Discover today the products of tomorrow! What will be new in our tumblers? What hits the shelves in the international juice and soft drinks sector? Which companies and products are the main driving forces in the market? What will be the preferred packaging? Which claims are the main focal point? Which trends have become apparent? What will be the promising innovation strategy?
Our best quality is our ability to offer you top quality
Product innovation is one of the key growth drivers for the global soft drink market. The global players are constantly innovating their products in terms of ingredients, formulation and packaging in order to increase sales and meet consumer expectations.

What’s new in the glass? Which products have found a place on international shelves in the past 12 months? Which companies and brands are behind it? Which raw material trends are emerging? Which packaging is preferred? Which claims are in focus?

In recent years, many exciting beverage innovations and trends have developed in the non-alcoholic beverage industry. One of the biggest trends is the increasing demand for functional beverages. Consumers worldwide are increasingly interested in drinks that not only taste good and quench their thirst, but also have a positive effect on the body, soul and immune system. In addition to the conventional ingredients, they contain ingredients such as minerals, vitamins, plant extracts, herbs and prebiotics with noticeable benefits for better digestion, peaceful sleep, inner peace and well-being.

Another trend is using natural ingredients and reducing sugar and artificial additives. Many companies rely on local and seasonal ingredients to create unique taste experiences. Overall, there are many exciting developments in the beverage industry that cater to the needs of environmentally and health-conscious consumers.

The products from all over the world that have been put together for you and have found their place on international shelves in the last 12 months show how sparkling, invigorating, tasty – sometimes also very exotic – non-alcoholic drinks can be. With detailed analyses* of new products and trends, you are always one step ahead of the competition. Be inspired by the variety of products from other countries, even if one or the other drink will probably not be among the favorite drinks of European consumers. Good luck with the development of your new beverage creations and stay curious!

Cordially,

Marco Brennich

* We would like to thank Innova Market Insights for their kind support as part of our cooperation. Further details on products and markets can be found on page 19.
AH HA STRAWBERRY AND WHITE CHOCOLATE FLAVOURED SPARKLING WATER

Company: Coca Cola
Description: Strawberry and white chocolate flavoured sparkling water, in a 480 ml plastic bottle.
Claims: Zero calories. Zero sugar. Zero fat. Contains 0 kJ (0 %) per 100 ml.
Ingredients: Water, food additives (erythritol, carbon dioxide, citric acid, sodium citrate, sodium benzoate, sucralose, steviol glycoside), food flavours.
Analysis Insight: Coca Cola China has launched the Ah! Ha! drink in a white chocolate + strawberry flavour. It is one of few soft drinks containing this flavour combination, which originated from iced coffee.

SODALY LEMON SQUASH PREBIOTIC SODA

Company: Remedy Drinks
Description: A fresh take on a classic soft drink flavour, this beauty is made with zesty lemon and a hint of lime for a full, bright citrus flavour. Comes in a 250 ml aluminium can.
Claims: No sugar. 8 calories per can. 100 % natural. All natural ingredients. Made with prebiotic acv. Always vegan. Low calorie. Full of flavour. Tasting notes: this flavour puts the zing in amazing (just like your grandma’s handmade lemon squash). With the perfect balance of sweet and sour and a full-on citrus tang, this is a truly traditional pub squash elevated further with a zesty hint of lime.
Ingredients: Carbonated water, apple cider vinegar, plant-based sweeteners (erythritol and steviol glycoside), lemon juice, lemon and lime flavours.

KREOL STILL TAHITIAN LIME AND ORGANIC SENCHA GREEN TEA

Company: The Natural Beverage Company
Description: Tahitian lime and organic sencha green tea, in a 355 ml aluminium can. Driven with tangy tahitian lime and balanced with smooth organic sencha green tea. This bold flavour is full of spritz and delicious aromatic tastes, making this flavour an essential summer beverage.
Claims: 100 % natural. 2 g of sugar from fruit. 12 calories. Authentically brewed. Tahitian lime from Australia. Natural antioxidants and l-theanine. Gluten free. Suitable for vegans.
Ingredients: Brewed sencha green tea, lime juice, apple juice, natural flavours, plant based birch xylitol and erythritol, organic apple cider vinegar, Barbados cherry.

WORLD OF FRUITS 2023
Int. Juice and Soft Drinks Review
EASELIFE DISNEY PRINCESS HYALURONIC ACID WATER WITH ROSE AND LYCHEE FLAVOUR

Company: Pinzheng Food Company
Description: Hyaluronic acid water with rose and lychee flavour in a 360 ml PET bottle.
Ingredients: Water, concentrate apple juice, sodium hyaluronate, conifer cherry powder, citric acid, sodium citrate, concentrate rose petals juice, sucralose, stevioside, food flavours.
Extra Notes: Shelf life: 12 months. Contains hyaluronic acid. Serving temperature: 0-6 degrees Celsius.

KOO CHUN TONG SCAPHIUM SAPHIGERUM, PEAR AND COCONUT JUICE DRINK

Company: Tang Herbal Tea Company
Description: Scaphium saphigerum, pear and coconut juice drink in a 300 ml PET bottle.
Claims: Recyclable packaging.
Ingredients: Water, pear juice 7 %, white sugar, scaphium scaphigerum juice 0.6 %, coconut 0.3 %.
Extra Notes: Keep refrigerated at 2 to 8 degrees Celsius. Shelf life: 90 days. The line also processes gluten cereal products, peanuts, dairy, soybeans and nuts products. It’s normal if product with sediment.
KOKAM TULSI JEERA IMMUNIZER: KOKUM, BASIL AND CUMIN IMMUNIZER AYURVEDIC HEALTH FIZZ DRINK

Company: Freaco Wellness
Description: Kokum, basil and cumin immunizer ayurvedic health fizz drink recommended for use in acidity, indigestion, gas problems, balances fat levels, in a 220 ml PET bottle.
Ingredients: Each 5 ml contains fruit juice of kokum (garcinia indica) 550 mg, fortified with the extract of shatavari (asparagus racemosus) 110 mg, natural extract of tulsi (ocimum tenuiflorum) 220 mg and natural extract of jeera (cuminum cyminum) is used as flavour, jeera 220 mg, citrus flower crystals 5 mg, syrupy base (with incorporated carbon dioxide), contains permitted preservatives, colouring, flavouring agents.

TOMATO SPARKLING DRINK

Company: Ito En
Description: Lemon and apple mix with 40 % tomato juice sparkling drink. Comes in a 410 ml PET bottle.
Claims: Refreshing sweetness. 2 tomatoes used. Recyclable packaging. Lycopene 4-15 mg/410 ml. GABA 60-170 mg/410 ml. 10 % juice content.
Ingredients: Tomato, fruit (apple, lemon), lemon extract, carbonic acid gas, acidifier, antioxidant (vitamin E).
Extra Notes: Avoid direct sunlight, high temperature and humidity. Ingredients may settle or float, but there is no problem with quality. Drink as soon as possible after opening.

KINOHIMITSU BIRDS NEST DRINK WITH AMERICAN GINSENG, WHITE FUNGUS, AND ROCK SUGAR

Company: Kino Biotech
Description: 6 x 75 g glass bottles of bird’s nest drink with American ginseng, white fungus and rock sugar, in a carton folded box.
Claims: Kinohimitsu bird’s nest is made from genuine high quality bird’s nest with American ginseng, white fungus and rock sugar. It is rich in Epidermal Growth Factor (EGF) and precious nutrients, allowing you to enjoy the optimal benefits in one bottle. No preservatives, artificial colours and flavours. HACCP certified. GMP certified. Halal certified. All natural ingredients.
Ingredients: Rock sugar solution, bird’s nest (18 %), white fungus, American ginseng.
THE BEST FROM EXOTIC FRUITS

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• extensive stock positions in the Netherlands
• own office in My Tho, Vietnam since 1997

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E-Mail contact@barthfruit.ch

www.barthfruit.ch
**LIMITED EDITION YUZU FLAVOURED DRINK WITH KACIP FATIMAH AND COLLAGEN**

Company: Power Root  
Description: Yuzu flavoured drink with kacip fatimah and collagen in a 250 ml aluminium can.  
Ingredients: De-ionized filtered water, sugar, honey, yuzu juice, vitamin C, taurine, citric acid, collagen (source from fish), instant kacip fatimah extract, d-glucosone, caffeine, lysine, choline bitartrate, inositol, nicotinamide, vitamin B6, vitamin B12, contains permitted preservative, flavouring and food conditioner.  
Analysis Insight: The new launch of Power Root is a limited-edition Yuzu flavoured drink that contains interesting ingredients, that are rarely tracked in Western countries.

**HYDRATE ELECTROLYTES AND VITAMINS PLUM WELLNESS TONIC**

Company: No Ugly  
Description: Electrolytes and vitamins plum wellness tonic in a 250 ml glass bottle. Get back from ugly dehydration to gorgeousness with potassium and magnesium for electrolyte balance, 11 vitamins and minerals, fibersol-2, and pine bark extract and antioxidant, enzogenol.  
Ingredients: Carbonated water, fruit juice from concentrate (plum (15 %), lemon), sweeteners (erythritol, steviol glycoside (stevia)), dietary fiber (fibersol-2), electrolyte mineral salts (potassium phosphate (0.31 %), calcium lactate (0.31 %), potassium citrate (0.17 %), magnesium sulfate (0.11 %), sodium chloride (0.08 %), natural flavours, vitamins C (0.02 %), vitamins B3, B5, B6, B1, B12), citric acid, New Zealand pine bark extract (0.02 % flavonoids), preservative.

**SIMPLY SQUEEZED FEIJOA FRENZY SMOOTHIE**

Company: Frucor Suntory  
Description: Feijoa smoothie in a 350 ml PET bottle.  
Ingredients: Water, feijoa pulp (27 %), sugar, acid (330), stabilizer (415), vitamin C, preservatives (202,223).  
Analysis Insight: Smoothie drink containing feijoa pulp as the main ingredient besides water; an ingredient not often tracked on the European market.
DENMARK FARM ORGANIC PEAR AND BALLOON FLOWER JUICE

Company: Dongwon F And B
Description: Four 120 ml Tetra Brik Aseptic of organic pear and balloon flower juice in a plastic wrapper.
Claims: 100 % organic. Recyclable packaging.
Ingredients: Organic pear juice concentrate 8 % (solids 68 %, made in Turkey), organic apple juice concentrate (Turkey), organic bellflower concentrate 0.2 % (solids 58 %, domestic).
Analysis Insight: Juice drink containing pear, apple and bellflower "balloon" flower concentrate, an ingredient not often seen in western countries.

BIFIDO ROSE HONEY MILK TEA

Company: Tukuma Piens
Description: Rose and honey flavored milk tea, in a 275 ml plastic bottle.
Claims: The milk content of this product is more than 50 %, caffeine content less than 20 mg per 100 ml. Recyclable packaging.
Ingredients: Water, milk powder, sucrose, cream, black tea powder, spices, fatty acid glycerides, baking soda, honey, salt, roselle extract, elderberry extract, rose hip extract, lemon peel extract, citric acid, malt dextrin.
Extra Notes: Product of Taiwan. Shelf life: 16 days. This product contains milk and its products.
MIN MIN KOMBUCHA FIG THYME TEA CHAMPAGNE

Company: Min Min Kombucha
Description: Fig and thyme flavoured kombucha in a 330 ml glass bottle. Uses whole dried organic Iranian figs with no added additives plus home grown organic thyme. The front taste is light with plum and grape aroma, and the aftertaste is full of refreshing pastoral vanilla.
Claims: Recyclable packaging.
Ingredients: Water, kombucha, cane sugar, Taiwan hand-picked honey fragrant black tea, Taiwan native camellia, dried figs, Taiwan thyme.
Analysis Insight: Min Min Kombucha marketed their new fig and Taiwan thyme flavoured cloudy kombucha as a tea Champagne, offering a fruity aroma with a vanilla aftertaste. Another interesting ingredient is the camellia that is used, a flowering plant found in eastern and southern Asia.

AQUAGEN CRANBERRY GRAPE FLAVOUR DEEP OCEAN SPARKLING WATER

Company: TCI Living
Description: Cranberry and grape flavoured deep ocean sparkling water made with real fruit juice in a 330 ml glass bottle.
Claims: Made with real fruit juice. Mixed juice content: 47 %. Recyclable packaging.
Ingredients: Carbonated water, apple juice concentrate, sugar, cranberry juice concentrate, mixed vegetable and berries fermented liquid [vinegar (water, glutinous rice, wheat grass), isomaltoligosaccharide, water, mixed fruit and vegetable fermentation products (blueberry, white grape, cranberry, apple, carrot, red grape, bayberry, mulberry, sugar cane, passion fruit, pineapple, lemon, broccoli, celery, asparagus), brown sugar, granulated sugar], compound purple radish juice concentrate (purple radish juice concentrate, lemon juice concentrate), spices, fructooligosaccharide, deep seawater concentrate mineral liquid, red grape juice concentrate, citric acid.

VITADAY UME PLUM AND GOOSEBERRY DRINK

Company: General Beverage
Description: 5 % lemon juice from lemon juice concentrate with gooseberry juice, monk fruit juice, date juice and plus vitamin C, in a 150 ml glass bottle.
Claims: Contains 200 % (Thai RDI) of vitamin C. Nutritional value per package (150 ml): energy: 10 kcal (1 %), sugar: 1 g, fat: 0 g, sodium: 35 mg (2 %).
Ingredients: Lemon juice from lemon juice concentrate 5 %, date juice 2 %, sugar 1.16 %, vitamin C 0.0803 %, monk fruit powder 0.008 %, gooseberry powder 0.005 %, plum powder 0.002 %, sweeteners (erythritol, sucralose, acesulfame-K), acidity regulator (INS 330, INS 331 (iii)), stabilizer (INS 440), preservative (INS 202, INS 211), nature identical flavour added.
Natural perfection, preserved with care.

It’s true, you can taste passion. Our fruit juice concentrates, beverage compounds and flavours are pleasing proof of this. With a lot of time and a special love for nuances, we take care of the gifts of nature and are not satisfied until the wishes of our customers are 100% fulfilled.

Passion you can taste.
**KARVIVA IMMUNITY MANGO AND GOJI BERRY ANTIOXIDANTS JUICE WITH LEMON AND RED DATES**

**Company:** Fulfill Food And Beverages  
**Description:** Mango and goji berry antioxidants juice with lemon and red dates, in a 360 ml plastic bottle.  
**Ingredients:** Filtered water, organic goji berries, organic mango puree, organic red dates, organic lemon, organic monk fruits.  
**Analysis Insight:** “Antioxidant” juice with mango and goji berries that is marketed to rejuvenate. The drink also features a front-of-pack prebiotic fiber claim.

**ORGANIC TURMERIC LOVE PURIFIED WATER, LEMON, TURMERIC, PINEAPPLE, AND PASSION FRUIT JUICE**

**Company:** Suja Life  
**Description:** Lemon, turmeric, pineapple, and passion fruit juice paired with ginger, stevia, black pepper, in a 354 ml PET bottle.  
**Ingredients:** Purified water, organic lemon juice, organic turmeric juice, organic pineapple juice, organic passionfruit juice, organic ginger juice, organic stevia leaf extract powder, organic black pepper.
### STRAWBERRY, BANANA, PEAR, AND APPLE SMOOTHIE

**Company:** Koia  
**Description:** Strawberry, banana, pear, and apple smoothie in a 355 ml PET bottle.  
**Claims:** Contains 50% juice. Gluten free. Suitable for vegan. 0 g added sugar. Dairy free. Contains 5 g protein. Soy free. Plant based blended smoothie. BPA free. Certified kosher. Non GMO project verified. Please recycle.  
**Ingredients:** Coconut milk (water, coconut cream), coconut water (from concentrate), strawberry puree, pear puree, banana puree, pea protein, baobab powder, chicory root fiber, natural flavours, ground chia, fruit and vegetable juice concentrates (for colour), locust bean gum, monk fruit, ascorbic acid, and organic stevia extract (reb A).  

<table>
<thead>
<tr>
<th>Country</th>
<th>Price in USD</th>
<th>Price in EUR</th>
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<tbody>
<tr>
<td>United States</td>
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</table>

### CANN RESERVE HI BOY EAZE BLUE RHUBERRY CANNABIS-INFUSED SOCIAL TONIC

**Company:** Coca Cola  
**Description:** Cannabis infused tonic drink with blue rhuberry (punch of big fuzzy raspberries and little rhubarb stalks), in a 355 ml aluminium can.  
**Claims:** Limited edition. With 45 calories. Simple, all-natural ingredients. Contains 5 mg THC.  
**Ingredients:** Rhubarb, raspberry, blue butterfly pea tea and a microdose of THC.  
**Analysis Insight:** Another variant of the cannabis soft drink that is marketed as "blue rhuberry", featuring raspberries and rhubarb stalks.  

<table>
<thead>
<tr>
<th>Country</th>
<th>Price in USD</th>
<th>Price in EUR</th>
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</thead>
<tbody>
<tr>
<td>United States</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
### DRAM ADAPTOGENIC SPARKLING MUSHROOM COLA

**Company:** Heyseed  
**Description:** Light and bubbly adaptogenic sparkling mushroom cola with a hint of herbal goodness. Comes in a 355 ml aluminium can.  
**Claims:** Zero calories, and free of any weird colours, synthetic flavourings or fake sweeteners. Herbal magic: Adaptogenic, immune support, brain health, and gut health. Contains no CBD. Dram uses BPA free cans, and PFAS free water.  
**Ingredients:** Purified carbonated water, non-GMO glycerin, as organic ingredients: shitake, chaga, reishi, cordyceps, nutmeg, coriander, cinnamon, lemon peel, lime peel, orange peel and orange blossom; vanilla bean, lemon salt.

### SPACE TEA GOLDEN MANGO FLAVOURED BREWED MUSHROOM TEA WITH REISHI AND LIONS MANE

**Company:** Space Tea  
**Description:** Mango flavoured brewed mushroom tea with reishi and lions mane, in a 355 ml aluminium can.  
**Ingredients:** Organic white tea, organic mango lemonade (water, organic mango pure, organic lemon juice concentrate, organic cane sugar, organic mango flavour, organic lemon extract, citric acid, beta carotene), organic reishi and organic lion’s mane mushrooms.

### BUCHI LIVING ENERGY RASPBERRY LIME FUNCTIONAL ENERGY DRINK

**Company:** Asheville Kombucha Mamas  
**Description:** Raspberry and lime flavoured functional energy drink in a 355 ml aluminium can.  
**Claims:** USDA organic. Contains 100 mg of clean caffeine, 100 mg of L-theanine and 50 mg of lion’s mane. Raw and unpasteurized. Non GMO. Gluten free. Suitable for vegan. It plays a leading role in supporting digestion, strengthening immunity, and has also been linked to increased energy, reduced stress, improved sleep, mood and overall well being. Clean caffeine for enhanced energy. L-theanine for focus and clarity. Lions mane for brain support.  
**Ingredients:** All organic: raw kombucha (filtered water, cane sugar, tea blend, kombucha culture), cane sugar, raspberry juice concentrate, cranberry juice concentrate, lime juice concentrate, lemon juice concentrate, caffeine from green coffee, L-theanine extract, monk fruit extract, lion’s mane extract.
DOCTOR GOODWIN SODA

**Company:** Olipop  
**Description:** Doctor goodwin soda in a 355 ml aluminium can.  
**Claims:** Supports digestive health. Prebiotics. Botanicals. Plant fiber. Non-GMO. 3 g of sugar per can. Plant powered microbiome approved. A new kind of soda. 9 g of fiber.  
**Ingredients:** Carbonated water, oliSMART (cassava root fiber, chicory root inulin, jerusalem artichoke inulin, nopal cactus (extract), calendula flower (extract), kudzu root (extract), marshmallow root (extract), slippery elm bark (extract)), allulose syrup, cassava root syrup, prune juice concentrate, plum juice concentrate, tart cherry juice concentrate, natural spice flavour, natural fruit flavour, lemon juice, stevia leaf (extract), Himalayan pink salt, organic double fold vanilla (extract), green tea caffeine (extract), malic acid.

LIMITED EDITION ZERO SUGAR CHERRY LIMEADE NATURALLY FLAVOURED ENERGY DRINK

**Company:** Zoa Energy  
**Description:** Cherry and limeade naturally flavoured energy drink in a 355 ml aluminium can.  
**Claims:** Limited edition. Contains 120 mg natural caffeine. Zoa is the only energy drink that combines turmeric and camu camu, which includes 80% of the daily value of vitamin C for immunity support, as well as an abundance of B vitamins to support mental focus. Camu camu berries and acerola cherries, packed with vitamin C and power antioxidants that protect your cells and bolster your immune response. Branched-chain amino acids to supercharge muscle growth. Electrolytes to keep you hydrated and choline to boost metabolism. Vitamins B1, B2, B6 and B12 to support mental energy and to help strengthen your body from the inside out. Green tea and green, unroasted coffee beans to give Zoa the right kick of clean caffeine.

K8 KALE, SPINACH, CHARD, CELERY, AND BOK CHOI RAW JUICE

**Company:** Expressed Juice  
**Description:** Raw spinach, chard, parsley, celery and bok choy juice in a 354 ml PET bottle.  
**Claims:** 100 % cold pressed. Non GMO verified project. Gluten free. Certified kosher. Suitable for vegans. Recyclable packaging.  
**Analysis Insight:** This company launched a range of “raw” juices in September featuring multiple flavours. This variant includes many vegetables/ingredients not often used in juices such as chard, parsley and bok choy.
FRESH POP CHILL SPARKLING WELLNESS SODA WITH TART CHERRY PLUS HIBISCUS

- **Company:** Happy Cells
- **Description:** Sparkling wellness soda with tart cherry and hibiscus, in a 355 ml aluminium can.
- **Claims:** With no added sugars or sweeteners. Keto friendly. Suitable for vegan. Caffeine free. Gluten free. Studies show tart cherry has a relaxing effect on the body, helps reduce muscle soreness, and helps improve sleep quality. Rich in antioxidants, tart cherry is also known to help fight inflammation and boost overall immunity. Traditionally, Holy Basil has been used in herbal medicine for adrenal support, to help increase energy and stamina, promote overall good health and immune function, and to restore overall balance in the body. Hibiscus has traditionally been used to support skin health, digestive function, healthy fluid retention levels, and respiratory health.
- **Ingredients:** Tart cherry, holy basil leaf, hibiscus flower.

TURVEDA LAVENDER VANILLA PLUS ASHWAGANDHA PREBIOTIC SUPER SODA

- **Company:** Ayurvedix Herbal Health Products
- **Description:** A refreshingly delicious healthy soda with plant prebiotics and ayurvedic super herbs plus adaptogens to support your microbiome health and boost your digestive immunity. Comes in a 355 ml aluminium can.
- **Ingredients:** Purified sparkling water, lemon juice concentrate, VedaWise gut blend (chicory root fiber, turmeric curcumin extract, ginger root extract, black pepper extract, cinnamon extract, mushroom extract), apple nectar, VedaWise calming blend (aswagandha, vanilla extract, green tea extract, lavender extract), monkfruit juice concentrate, mint extract, red pepper extract.

COSMIC BLUEBERRY TEA

- **Company:** Potion Adaptogenic Brews
- **Description:** Blueberry tea in a 473 ml glass bottle.
- **Ingredients:** Filtered water, organic blueberry puree, organic xylitol (an alcohol sugar), organic lemon juice, organic chaga mushroom extract, organic astragalus root extract, organic reishi mushroom extract, and organic monk fruit extract.
### MANGO HABANERO FLAVOURED SPARKLING WATER WITH PROBIOTICS

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<th>Bottled Water</th>
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<th>41.88 USD</th>
<th>41.92 EUR</th>
<th>United States</th>
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</table>

**Company:** Bears Fruit  
**Description:** Sparkling water infused with organic mangos, fresh habaneros and billions of probiotics for a light, refreshing way to make your gut happy. Bears Fruit new functional sparkling water is made with a clinically studied strain of bacillus subtilis, a soil-based organism that’s naturally found in the human gut. Comes in a 355 ml aluminium can; pack of 12.  
**Claims:** Billions of probiotics for a happy gut. No sugar added. Supports digestion plus immunity. 100 % real fruit no weird stuff. Contains 8 % juice. It’s subtle, balanced and absolutely delicious.  
**Ingredients:** Carbonated filtered water, organic mango puree, organic lemon juice, organic habanero, live probiotics (bacillus subtilis dE111).  
**Price:** 41.88 USD / 41.92 EUR  
**Date:** July 2022  
**Origin:** United States

### HARMONIC SPARKLING ROSE CBD DRINK FOR EVENING SPIRIT

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<th>Other Soft Drinks</th>
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<th>n/a</th>
<th>n/a</th>
<th>United States</th>
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</table>

**Company:** Harmonic Brands And Products  
**Description:** Sparkling rose flavoured cbd drink in a 355 ml aluminium can. This evening spirit is a low calorie, alcohol-free treat inspired by our favourite wine. The fruity, floral rosé flavour is enhanced with a sparkling finish and our micro-dosing hemp blend. Sip on 25 mg of water-bonded CBD to release tension and inflammation for more restful sleep. Our CBD Rosé has 100 % bioavailability provides a smoother, faster transition into a feel-good state of mind.  
**Claims:** For evening spirit. It contains 25mg full spectrum CBD.  
**Ingredients:** n/a  
**Price:** n/a  
**Date:** December 2022  
**Origin:** United States

### PRICKLY PEAR TEPACHE SPARKLING PROBIOTIC DRINK PLUS PREBIOTICS

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**Company:** Big Easy Bucha  
**Description:** Prickly pear tepache sparkling probiotic drink plus prebiotics, in a 340 ml glass bottle.  
**Claims:** USDA organic. Fell in love with Tepache in rural Mexico, where it is made by fermenting pineapple. Contains 13 % juice. Certified vegan. Certified organic by Quality Certification Services.  
**Ingredients:** Organic tepache culture (purified water, organic cane sugar, organic dairy-free probiotic cultures), organic pineapple, organic blue agave inulin (soluble dietary plus prebiotic fiber), organic prickly pear.  
**Price:** 2.99 USD / 2.85 EUR  
**Date:** April 2022  
**Origin:** United States
WATERMELON JALAPENO FERMENTED BEVERAGE

Company: De La Calle
Description: Perfectly ripe watermelons spiked with bright, floral heat from jalapeño peppers. Comes in a 355 ml aluminum can.
Claims: Only 40 calories. USDA organic. Low in sugar.
Ingredients: Carbonated water, tepache (organic ingredients), erythritol (organic ingredients), watermelon juice concentrate (organic ingredients), jalapeño juice (organic ingredients), watermelon flavor (organic ingredients), agave inulin (organic ingredients), lime juice concentrate (organic ingredients), acacia and xanthan gum, organic flavor (organic ingredients), black pepper extract (organic ingredients), lemongrass extract (organic ingredients), cinnamon extract (organic ingredients), ascorbic acid (vitamin C).

CASCARA+ FUNCTIONAL BEVERAGE: GRAPEFRUIT TANGERINE

Company: Begoat Beverages
Description: Lightly carbonated functional beverage with antioxidants, polyphenols and caffeine, in a 355 ml easy-to-open aluminium can.
Ingredients: Water, allulose, organic sugar, citric acid, natural flavours, whole coffee fruit extract (bean, husk and berry), stevia extract, monk fruit extract.

BLUEBERRY PROBIOTIC WATER KEFIR

Company: Sunny Culture
Description: Blueberry probiotic water kefir in a 473 ml glass bottle.
Claims: Certified USDA organic. 50 calories per bottle. Suitable for vegan. Caffeine free. Active probiotics. Non-GMO. Gluten-free. Simple ingredients. Locally made. No sugar added post fermentation. Please recycle or reuse. A tree is only as strong as it’s roots. We are only as healthy as our guts. Sunny Culture is a lightly sparkling beverage fermented with living water kefir and infused with organic whole ingredients.
Ingredients: Filtered water (organic), water kefir culture (organic), cane sugar (organic), blueberries (organic).
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:

Marielle Orr, Innova Market Insights BV; marielle.orr@innovami.com and visit www.innovadatabase.com

MORTAL POWER HIBISCUS GINGER PREBIOTIC SPARKLING WATER WITH ELECTROLYTES

Company: Mortal Kombucha  
Description: Hibiscus ginger flavoured prebiotic sparkling water with electrolytes and a splash of fruit, in a 355 ml aluminium can. 
Claims: Mortal Power is pumped up bubbly water infused with a healthy smackdown of prebiotics to boost immunity and strengthen your gut, a splash of hibiscus and ginger, plus a blast of electrolytes to hydrate you to tomorrow and the next day and the next. USDA organic. Natural food certifiers. Suitable for vegans. Gluten free. Non-GMO. Only 2 grams added sugar. 1 % for the planet. Please recycle me. 
Ingredients: Water, organic agave inulin, organic ginger juice, organic cane sugar, organic lime juice concentrate, sodium citrate, potassium citrate, organic hibiscus extract, citric acid, magnesium citrate.

RECESS MOOD GRAPEFRUIT TANGERINE MAGNESIUM AND ADAPTOGEN INFUSED SPARKLING WATER

Company: Drink Recess  
Description: Sparkling water infused with mood-lifting magnesium and balancing adaptogens. Bright grapefruit flavour with a juicy tangerine finish. Comes in a 355 ml aluminium can. 
Ingredients: Filtered water, fruit medley tea infusion (filtered water, apple, apricot, rose hips, orange peel, hibiscus), pear juice concentrate, grapefruit juice concentrate, recess magnesium blend, tangerine juice concentrate, lemon juice concentrate, natural flavours, citric acid, lemon balm powder, L-theanine powder.