



Energy drink to be 'coco'nuts about!

Power Trip Beverages, producer of an eponymous energy drink range, has just launched what appears to be the country's first coconut flavoured energy offering.

The company is already well known for its innovative approach to producing new flavours that will capture the attention of consumers, distributors and retailers, so it comes as no surprise that Power Trip Beverages chose the exotic taste of coconut for its latest launch.

In addition to traditional energy drink ingredients and, like the existing Power Trip drinks, the new coconut variant is said to contain the highest concentration of vitamins in an energy drink, with each 16oz can providing 100% of the recommended daily allowance (RDA) of vitamins C, B2, B3, B5, and B12 as well as 200% of the RDA of vitamin B6.

This concentration of vitamins is what the company has termed as the 'Vitamin Powered' effect. According to Power Trip Beverages, when consumers open any Power Trip product they are getting the most vitamins that can be obtained from any energy drink, along with great taste and one of

the broadest flavour profiles in the industry.

Although the company recognises that core energy drink consumers are young males, Power Trip Beverages believes that its innovative flavour formulations along with the drinks' high vitamin content result in beverages that appeal to a wide range of consumers.

To promote the new coconut energy drink, the company will be present in the music, sports and lifestyle realms and will include it in its range of promotions already scheduled for the remainder of 2009.

In terms of new product development, the company will continue working on new variants that respond to consumer demand and that bring in new consumers to the category. Power Trip has also just launched two new sugar-free energy shots in Mango and Berry Punch variants, to accompany the existing regular Extreme Citrus Power Trip energy shot.

Packaged in 16oz cans, Power Trip coconut has been available across the country since June 2009, through the same channels as the rest of the portfolio.

According to recently published research, the US energy drink category was estimated to have reached a retail value of US\$6.5 billion in 2008, up from US\$6.2 billion the previous year.

www.powertripbev.com



A taste of the exotic

Pioneering UK smoothie manufacturer **Innocent Drinks** is set to introduce a new 'special guest smoothie' to its portfolio from July 2009.

The new summer-inspired smoothie, called mangoes, coconuts & lemongrass in line with the namesake fruits it contains, is arguably somewhat of a departure from the norm in terms of taste. Considerably more 'exotic', and demonstrative of an increasing acceptance of more 'alternative' flavours, the smoothie claims to provide two portions of the

recommended 5-a-day, 13% of the RDA of fibre as well as the goodness of six fruits (the drink also contains orange, lime and banana in addition to its main fruit base).

Like its Innocent smoothie counterparts, the new guest smoothie for summer is packaged in 250ml bottles that retail for €1.99 apiece in addition to 1 litre cartons.

The company has also recently added a duo of 'pure fruit squeezies' to its product range which, targeted towards children, are designed to add a healthy dimension to lunchboxes. These are available in strawberries & raspberries and pineapples & mangoes variants, and, packaged in 40g squeezable sachets, can be purchased through leading retailer Tesco.

www.innocentdrinks.co.uk

