now available for US curious consumers looking for new products from around the world.

SYNAPSE NATURAL COGNITIVE BOOST HERBAL SUPPLEMENT DRINK



Energy Drinks

April
20202.50 USD
2.23 EUR

United States

Company: Synapse

Description: Synapse is crafted with natural nootropics which provide superior focus and boost your mental performance. Synapse starts working in minutes and lasts for hours. Think more clearly, efficiency, and bring more confidence and energy to every-thing you do.

Claims: Natural cognitive boost. Herbal supplement for focus, memory, and energy. 30 calories per can. Natural ingredients. 0 caffeine. Contains no juice.

Ingredients: Synapse nootropic matrix Proprietary blend: citruline malate, creatine hydrochloride, L-carnitine, alpha lipoic acid, alpha-GPC, water hyssop (bacopa monnieri) leaf powder, L-theanine, Schisandra 5:1 whole berry powder, huperzine A 1 % (Toothed clubmoss powder), and other ingredients.



POLAR WINTER LIMITED EDITION BLACKBERRY CITRON SELTZER

Bottled Water
FlavouredSeptember
20203.39 USD
2.89 EUR

United States

Company: Polar Beverages

Description: Six easy-to-open aluminum cans of blackberry citron flavoured premium seltzer with other natural flavours for depth and complexity in a carton box.

Claims: Naturally calorie free. Winter limited edition. No sugar, sweeteners or caffeine. Contains no juice. Contains zero calories per can. Certified kosher. Recyclable packaging.

Ingredients: Carbonated water, natural flavours.

Analysis Insight: Flavour complexity appeals for a mature audience seeking new flavours out of the alcoholic drinks arena.



PELTON CASCARA TEA: APPLE AND POMEGRANATE



Iced Tea

March
20202.00 USD
1.84 EUR

United States

Company: Peloton Cold Brew

Description: Peloton Cascara Tea: Apple + pomegranate.

Claims: Powered by Cascara. Cascara, which means husk in Spanish, is the super fruit (nutrient packed fruit) that surrounds the coffee bean. We use only the outer husk, not the bean. Cascara is packed with polyphenols (free radical scavengers). It is known to be a powerful nootropic (cognitive enhancers), and is also a great source of potassium (natural hydration).

Ingredients: Purified water, organic coffee fruit, organic cane sugar, natural flavours, citric acid.





STEAZ ORGANIC PRICKLY PEAR WATER WITH CUCUMBER & GREEN TEA



Plant Based
Waters



November
2020



0.49 USD
0.40 EUR



United States

Company: The Healthy Beverage Company
Description: Organic prickly pear water with cucumber and green tea in an aluminum can.
Claims: Cucumber flavour with other natural flavours. 50 calories per can. USDA organic. High in antioxidants. May reduce inflammation. Natural hydration. 12 mg per can, about 6 % the caffeine of 16oz brewed coffee. Certified vegan. Recyclable packaging.
Ingredients: Filtered water, organic prickly pear concentrate, organic fairtrade cane sugar, organic lemon juice, natural flavours (cucumber and other), organic fairtrade green tea, organic stevia.



CANNABIS INFUSED SOCIAL TONIC WITH PINEAPPLE JALAPENO FLAVOR



Carbonates



January
2021



2.49 USD
2.05 EUR



United States

Company: Cann
Description: Cannabis infused social tonic with pineapple jalapeño flavour, in a 355 ml easy to open aluminium can.
Claims: Limited edition. Simple. All natural ingredients. 50 calories. 5 mg THC.
Analysis Insight: Interesting launch by Cann that is marketed as a cannabis infused social tonic. The packaging features a cheerful design and the infusion contains two noticeable flavours: Pineapple and jalapeño.



BULLETPROOF LEMON FAT WATER



Bottled Water
Flavored



February
2020



1.09 USD
1.02 EUR



United States

Company: Bulletproof
Description: Nutrient-enhanced water beverage with lemon flavour, in a PET bottle.
Claims: With other natural flavours. 20 calories. Refresh and focus. Brain octane oil plus B vitamins plus pure deionized water. Gluten free. Suitable for vegan. Recyclable packaging.
Ingredients: Deionized water, brain Octane oil (caprylic acid triglycerides from highly refined coconut oil), gum arabic, xylitol (from n. American hardwood), citric acid, natural flavours, rebaudioside a (stevia leaf extract), ester gum, niacin (vitamin B3), xanthan gum, calcium pantothenate (vitamin B5), turmeric, pyridoxine hydrochloride (vitamin B6), thiamine hydrochloride (vitamin B1), and vitamin B12.

WHALEBIRD KOMBUCHA WITH MANGUAVA



Iced Tea

September
20204.39 USD
3.74 EUR

United States

Company:	Komplete
Description:	Kombucha with mango and guava flavour, in a 473 ml aluminum can.
Claims:	Live culture. Tea and botanical infused. Probiotic. The booch in your hand is traditionally fermented with 5 billion probiotics per can, and we obsessed over the flavour to get it just right: bold yet balanced. 30 mg of caffeine. Recyclable packaging.
Ingredients:	Reverse osmosis water, kombucha culture, organic cane sugar, organic black tea, organic guava, organic mango, organic hibiscus, organic lemon myrtle, pink Himalayan salt.
Analysis Insight:	As kombucha rises in popularity, diversification is key to stand out of the shelves. The choice for tropical fruits combination of mango with guava is original and exotic.



SUJA ORGANIC ENERGY SHOT WITH COFFEE FRUIT & REISHI



Energy Drinks

August
20202.99 USD
2.52 EUR

United States

Company:	Suja Life
Description:	Energy shot made with coffee fruit and reishi in a 59 ml recloseable plastic bottle.
Claims:	Gluten free; egg free; fish free; milk free; peanut free; shellfish free; soy free; wheat free; USDA organic; 100 mg caffeine; certified kosher parve.
Ingredients:	Organic coconut water, purified water, organic blueberry puree, organic raspberry puree. Organic strawberry puree, organic lemon juice, organic tart cherry concentrate, organic coffeeberry extract, organic reishi extract, organic stevia leaf extract powder, bacillus Coagulans Gbi-30 6086.
Analysis Insight:	Use of nootropics is on the rise in F&B, reishi presence increased + 43 % in F&B new product launches in 2019 (Global, YoY 2018-2019).



ALANI NU SOUR PEACH RINGS FLAVOURED ENERGY DRINK



Energy Drinks

July
20202.60 USD
2.20 EUR

United States

Company:	Alani Nutrition
Description:	Sour peach rings flavoured energy drink in an easy-to-open aluminum can. An energy drink that you can feel good about consuming, especially when you're busy and on-the go! Away are the days of high sugar, overly carbonated, obscenely branded beverages.
Claims:	Naturally flavoured. Gluten free. 10 calories per serving. GMP certified. Suitable for vegans. Recyclable packaging.
Analysis Insight:	What makes this energy drink original is the combination of the flavour and indulgence of confectionery peach rings with energy/alertness properties of the beverage.



