Almonds overthrow soy’s “superfood” status

By Dale Buss

Almond milk sales have eclipsed soy milk sales in the United States over the last year, and the two non-dairy milk analogs continue to head in opposite directions.

While almond-milk sales have been bolstered by a proliferation of new brands and new products, an unsullied reputation for robust nutrition, and growing cultural status as the next new thing, soy-milk sales have been dampened by nutritional comparisons, lingering health concerns and a sense that American consumers have just moved on.

The trend has been evident for five years, but it continues to accelerate. And sometime this year, almond milk finally surpassed soy milk in overall US sales.

The flip has been measured in at least two interesting ways. First, total US sales of nut-based beverages – which is almost entirely almond milk – by 51% for the 52 weeks ended August 3 2013, to $497 million (€368 million) in all outlets, as measured by SPINS in cooperation with Nielsen. By contrast, sales of soy milk continued to slide, down by more than 12% to just $408 million (€302 million).

Second, America’s biggest non-dairy-milk brand, Silk, has been both responding to and accelerating the flip. Fielded by White Wave, which recently was spun off after being part of Dean Foods for a few years, Silk was the original popularizer of soy milk beginning with the founding of the company in 1977. But comprehending the trends in its broader market, White Wave introduced its own almond milk several years ago.

And this year, for the first time, Silk’s almond milk is outselling its soy milk, with sales of $274 million (€203 million) for the 52 weeks ended August 11 compared with soy-milk sales for the brand of just $225 million (€166 million). In calendar 2012, Silk’s soy-milk sales still held a slim lead, at $253 million to $217 million (€187 million to €160 million), in US grocery, drug and mass-merchandise outlets (except Walmarts) where sales are measured by SymphonyIRI, a Chicago-based market-research concern.

“We like almond milk because it is generally fortified well with calcium and vitamin C,” said Allison Stowell, registered dietitian for Guiding Stars, a Scarborough, Maine-based nutrition-guidance programme sponsored by major US grocery chains. “It is low in calories. It is low in saturated fats. It’s good for heart health. The major difference from soy is that it’s a lot lower in protein. So it’s important for someone choosing almond milk as a dairy alternative to get protein from other sources in their diet.”

Amy Brooksbank, brand manager at the No. 3 US player in almond milk, Pacific Natural Foods, which also offers soy-milk products, neatly summarized what has befallen soy milk lately and why all the trends now favour almond milk.

“Consumers generally say that soy milk was their way into the [non-dairy-milk] category when they wanted to move away from dairy,” Brooksbank told New Nutrition Business. “As the gateway non-dairy beverage, it came with a halo of healthy nutrition. And it has a lot of protein, if you’re simply looking to replace dairy milk, as well as isoflavones to balance estrogen for women. I’m not sure why a lot of people thought it was good for them, just that it was.

“But today’s consumer who is not strictly looking just to replace dairy milk is more today’s consumer is more adventurous.”

Multi-benefit beverage brings multi lessons

Consumer engagement

Next move in gut health?

 Continued on page 3
LEAD STORY
1-3  Almonds overthrow soy’s “superfood” status

EDITORIAL
6-8  Seven ingredients of almonds’ success
9  “Consumer engagement”: food was there first
10-11  A single brand with multiple benefits: the high-risk strategy that brands keep on trying

CASE STUDIES
12-15  COMMUNICATIONS: Luxury camping, retreats and apps: engaging consumers in new ways
16-17  COMMUNICATIONS: Weight-loss cash rewards engage consumers
18-20  COMMUNICATIONS: Tweet-for-sample approach for Special K
21-22  COMMERCIALISATION: Next move in gut health?
23-27  BEVERAGES: Multi-benefit beverage brings multi lessons

NEW PRODUCTS
28-32  Functional & healthy-eating new product launches

COMPANIES AND BRANDS IN THIS ISSUE
Actimel ..............................................................14
Almond Board of California .............................6,8
Asda ...............................................................24
Barilla Alixir ......................................................11
Bevmark Consulting ..........................................25
Blue Diamond .................................................1,3,4,5,6,7
Blue Diamond Almond Breeze .........................1,4,7
Boots ..................................................................24
Bump Buddy .......................................................13
Cambridge Superfoods ......................................13
Ceres PR ............................................................12
Coca-Cola ..........................................................23
Coco PR ............................................................13,15
Danone ...............................................................14
Dean Foods .........................................................1
Facebook ..........................................................12,15,18,24,25
Feather Down Farm Holidays .............................15
Flora Proactiv ......................................................12
Glaceau Vitaminwater .........................................10,23,24
Glanbia Yoplait Essence .....................................11
Groupe Solacis ...................................................21,22
Guiding Stars .....................................................1
Healthy Wage .....................................................16,17
IRI Infoscan ........................................................4,5
Kellogg Australia ...............................................18,19,20
Kellogg Special K ..............................................9
Kellogg Special K Cracker Crisps .....................18,19,20
Kroger ..................................................................24
Lovefit Training ..................................................13
Maicl Gut .............................................................21,22
Mendip Moments ..............................................12,13
Merk Seven Seas ...............................................13
Murf Dog .............................................................13
Nairn’s .................................................................9
Nestle .................................................................11
Nestle .................................................................11
Neuro .................................................................10,11
Neuro .................................................................23,24,25,26
Novartis Aviva ....................................................11
Nut Thins ..............................................................6
Oatly .................................................................14
Pacific Natural Foods ..........................................1,3,4
Powerful ..............................................................9
Rocks Drinks ......................................................15
SafeWay .............................................................24
Sainsbury ............................................................24
Silk .......................................................................4
Silk Pure Almond ................................................1,3,4,5,6,7

COMMERCIALISATION:

Next move in gut health?

COMMUNICATIONS:

Weight-loss cash rewards engage consumers

COMMUNICATIONS:

Tweet-for-sample approach for Special K

BEVERAGES:

Multi-benefit beverage brings multi lessons

NEW PRODUCTS:

Functional & healthy-eating new product launches

NEW NUTRITION BUSINESS uses every possible care in compiling, preparing and issuing the information herein given but can accept no liability whatsoever in connection with it.

© 2013 The Centre for Food & Health Studies Ltd.

Conditions of sale: All rights reserved; no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the publisher. The Centre for Food & Health Studies does not participate in a copying agreement with any Copyright Licensing Agency. Photocopying without permission is illegal. Contact the publisher to obtain a photocopying license. This publication must not be circulated outside the staff who work at the address to which it is sent without the prior written agreement of the publisher.
adventurous. And almond milk has had the newness factor. It has a nice flavour. It’s subtle; some people aren’t happy with how soy tastes. There are some lingering health concerns around soy consumption. And almond milk has a nice halo effect because it’s based on such a healthful ingredient: almonds.”

ALMOND MILK OF THE MOMENT WHILE SOYMILK IS PASSÉ

There are other factors in how the two types of drinks have drastically switched places in the market, of course. Pricing of the two types of dairy alternatives is generally at par.

Another reason is that almond milk has become de rigueur while soy milk has become, well – passé. For example, almond milk is part of many popular juice cleansing regimens. And more independent restaurants now are “using this vegan, low-calorie, gluten-free and antioxidant-rich liquid to add nuttiness and creaminess to dishes,” Nation’s Restaurant News reported.

A much more important reason for almond milk’s rapid rise is that its purveyors – many of whom, like White Wave and Pacific Natural, were the same brands that popularized soy milk – learned a lot from the playbook for success that had been written by Silk and other soy-milk brands.

Blue Diamond is the purest exemplar of everything that has gone right for almond milk because, as one of America’s largest producers of almonds, it has had nothing to do with soy milk whatsoever. Meanwhile, sales of Blue Diamond almond milk rose to $211 million (£156 million) for the 52 weeks ended August 11, per SymphonyIRI, up 53% from calendar 2012 – and within reach of the $225 million in sales over the same period for Silk’s signature product, soy milk, whose sales declined by another 16% from calendar 2012. That performance for Blue Diamond almond milk followed annual gains of 45% for 2012 and 113% for 2011.

And Al Greenlee, director of marketing for the North American consumer business of Sacramento-based Blue Diamond, believes that the almond-milk boom will continue. “It’ll probably sustain itself for quite a while,” Greenlee told New Nutrition Business. “The dairy category is such a large business, and when you look at it in relative scale, the almond segment is still very small. A lot of consumption hasn’t been tapped into. And both of the biggest brands are invested in innovation to try to sustain growth.”

DEFINITIONS

SPINSscan Natural
SPINSscan Natural tracks sales of all UPC-coded products sold in the natural supermarket channel. Exclusive to SPINS, this channel represents full-format natural product supermarkets including the National Cooperative Grocers Association (NCGA) and the Independent Natural Food Retailers Association (INFRA), small to mid-sized chains, and independent and cooperative stores across the continental US. * excludes Whole Foods

SPINSscan Conventional
SPINSscan Conventional (powered by Nielsen Scantrack™) is the industry’s only comprehensive source of information on UPC-coded Natural, Organic, Specialty Gourmet, and Health & Wellness positioned products selling through the Conventional All Outlet Combined (AOC) Channel in the United States. The AOC channel includes Food/Drug/Mass stores along with Military, Club, Dollar, and Walmart.

Source: SPINSscan Natural, SPINSscan Conventional AOC
Blue Diamond introduced its Almond Breeze almond milk about 10 years ago sensing an opportunity based on two trends: rising appreciation of the nutritional qualities of almonds by American consumers, and the taste drawbacks of soy. “The nutritional profile is similar to soy,” Greenlee said, “and it was a viable taste alternative to soy for people going away from milk or wanting to switch out of soy.”

At first, Blue Diamond, like other nascent almond-milk producers, offered Almond Breeze only in aseptic packages in the centre shelves of grocery stores. That was where soy milk started off, too. But Silk already had brought its soy milk into the supermarket dairy case, causing sales to take off. And so a few years ago, Blue Diamond moved its almond milks into the dairy case as well.

“That started to get Almond Breeze more visibility with mainstream consumers and sparked a lot of growth,” Greenlee said. “That was where people going away from milk or wanting to switch out of dairy form, so many other new segments could be targets. “It becomes a question of whether the business opportunity is large enough to sustain it and if we can create points of differentiation to make it meaningful to the consumer,” he said.

As Almond Breeze sales took off, he said, Blue Diamond responded with a variety of line extensions, including new package sizes, reduced-calorie and added-calcium formulas, and new flavours. Almond-milk calorie levels can vary greatly depending on whether the product is sweetened, and other factors, but Greenlee said that a typical calorie count is about half that for milk.

Silk’s subsequent entry into the almond-milk segment, with its Pure Almond brand, also has contributed mightily to creating a critical mass for the new non-dairy-milk leader. “They have supported Pure Almond heavily with their marketing,” Greenlee said. “And Silk’s infusion of money into the category has helped build awareness of almond milk in general. Blue Diamond has responded in kind. So now you’ve got two major brands in the category that are investing in their businesses and helping bring attention to their product lines, as well as seeking new ways to extend product usage and the application of those products.”

**ICED COFFEE AND DAIRY FORMS ARE GROWTH AREAS**

One segment in which both brands are investing, for instance, is iced coffees. “That’s heavily competitive,” Greenlee said. “We’re both looking at it as being a next major area of extension.” Beyond that category, he said, almond milk is transformable into “anything that is in dairy form”, so many other new segments could be targets. “It becomes a question of whether the business opportunity is large enough to sustain it and if we can create points of differentiation to make it meaningful to the consumer,” he said.

At the same time, other players such as Pacific Natural have seen strong growth in almond milk too, outstripping other soy alternatives such as the company’s offerings of rice milk, hemp milk, oat milk and even a seven-grain variety. Pacific Natural almond milk is priced at a premium to others because it is organic. Brooksbank said that the brand also has been focusing on keeping calorie counts down in its almond milk and has noticed strong growth in unsweetened varieties.

“There’s a big trend toward unsweetened almond milk, which has to do not only with fewer calories but also because people want the flexibility to use their own sweeteners, such as if they’re eating almond milk with cereal,” she said.

Almond milk’s appeal also is extending to more hybrid products where the liquid is just one ingredient. For example, Vital Juice, a Seattle-based startup, has fielded a line of almond milks and 100%-cold-pressed juices from greens, beets, carrots, citrus and other fruits and vegetables that are mixed with almond milk.

“From the perspective of someone who’s new to a nutrition focus and vegetable juices, or who just wants a little more protein and fat than vegetable juice contains, almond milk is a good source for both those nutrients,” Edward Balassanian, founder and CEO of Vital Juice, told *New Nutrition Business*.

Vital Juice considered using other nut milks as a base ingredient, including cashews. But Balassanian liked the taste of almond milk, “which has a sweetness – but it isn’t so sweet that it’ll put you off if you’re looking for a regular beverage that you can drink.” And as contrasted with cashew milk, he said, “Almond milk started out with a high degree of awareness” with American consumers.

Meanwhile, soy has suffered from other factors beyond its direct comparison with almond milk. One of the most prominent is lingering concerns about excessive

---


Sales shown are US supermarkets and other mass-merchandisers, including Walmart

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales ($ million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>$17 (€13)</td>
</tr>
<tr>
<td>1999</td>
<td>$20 (€15)</td>
</tr>
<tr>
<td>2000</td>
<td>$60 (€45)</td>
</tr>
<tr>
<td>2001</td>
<td>$130 (€98)</td>
</tr>
<tr>
<td>2002</td>
<td>$146 (€110)</td>
</tr>
<tr>
<td>2003</td>
<td>$210 (€158)</td>
</tr>
<tr>
<td>2004</td>
<td>$265 (€200)</td>
</tr>
<tr>
<td>2005</td>
<td>$277 (€209)</td>
</tr>
<tr>
<td>2006</td>
<td>$308 (€232)</td>
</tr>
<tr>
<td>2007</td>
<td>$341 (€257)</td>
</tr>
<tr>
<td>2008</td>
<td>$365 (€275)</td>
</tr>
<tr>
<td>2009</td>
<td>$340 (€256)</td>
</tr>
<tr>
<td>2010</td>
<td>$309 (€227)</td>
</tr>
<tr>
<td>2011</td>
<td>$290 (€213)</td>
</tr>
<tr>
<td>2012</td>
<td>$253 (€187)</td>
</tr>
<tr>
<td>2013</td>
<td>$225 (€167)</td>
</tr>
</tbody>
</table>

Source: IRI Infoscan
consumption of soy milk leading to an over-ingestion of phytoestrogens and a higher cancer risk. Dietitian Stowell said avoiding such a risk is as simple as moderating soy input. “If someone is eating a lot of soy protein from other sources,” she said, “I usually dissuade them from using soy milk as an alternative.”

GMO LINK A PROBLEM FOR SOY

There are other fundamental problems for soy milk as well. Some almond-milk fans dislike the fact that much soy milk is produced from GMOs. “That’s one reason we tend to shy away from soy milk,” said Balassanian of Vital Juice.

Such objections are part of an overall theme that has developed in some quarters around soy which posits that, while soy milk was part of the original better-for-you revolution in American foods a generation ago, many of today’s soy-milk producers have drifted from the values inherent in their historic role.

Steve Demos, founder of White Wave, is one of them. He is long since departed from the company that he founded. “From the social-responsibility side” of Silk’s growth, he recently told the Denver Post, “the growth has been questionable. There have been some significant changes to the ‘authenticity’ of what was once the largest organic brand” in the United States.

“I would have maintained the flagship products as 100% organic, GMO-free. I would connect to the consumers’ loyalty to the brand by having the company stand up for those social issues that are important to the consumer and not just the operations and profits of the company.” Silk executives declined to make themselves available for an interview for this story.

In the meantime, Blue Diamond’s Greenlee attested, there’s plenty of runway left for the further growth of almond milk – especially for his growers’ cooperative. That is true despite a short crop for 2013, which came up shy of original estimates and represents only a “temporary” shortage.

“We’re the largest source of almonds in the world and we control the majority of the crop,” he said. “We’re trying to continue to build demand for almonds as a whole. As we get used to new demand, growers will find ways to improve yields and dedicate more land to new trees. There will be enough almonds to go around that it won’t be a serious problem.”

<table>
<thead>
<tr>
<th>CHART 3: SALES OF THE LEADING SOY AND ALMOND MILK BRANDS COMPARED</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Silholy Milk</th>
<th>Silk Almond Milk</th>
<th>Blue Diamond Almond Milk</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$309</td>
<td>$290</td>
<td>$225</td>
</tr>
<tr>
<td>2011</td>
<td>$290</td>
<td>$74</td>
<td>$86</td>
</tr>
<tr>
<td>2012</td>
<td>$225</td>
<td>$274</td>
<td>$211</td>
</tr>
</tbody>
</table>

Source: IRI Infoscan
Seven ingredients of almonds’ success

Almond milk has come from nowhere to be one of the biggest successes of the past three years. It has transformed the uninteresting niche of “nut milks” into a 100% per annum growth story and thrown soy milk into decline. It is a story which illustrates many of the key lessons about success in health and nutrition.

New Nutrition Business forecast back in October 2011 that: “Soy milk’s long run as the darling of the dairy substitute category could be coming to an end.” And here are the reasons why:

1. It’s all about taste

Although the marketers of soy milk have consistently claimed “improvements” in the taste of their product, most consumers haven’t agreed with them. Soy has a grassy, strong taste that most people find difficult – and that has helped keep soy in its niche in western markets. Even Silk – the world’s biggest soy milk brand – said in 2011 when it launched its own almond milk, that “we’re bringing in a lot of new households because of the taste profile of the almond product”. The company reported that “light users of soy are transferring over”. The result is seen in the sales performance of soy and almond milks since then, with soy in a continuing decline.

2. The power of a health halo

Almonds, like blueberries, olive oil, oats and a wealth of other “natural” ingredients are seen by consumers as “naturally healthy” or “naturally functional” – even if consumers can’t be specific about what their benefits are. And the media like “naturally healthy” foods, which means that almonds benefit from a continuous stream of positive media coverage. And, as one industry executive told NAB: “Almond is viewed as a nutritional standard”.

In the minds of consumers this justified health halo extends to most things that contain almonds – including almond milk.

However, as an industry executive explained: “A single serving of almonds would have a very beneficial nutritional profile. But a serving of almond milk contains less than a single almond.” This varies by manufacturer but put simply, almond milk is not a great way to get the health benefits of almonds. But in the consumer’s mind, that’s not uppermost. It tastes good, it’s convenient and it has a health halo.

3. It’s investment in research and in marketing that builds a health halo

Almonds’ health halo has not arisen by accident. As the box on page 8 illustrates, it is the product of more than 15 years of investment in nutritional research and – just as important – a significant investment in communicating almonds’ health benefits to consumers. The credit for this single-minded, long-term strategy (which is the key to success in any health and nutrition-related market) sits squarely with the Almond Board of California, a growers’ co-operative with vision.

If you want to understand how to succeed in food and health, just study what the Almond Board did in science, communications, marketing, recipes and applications.

4. A health claim is nice to have – but it’s just one component

Back in 2003 the US Food & Drug Administration was able to approve a heart-health claim for a wide variety of nuts – including hazelnuts, peanuts, pecans, pistachios, walnuts and some pine nuts.

But it was almonds that did the best job of exploiting the claim. No nuts experienced a transformation in their fortunes in the wake of the claim approval. But for almonds it became (along with the elements of strategy explained here) one of the many planks of success – although by no means the most important plank. Pistachios are now catching up with almonds – but only as a result of deliberately adopting the same snack-branded strategy which has proven so effective for almonds.

5. New and more convenient formats

Almond processors, supported by the Almond Board, have not allowed themselves to be constrained by the fact that the almond is a nut.

Blue Diamond, for example, the biggest processor, boldly created entirely new and previously unknown product formats for almonds, ranging from a non-dairy milk alternative to snacks such as Nut Chips.

Blue Diamond modified and enhanced the snack almond in lots of ways, including new flavours – such as Habanero BBQ. Making nuts more fun produced a 100% increase in sales of the company’s snack nuts brands over the period 2007-12, to over $200 million (£148 million).

Another initiative was to make almonds into crackers, called Nut Thins, which until the launch of almond milk were the fastest-growing product in the company’s portfolio.

Nut Thins were the leading edge of a Blue Diamond strategy that the company called “need-based” products that provide “uncompromising goodness” by harnessing almond-based ingredients in various forms “beyond that provided by Mother Nature”.

“Our intention is to participate in all areas...
of the snack category with almonds as the key ingredient,” Al Greenlee, director of marketing for Blue Diamond Foods, told NN back in 2011.

“We approached consumers who had a need versus those who had a want. In this case, we aimed at people who liked snack crackers but have gluten or wheat allergies. The idea is to then deliver the best-tasting products against that need. We want them to be natural, but we don’t want consumers to have to sacrifice.”

With such a strategy, extending almonds to a beverage was a logical progression.

6. Packaging and merchandising – key growth drivers

Merchandising is not sexy, but it’s one of the most important success factors in food and beverages. Where in the store people find your product and on what shelf and how easy it is to find are some of the biggest determinants of success. The sudden meteoric success of almond milk owes a lot to getting the product in a better place that makes it easier for people to buy it.

Merchandising – following a packaging change to a more familiar carton like that used for cows’ milk – was responsible for the explosive growth of soy from 1999 (it was a much more important factor than soy’s heart health claim).

Steve Demos – the entrepreneur who created the Silk soy milk brand and effectively created the soy milk category – pioneered the idea of selling the soy milk in the dairy chiller cabinet alongside regular milk, packaged in regular milk cartons.

“Up until then, the competition had positioned soy milk as a shelf-stable, nutritional beverage that you never saw as fresh food,” Demos told New Nutrition Business back in 2002. “But the consumer perception

CHART 1: ALMOND AND SOY MILKS UNDERSCORE A FUTURE OF NICHEs

The chart below was developed to aid understanding of brand positioning and the evolution of markets. Many products start out on the left, targeting consumers who have a need for a product that has effective technology. They sell in low volumes at premium prices but over time their appeal increases and they move down the price curve to the right, eventually becoming mass-market products. The stages of the life cycle are:

Technology consumers – These are the early adopters, people who have a near-medical need for a product. They need the technology of the functional food to address their health condition. They see products in a medicalised context and, as with drugs, they will pay a substantial premium for something that addresses their condition.

Lifestyle consumers – They are interested in maintaining their wellness, not fighting illness. They will adopt new brands and will pay a premium for a product but only if it supports their lifestyle.

Mass-market consumers – They are motivated when a benefit becomes a standard and is available in products with low or no premiums, ideally from well-known and trusted brands.

Soymilk has entered the end of its life-cycle before evolving to the mass market

Broken line = unit selling price

Solid line = sales volumes

HIGH

LOW

CONSUMER COMMITMENT

TECHNOLOGY CONSUMERS

LIFESTYLE CONSUMERS

MASS-MARKET CONSUMERS
of the value of soy milk increased when they began to see it as a fresh product.”

Almond milk has taken exactly the same path and as with soy milk before it has seen sales explode.

7. A future of niches
Not every food and beverage can make it to the mass-market. Very, very few ever do. Soy certainly never did – soy milk sales never got much above $1 billion compared to over $29 billion of retail sales of dairy milk. Taking into account that soy milk retails at a 100% premium to dairy milk, soy can be seen – on a volume basis – to be a true niche, equivalent to just 1.7% of the dairy milk sold in America.

The evidence is that – with a very few exceptions – most health brands remain niche, bought by the 25%-35% of the population who are the most health-conscious. Soy was fortunate in having appeal to both the lactose-intolerant “technology consumers” – people with a medicalised need – and the health-conscious lifestyle consumers. But its taste profile and its price premium was never going to enable it to become mass.

Almond milk is a challenge in its niches – with a wealth of competitive advantages from better taste and/or health credentials. As we have said before the future of health is a market of niches – some smaller, some bigger. Almond is unlikely to drive soy out of existence, rather both will co-exist within the niche that was formerly dominated by soy. The niche, in other words, has fragmented thanks to product proliferation.

The rise of almond milk and the decline of soy milk also shows that superfoods are no more immune than any other type of food from going out of fashion – and being challenged by a new superfood with better taste and/or health credentials.

ALMONDS: A COMMUNICATION STRATEGY TO BUILD A HEALTH HALO, COUPLED WITH PRODUCT INNOVATION, DRIVES GROWTH AT PREMIUM PRICES

The steady rise of almonds as a desirable ingredient with a health halo is down to the creativity, the communications and marketing skills and the strategic single-mindedness of the Almond Board of California. Its strategy has taken them from boring, little-consumed snack-nut to superfood.

As one food industry executive summarised it in an interview with New Nutrition Business: “All nuts are great for you, and each has individual benefits, but the almond business has done an extremely good job of building awareness, of getting the word out.”

California is the world’s biggest grower of almonds, accounting for 68% of the global crop. Almonds are also California’s biggest farm export crop.

In the late 1990s the Almond Board launched a deliberate effort to understand the nutritional properties of the almond. Researchers knew that almonds were the most nutrient-dense tree-nut, and that 1oz (28g) of almonds – about 23 individual nuts – contained 160 calories and only 1g of saturated fat. Further, they understood that the same handful of almonds also was an excellent source of vitamin E and magnesium, a good source of protein and potassium.

But almonds had been getting tarred with the same broad “anti-fat” brush that caused the fat-free-food craze in the 1980s and 1990s. Almond growers wanted consumers to understand and appreciate that the lack of saturated fats in their nuts separated it dramatically from the “bad” fats that food processors were racing to take out of snack chips and other junk foods.

It soon got to the point where the California Almond Board was spending $1 million a year on nutritional research, leading, in 2003, to the FDA issuing its very first qualified health claim for conventional foods, in regards to almonds, walnuts, hazelnuts, pistachios and other tree-nuts. The claim read:

*Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart-disease.*

The Almond Board continued its research programme, leading to a continuous stream of new research that bolsters the better-for-you case for almonds, ranging from demonstrating that an almond-enriched diet improves the insulin sensitivity of pre-diabetic individuals to news about almonds having fewer calories than was thought.

In tandem with the research investment, marketing almonds’ nutritional benefits has become another major focus, with communications to health professionals as well as a consistent, long-term public relations initiative which has helped generate tremendous news media interest in almonds’ nutritional benefits and raise the almond to the status of an all-natural superfood in the eyes of the press.
“Consumer engagement”: food was there first

“Consumer engagement” has become the latest, hottest marketing buzzword. Luckily, it’s something at which the food and beverage industry has always excelled.

Because, in today’s highly fragmented media environment, TV and print advertising is rarely effective – and usually represents poor value-for-money – and because regulators are increasingly restrictive about how brands can communicate their health benefits, companies are increasingly turning to very different ways of getting their messages to people.

The Case Studies on pages 11-20 show how “push” marketing – as TV advertising, direct mail and the like is referred to – is taking a back-seat to communications that enable people to have a two-way relationship with a company and its products.

Long before brand consultants and advertising executives decided to make “consumer engagement” their latest, hottest, “next big thing”, food and beverage companies had been practising the art – often very creatively.

Giving the consumer a sample of your food or beverage to taste – “to experience” in consultant jargon – has long been a staple of our industry. If your product tastes good, what better way for people to decide whether they should buy it than to experience the taste.

You do not need to have access to social media to carry out sampling – in fact 99% of food industry sampling over the last decade has been successfully conducted without any social media element. Sampling has been a staple communications technique for small and medium-sized companies who could not afford advertising, but who had an excellent-tasting product. An example is Nairns, makers of a very traditional Scottish product called oat cakes. Having improved the health profile and the convenience factors of their products they have used sampling to engage with consumers (see image at right) and get feedback – as well as win converts. The reward over a decade was a tripling in sales and a presence in markets around the world, from the US to South Africa.

Social media has become a useful adjunct to sampling, as the Kellogg Special K Australia Case Study on page 18 shows, and enables more creativity in how you get people’s attention.

Our industry excels at such creative “engagement”. One of our favourite examples is high-protein yoghurt brand Powerful. At a US trade show Powerful’s booth featured an “ultrasound machine” where male passers-by were invited to have their abdominal areas checked by a “nurse” who would help them see their “inner abs.”

The machine instead threw up medical-looking images of human interiors with pizza slices and nachos lodged inside (see image). “People would ask, ‘Is that image for real?’” Carlos Ramirez, the company’s CEO, told NNB.

The aim of such engagements is to connect with people in a light-hearted way, to give your company and brand a human face and get people to experience what you have to offer. It’s proven to be the most effective of marketing techniques and it’s one that few companies can live without.
A single brand with multiple benefits: the high-risk strategy that brands keep on trying

Perhaps one day some brilliant marketers will get it right. So far, no-one has. And so launching a brand that offers several different health benefits still stands as one of the most challenging, high-risk tasks any company can set itself. In fact, almost every brand to have attempted it, since the first one in the late-1990s, has either failed or if it survives lingers in a small niche.

It’s a strategy that surfaces again and again – often driven by senior management’s desire to create a short-cut to big brand success coupled with an understandable reluctance to invest in creating multiple brands, each with its own distinct benefit. Multiple brands mean significant investment, complexity and risk. And hence companies keep trying to make the multiple benefit strategy work.

It’s the Glaceau Vitaminwater brand which is usually named by marketers as the inspiration for offering multiple benefits and an example of how the strategy can work. Except of course, that Vitaminwater only offers one benefit – “hydration with a sheen of health and a big dose of cool”, as one industry executive explained it.

For its core consumers – who are mostly 20-somethings – the brand is about lifestyle. The added benefits – a different one for each product – are secondary and are about differentiation, not about delivering clinically proven effects.

Anyone who wants to launch a multiple benefit brand will be hard-pressed to find many good examples. The Neuro brand (see Case Study on page 23) stands out as one of the very few. With over $69 million (£51 million) in retail sales, Neuro has an achievement to be proud of. But it has been six years of a hard road.

In terms of package design, marketing, branding and distribution Neuro has done everything right. But it has still experienced great difficulty in explaining its proposition.

“It has been more difficult than we thought,” said Paul Nadel, the brand’s long-time president who recently also took over CEO duties. “We’re doing well and fighting the fight. However, there’s lots of carnage on the road, and lots of lessons we can learn. We just don’t want to learn them too late.”

The Neuro line-up comprises six different drink formulations under a single brand name, in a distinctively shaped bottle, each with a distinctive natural colour and flavour and a specific nutritional and functional proposition. For example: Passion for pursuing “what you love,” Sleep, Sonic for “mental performance,” Bliss for relaxation, Trim to “manage hunger” and Daily for an immunity-system boost.

COMMUNICATING THE BRAND ARCHITECTURE

But one of the basic challenges, Nadel and his staff determined, was that not enough consumers were understanding or embracing the idea of multiple products, each aimed at a specific benefit, and why they were all under one brand.

Nadel compared it with the task faced by tech brands when they’re attempting to get consumers to adopt their operating systems, meaning that they typically also embrace all the products in various computing categories that are governed by that operating system. “How do you communicate that?” he said. “Consumers said, ‘Why should I invest in
[Neuro’s] operating system? It works with Apple; but they’re Apple, and it took them 30 years.”

The brand has achieved good placements in retailers but the overarching proposition is a challenge to explain well.

“For someone to make a commitment to pay a premium price and drink your brand instead of something that they already know in a single category, like an energy drink, we had to do a good job of educating.” Nadel said. “Tried and true ‘cup’ sampling can work for a Red Bull or Monster, because the person doesn’t have to explain anything to consumers; they just hand them the drink. But for our sampling to be effective, we had to pass along a lot of information to the consumer that they had to retain a week later when they’d come back to the supermarket.”

Neuro discovered that many shoppers would purchase one or two Neuro SKUs for themselves and perhaps a different one or two for their mates or significant others or kids. The company also found that it could build interest in one of its products from demonstrated consumer loyalty to another. For example, Nadel said, fans of Sleep “truly can’t live without it, and many of them drink it every day. And our research shows there is some transfer to our other products, such as Bliss.” For some customers, there’s also been a broad embrace of the brand. “They say, ‘I drink Neuro – that’s what I drink.’ People are buying multiples. The theory of our brand does hold up.”

However, Neuro also has encountered many consumers who get confused and even put off by the multiple functionalities offered by the brand.

Neuro – as a private company – may be better placed to work through these challenges and achieve a solution. But it is a rare exception.

In fact, one of the key lessons of the last 15 years is that if you want to market a brand effectively, keep the message as simple as possible and keep it consistent. Red Bull, for example, has found success by creating and sticking with one simple message – “gives you wings” – and one simple caffeine-plus-amino-acid benefit. It has resisted the urge to be anything other than an energy drink.

The catalogue of failures in multi-benefit brands is extensive:

Nestlé multi-benefit beverage fails to fly. Nesfluid – launched in France in September 2010 backed by a €12 million ($17.2 million) marketing spend – had a “lead benefit”, which was to bring together the twin benefits of hydration and nutrition in a single concept called Nesfluid HydraNutrition. Under this sat six individual products, offering six different health benefits:

- bones and immunity
- “balance the fluids in the body”
- physical and intellectual vitality
- cell protection
- lipidal metabolism
- anti-ageing

One year on and Nesfluid had earned sales of less than €3 million ($4.3 million), despite retail penetration of 80% – according to supermarket sales data. The brand was withdrawn in late 2011.

Novartis Aviva Life. Launched in 1999 in Switzerland and the UK, Aviva Life became one of the most spectacular failures in functional foods. Swiss pharma giant Novartis believed that complete families of foods with multiple benefits were the way ahead. The Aviva range consisted of nine products (beverages, bars, cereals and others) targeting four health areas – heart health, digestive health, immunity and anti-ageing. Billed as “Il segreto del vivere magro” (the secret of better living) and backed with a €10 million ($14 million) marketing investment, the brand never fulfilled the hopes that Barilla clearly held for it. Its very stylish black packaging probably helped to differentiate it – certainly it gives Alixir a better look than the medicalised packaging design of Nesfluid. But by 2012 it too, had been withdrawn.

MULTIPLE MESSAGES = MUDDLED MESSAGES

There are many other cases we could have chosen, and the common lesson from them all is that a brand – any brand, no matter how strong it is – that tries to offer multiple benefits is at risk of being one that tries to stand for everything and ends up meaning nothing.

People are bombarded every day with hundreds of advertising messages and they don’t have time to take in that a product means many different things. The more question-marks your product raises, the more people have to think about what your product is offering, the longer it takes them to decide to purchase it and the impulse element fades and the risk of a “no” increases. Neuro may yet triumph – but anyone who seeks to copy it had better closely study what the brand’s experience has to teach us.
Luxury camping, retreats and apps: engaging consumers in new ways

For all but the biggest and best-known brands, using traditional mainstream advertising is not as cost-effective as it used to be, and in some cases companies have found it makes no difference to sales. At the same time, pure social media approaches have also failed to deliver results. Add to this the fact that EFSA health claims regulation makes it more challenging to deliver health messages, and companies are increasing their emphasis on more creative methods of consumer engagement – approaches that enable them to create a stronger identity in consumers’ minds than traditional methods, and to create a dialogue with consumers that is far more effective than simply collecting “likes” on Facebook. By Joe Lepper.

Increasingly brands are looking for more creative ways of getting their marketing messages out – and engaging better with their customers.

Instead of relying on traditional advertising, companies are trying alternative customer engagement approaches, including offering special awards for customers, offering health advice, pairing up with similar brands and creating branded mobile phone apps.

In Europe, a key factor in this shift to a more direct form of promotion in the food and nutrition sectors is EFSA health claim regulation, as brands look to align themselves with messages around healthy lifestyles while ensuring they adhere to the tight controls placed on their marketing and PR activity.

THREE PRONGED STRATEGY

Jennifer John, managing director of Ceres PR, whose clients include oat drink brand Oatly, believes that any attempt to develop a successful customer engagement campaign needs to adhere to a three-pronged strategy.

She explains: “Firstly, customers need to be able to understand the product, secondly they need to trust it and thirdly they need to see the benefit of it. The most successful customer engagement activity will be one that delivers on all three of these fronts.”

Among brands to already use this strategy is Unilever’s Flora Pro.activ range of cholesterol-lowering spreads, including Olive Spread, with a 259g tub having a retail price of £2.25 ($3.03) and yoghurt drinks, available in 6-packs of 100g bottles, with a retail price of around £4.14 ($5.58).

Flora Pro.activ is a partner of the charity British Heart Foundation’s Love Your Heart Awards, handed to women who have worked hard to raise awareness of the risks of heart disease from high cholesterol.

John says Flora Pro.activ has been savvy in ensuring it has aligned its key promotional message of its cholesterol-lowering effects – based on the plant sterols which are the active ingredient of the brand and which benefit from an approved cholesterol-lowering health claim – with a trusted heart disease prevention brand such as the British Heart Foundation.

Flora Pro.activ also looks to engage with customers through making its in-house nutritionist available by email or phone to answer specific customer questions about food labelling and a healthy diet. John advises brands that offer a similar service to create a frequently asked questions and answers page online to help catalogue common customer queries.

Another useful way of engaging with customers is through meeting them directly at live events, such as local produce shows and health and lifestyle exhibitions.

Mendip Moments, a Somerset, UK-based ice cream and sorbet brand, is keen to ensure that through direct engagement with its customers at such events it is conveying its key messages around ethical dairy farming policies and use of natural ingredients free of artificial flavours, colours and preservatives.

FACE-TO-FACE MARKETING KEY FOR ARTISAN PRODUCER

Jayne Lunnon, Mendip Moments director, says this face-to-face contact, through tasting sessions at cafes and markets as well as attending large food and livestock shows such as the Bath and West Show in Somerset, are especially important due to the competition in its specialist market. Products in its range are available in 120ml, 500ml, 1 litre and 4 litre tubs and include its Great British Pudding range of ice creams, with a retail price of £5.56 ($7.50) for a 500ml tub.

She says: “A challenge for us in a relatively
crowded market is to get standout. There are a thousand artisan ice cream companies like ours in the UK so it is important for us to build long-term relationships and brand loyalty by engaging with our customers. Much of this is done by face-to-face interaction. We organise tasting sessions with consumers at customer outlets and sampling at events that we attend. This means we can talk and listen, to what people think about our product.”

Mendip Moments’ focus on such tasting sessions has also led it to create exclusive products such as its Ice Cream Cookie Sandwiches or a special Christmas range, which are promoted through social media with the aim of adding to a “sense of brand loyalty” among its customers, adds Lunnon.

Coco PR director Madeline Waters agrees with Lunnon that live events and exclusive information and offers through social media are “an excellent way for brands to interact with their consumers”.

She regularly attends healthy lifestyle public events, such as Body Fit, for clients to meet customers directly. “Existing customers are able to affirm their loyalty to the brand by visiting the stand, and new consumers are introduced to it via product sampling.”

**APPS MUST BE GENUINELY USEFUL**

Another option for engaging in a more interesting way with customers is to develop a mobile phone app carrying the brand but also offering a tool that will genuinely help customers in their day-to-day life.

Among brands already doing this are Merck for its Seven Seas Pregnancy vitamin and supplement range, which includes a multivitamin 28 tablet pack, with a retail price of €5.91 ($7.97). Merck has developed a free Bump Buddy app for pregnant women offering them location maps of 50,000 places of importance, such as the nearest chemist, public toilets or children’s clothes shop.

Merck has declined to comment on how many downloads the app has received, although it has been praised in the review section of the iTunes store with one customer saying “the mapping resource which includes a list of all the toilets in UK is great!!”

But such a move does not always lead to success. A report by Deloitte in 2011 found that 80% of branded apps had been downloaded less than 1,000 times.

A challenge that branded apps face is competition from independent apps offering a similar service but without any company branding, says Waters.

“What customers do not want is to have an app that bombards them with messages saying that their product is great. It needs to have genuinely useful and original information,” she adds.

Andrea Cowan, director of web design and lifestyle PR firm Murf Dog, whose clients include Mendip Moments Ice Cream, adds: “If branded apps are part of a self-absorbed marketing strategy with no real added benefit to the consumer, then it’s going

**HOLIDAYS IN SPAIN FROM HEALTHY MEALS SPECIALIST**

Pre-prepared healthy meal firm Cambridge Superfoods launched in 2011 after winning €35,500 ($48,000) worth of new business funding from its local district council.

The firm specialises in delivering pre-prepared healthy meals and drinks to their target UK customer base of women with busy family and working lifestyles who want to lose weight and change their diet.

Last year Cambridge Superfood’s managing director Jenny Cattier was looking for ways for the brand to further engage with its customers and formed a partnership with fitness firm Lovefit Training.

The two brands decided to combine their expertise and run a “wellness and weight loss” holiday at a villa location in Andalucia, Spain, over seven days in September 2012. This included an exercise programme designed by Lovefit and a nutrition programme using Cambridge Superfood meals. Evening talks about healthy lifestyles were also included in the package, which cost €883 ($1,191) each for a couple sharing or €1,060 ($1,430) for a single person.

Cattier says: “We loved running it and before the customers had left they were asking when the next retreat was happening.

“Customer engagement is hugely important. We got to know the women on our retreats really well and have arranged reunions in the UK. We do not just end the retreat experience when our ladies get on the plane home.”

After successfully filling up places for that event Cambridge Superfoods and Lovefit have formed a new business called Watermelon Retreats, which will launch next year and offer further opportunities to promote their brands.

Cattier says the holiday idea fits well with Cambridge Superfood’s strategy of offering busy customers an easy way to improve their diet. She says: “I think all brands have to look at ways to extend their service offering to their clients.

“Having space to enjoy the food and do fun work outs in the sunshine was cited as being a ‘dream come true’ by one frazzled business woman. It was a natural extension of the brand.”

For next year’s holidays Cattier is currently scouting properties in England, Tuscany and France.

Cambridge Superfoods’ vegetarian menus, with prices ranging from €136 ($183) a week to €1,362 ($1,838) for three months, include a ‘green juice and super food shoot’ drink for breakfast and a pre-prepared vegetarian chili and home made guacamole evening meal. Its meat and fish option, with prices ranging from €148 ($199 a week) to €1,493 ($2,015) for three months, includes a fresh haddock with roasted peppers and pea salad evening meal and an afternoon snack of raw chocolate.
COMMUNICATIONS CASE STUDY

October 2013

to be ignored.”

Using respected professionals to deliver your message and promote your brand direct to a target audience is another useful customer engagement technique, that adds to the trust you can foster among consumers. Oatly does this by offering information about the protein content of its oat drinks in an insert that health visitors and community dieticians are using in their notes.

This can be accessed if a person the health professionals are seeing is dairy intolerant, a key target audience for the brand. Products in the range include the Organic Oat Drink in a 1-litre carton, with a retail price of €2.03 ($2.73).

John, who has worked on this initiative, says: “Healthcare professionals have a valuable role in helping someone who has been diagnosed with heart disease or dairy intolerance and has limited dietary knowledge that there are brands for them. It has product information and gives factual information about ingredients such as calcium.”

While there is still a need for more traditional media relations and advertising to promote a product it is clear there are more innovative promotional techniques that can be used to build trust among customers and promote messages around health and wellbeing while adhering to health claim regulation.

PROBIOTIC CLAIMS BANNED, ACTIMEL FOCUSES ON INTER-ACTIVE FAMILY WELLBEING

Customer engagement promotion for Danone's probiotic yoghurt drink range Actimel has included the creation of a Family Wellbeing Index survey.

This online survey, developed with support from marketing agency Hypernaked, has been timed to coincide with the first year anniversary of the London 2012 Olympics.

Questions include:

• How many days a week does everyone in your family eat breakfast, whether separately or together?
• How many days a week do all your family eat both fresh fruit and vegetables?
• Other questions focus on physical activity, asking how often your children take part in sports or exercise such as football or swimming?

After completing the survey, which takes around four minutes, personalised advice is offered, that can include taking part in more sport activities with your family or eating more local produce. Each person surveyed is also given a family type, such as "fabulous foody". Those taking part also have the option of sharing their results on social media.

Health food promotional experts have praised this form of customer engagement. “This for me is a very clever customer engagement activity,” says Ceres PR managing director Jennifer John.

“It demonstrates to the audience that the brand empathises and understands them and helps the brand communicate their messages in an area that is closely controlled (through EFSA health claim regulation). It is also clever as it gives brand differentiation within the guidelines while giving true engagement,” she adds.

Another to be impressed is Samantha Calvert, Vegan Society media and PR officer, who says: “Having a survey that offers genuinely useful advice is something that can really help a brand to connect with a consumer.”

A spokesperson for Actimel says offering advice that chimes with Actimel’s key messages to customers of having a healthy diet and being active was central to the Index’s development.

The Index is also linked into a funding offer for families, which further enhances this customer engagement strategy. Through this ‘Family Wellbeing Funding’, Actimel is asking families to submit a written healthy lifestyle submission. Typical submissions could include asking for money to create a family vegetable patch in the garden or a family trip to a museum.

In both the index and the funding scheme Actimel has created five categories of eat, play, connect, move and learn & give.

Actimel’s yoghurt drink is available in 14 different flavours with a 12 pack of 100g bottles having a SRP of €4.56 ($6.15).
COMMUNICATIONS CASE STUDY

CAMPING HOLIDAYS FROM A “MADE BY NATURE” BRAND

Organic drink brand Rocks has used the setting of its rural base in Devon, UK, as a focal point of its marketing and PR since it made its first bottle of organic squash 30 years ago.

The strategy has proved attractive to the brand’s key target group of affluent families looking for rural charm and products free from artificial preservatives, colours and flavours.

As well as traditional marketing and PR the brand this year looked to boost its direct consumer engagement through a link up with holiday company Feather Down Farm Holidays, which offers luxury camping at farm locations across England and Wales.

Through the deal Rocks products are available in the luxury tents and a competition also took place this year offering customers the chance to win a holiday at one of Feather Down’s locations.

Madeline Waters, director at Coco PR, which handles PR for Rocks, says: “The two brands fit really well together. It’s a perfect way for us to take our product straight to customers.”

The competition to win a holiday was promoted mainly through Twitter and Facebook, which enabled Rocks representatives to have a conversation with customers about the prize and its products. The promotion also directed customers and potential customers to the Rocks website, where there are further opportunities to engage with the brand through email.

Waters recommends carefully targeted competitions, where the prize fits well with key customers’ aspirations, as a good way for a brand to engage with customers and show that they understand them better.

“The synergy between the two brands was immediately obvious to our customers. This competition really spoke to them,” says Waters.

The winning family will be going on their prize holiday next summer. “We will be making sure that they are given some extra products when they get there,” adds Waters.

Waters urges all food brands in the nutrition and organic food sectors to ensure that part of their promotional strategy includes the opportunity to engage directly with customers through mechanisms such as competitions and link ups with brands that share the same target audience.

Rocks’ latest products include its Organic Frusion soft drinks range in 735ml wine-style bottles, with a SRP of €4.71 ($6.35).

The brand also attends food festivals near to its rural Devon base to further engage directly with customers. In April this year it attended the Exeter Food Festival in Devon with staff on hand to offer samples and answer customer questions about ingredients and the range.
HealthyWage.com recently announced that Weight Watchers members won nearly $250,000 (€185,000) through its weight loss reward programmes in just two months.

The company was founded in response to academic research that found that:
- even small cash rewards can triple the effectiveness of weight-loss programmes
- people are more effective at losing weight when their own money is at risk
- social networks play a large role in the spread of obesity, and could play a large role in reversing obesity.

PAID TO LOSE WEIGHT

HealthyWage in effect pays people to lose weight, regardless of which diet or fitness programme they choose to follow. Participants place a financial bet on their own success – betting $100 to win $400, for example, if they lose a significant portion of their body weight within six months.

HealthyWage provides the cash incentives, social and expert-based support, tools and resources, coupled with goal-setting and tracking technologies.

The company has a strong focus on the corporate market and has created programmes for more than 400 of America’s Fortune 500 companies, as well as hospitals, health systems, insurers, school systems, municipal governments and other organizations throughout the US.

MAKING WEIGHT-LOSS MORE FUN

The way HealthyWage works is this:
- Participants sign up, typically through their employer who might offer a mass programme and pay winning bets as part of a corporate wellness programme.
- In another approach, HealthyWage relies on advertisers and other marketing partners to pick up the cost of paying off winning bets. Much of the kitty out of which HealthyWage pays winners also comes from the bets of losing participants.

“Members of Weight Watchers and other popular diet programmes like Jenny Craig, Nutrisystem and Atkins are turning to our exciting incentive programmes to make weight loss more fun and competitive, ultimately allowing them to capitalize on their success with cold hard cash that’s paid out immediately,” according to David Roddenberry, co-founder of HealthyWage.

“Many of these individuals are also participating in our lucrative diet bet programmes to offset some of the expenses associated with participating in formal diet plans like Weight Watchers, for which the costs of membership fees and meals can quickly add up. As well, dieters often hit weight loss plateaus and our money motivation model provides a research-proven element of ‘carrot and stick’ motivation and incentive that helps them get over the hump, stick with their diet endeavour, and actually achieve their goal—boosting their bank accounts in kind.”

Weight-loss cash rewards engage consumers

New York-based startup HealthyWage is beginning to have a measurable effect on weight-loss programmes and has successfully shown that – at least for Americans – financial rewards can have a big impact on how effective a weight-loss programme can be.
BETS MOST EFFECTIVE FOR MEN

The company has found that its approach is a particularly effective approach with men, David Roddenberry, co-founder, told *New Nutrition Business*. In fact, in a recent study, it found that men were more than four times more likely than women to win one of HealthyWage’s weight-loss bets, outdistancing women by a measure of 63% of male participants emerging as winners versus only 15% of women achieving the mutual goal of losing 10% or more of their body weight.

“Part of the reason that men are more successful with our programme is self-selection,” Roddenberry said. “More women are likely to try a weight-loss programme than men, but the men who are most likely to try it are the ones most interested in succeeding.

“Another part of that is that there’s a competitive drive in men to be successful,” he said. “We offer a discrete time period for the programme, and they’re competing against themselves or other people, and that’s very powerful with male participants.”

Men also more often sign up for HealthyWage, Roddenberry said, “as a health thing – it’s a legitimate desire to get healthy. For women, more often, it’s for vanity reasons.” He said HealthyWage also attracts men who aren’t interested in a focus on meetings such as that offered by Weight Watchers.

“Men don’t want to sit around and talk about their problems to other men, especially in a Weight Watchers setting, where the company has built such a powerful brand around women talking about their problems. That’s not of interest to men.”
COMMUNICATIONS CASE STUDY

Tweet-for-sample approach for Special K

Stretching a brand into a new category is a strategy that’s not without risk, even for brands as well-established as Kellogg Special K. In Australia, faced with the challenge of taking the brand from breakfast cereals into the totally new area of savoury snacks, the company took a creative approach to consumer engagement. By DALE BUSS.

Kellogg never had fielded a savoury product under the Special K brand in Australia, so the company somehow needed to create awareness, trial and sales all at once with the introduction of its Special K Cracker Crisps last summer. The answer was establishing a “pop-up” shop in a Sydney shopping mall where consumers could sample Cracker Crisps—but only after they “paid” for the privilege by agreeing to dispatch a message about the experience via social media.

SOCIAL MEDIA AMPLIFIES MESSAGE

The company ended up distributing samples to about 3,000 actual individuals during the four-day run of the promotion, but “reaching” nearly a quarter-million Australians as participants tweeted, posted on Facebook, took photos of Cracker Crisps for Instagram and otherwise fulfilled their social-media obligations under the exercise, then saw those missives replicated, amplified and “liked” through their “friends” in the network.

“In the scheme of things, even 250,000 seems like a fairly low reach, but that was a level of social reach that actually exceeded our expectations,” Nik Scotcher, marketing manager of the snacks portfolio for Kellogg Australia, told NEW NUTRITION BUSINESS. “And when someone gets a message from a friend about a new product, that can be more powerful than a 30-second spot on TV.”

Now other markets in Australia are considering a similar activation. And, of course, the pop-up and social-media experience was only part of a much broader launch campaign for Special K Cracker Crisps that also includes a more massive sampling effort and more traditional advertising including a comprehensive TV campaign.

At least a couple of major facts influenced the approach that Kellogg took in marketing Cracker Crisps. The first regards Kellogg’s positioning in the market. The second has to do with Australia’s positioning in social media.

First, in Australia, Kellogg historically has been even more closely associated just with breakfast cereals than in Europe and even the brand’s home market, the US. While in other western markets the company has been broadening its overall footprint into other food segments, especially under the Special K brand, and focusing on a weight-loss positioning for Special K, Kellogg Australia has taken a more conservative approach.

“We have been around in Australia for many years and predominantly have stayed a breakfast-cereal brand—it’s fundamentally about a healthy-lifestyle breakfast cereal,” Scotcher explained. “We haven’t as overtly pushed the weight-loss angle. There are regulatory reasons for that. So we more broadly offer our products as helping a healthy lifestyle, not just weight loss.”

SAVOURY A BIG STEP

Neither has Kellogg taken many steps outside its breakfast-cereal product line in Australia, including snacking of any sort. It launched some Special K nutrition bars a few years ago in a “sweets” format; they were essentially made out of the same Special K flakes as in the ready-to-eat cereal. But, Scotcher said, “We struggled to get a foothold with those products. We failed to find a relevant role in snacking.”
For its re-try at the snacking market, Kellogg Australia has gone even further afield than nutrition bars, into the challenging savoury arena. “Moving into the savoury snacks category is a big thing for Special K,” Scotcher said. Cracker Crisps are wholly non-derivative of the cereal, being constituted mainly of potato and rice flours. “It’s a big step away from just using the cereal in the bars.”

Given all of that, Kellogg determined that getting consumers to sample Special K Cracker Crisps would be even more important for their launch than sampling is for most new-product introductions. “It is a new format that’s somewhat removed from what the brand has delivered for a number of years,” Scotcher said. “So it was crucial for this launch to help people understand and assimilate that.”

At the same time, Kellogg Australia executives wanted to pair the traditional exercise of sampling with a non-traditional approach to marketing that would create outsized buzz around Special K Cracker Crisps. That is where the specific social-media habits of Australians became relevant. Australia is one of the faster-paced countries in terms of smartphone penetration, placing second only to Singapore at this point, Scotcher said. And similarly, an impressive 65% of Australians use social media. “This was new ground for most of us in terms of marketing, however, so it was important for us to understand those facts,” he said.

**POP-UP OFFICE SWAPS SNACK FOR SOCIAL MEDIA POST**

So, after a period of typical in-store sampling of Special K Cracker Crisps, Kellogg ventured to set up what it called the Special K Post Office, a pop-up location at the Westfield Shopping Centre in Sydney. It was a format that also borrowed from the Special K “Tweet Shop” that Kellogg set up in London last year, when the crisp line was launched in the UK. “We dressed the place up quite nicely to represent some of the glamour that comes with the brand,” Scotcher noted. “We could not only put physical samples directly in the hands of consumers, but it allowed for a fuller brand experience.”

Staffers gently coaxed or guided passers-by into the Special K Post Office, offering them the opportunity to sample the new snack and letting consumers know they could “pay” for the privilege with a social-media post.

**SPECIAL K’S SHOPPING POP-UP IN SYDNEY**

Because savoury crisps are such a different format for Special K, for its Australian launch the company decided to deliver “a fuller brand experience” by setting up a “Post Office” in a Sydney shopping mall where consumers could sample the product then “post” about it on social media. This made particular sense in Australia, second only to Singapore for smartphone penetration.
They suggested taking and posting photos of themselves and their friends enjoying Special K Cracker Crisps.

“We wanted to give people something in return for the things they naturally do on social media already,” Scotcher explained. “And then we’d give them a snack option that means they can say yes to that afternoon savoury-chip craving and still stay on track as part of their healthy-eating plan.

“We left them to write or do what they liked. We were comfortable with that. But we would give them suggestions. And we helped them appropriately hash-tag their messages so that it was effective for our brand from a social-media perspective.”

NO NEGATIVE SOCIAL MEDIA POSTS

Given the lack of control that Kellogg would have over what consumers actually posted on their social-media accounts about Cracker Crisps and about their overall experience at the Special K Post Office, Scotcher conceded to being “a bit nervous” about how the promotion would turn out. “You’re never really sure how consumers are going to react. We wondered if there might be some negativity out there as part of the democracy of social media. But there wasn’t any negative sentiment. And we got our social reach.”

Picture at right: Kellogg Australia borrowed from the Special K “Tweet Shop” idea used in London for the UK launch last year.

A still from the Special K Post Shop event: “I just posted a picture of this lovely setup on Instagram and got myself Kellogg’s Crisps”. On both Special K Australia Facebook page and youtube. https://www.facebook.com/SpecialKAustralia http://www.youtube.com/watch?v=VkR94jNLgE

INTRODUCING NEW SPECIAL K®

Cracker Crisps
in delectable Sour Cream and Chives.

MADE FROM A COMBINATION OF BROWN RICE AND POTATO, THEY HAVE 60% LESS FAT THAN REGULAR POTATO CHIPS.
AVAILABLE IN THE CHIP Aisle NOW. GO GET ’EM!
A Paris-based spin-off from a multinational giant is commercializing its science-based ingredient technology with gut health benefits — backed by a rare European health claim approval, as well as a health claim approval in South Korea. Could the ingredient fill a gap that has opened up in the European market following the demise of permitted probiotic claims on products targeting gut health? By DALE Buss.

A French better-for-you ingredients startup that was spun off from a major Belgian multinational chemical company is bidding to make the next big advance in gut health on at least three continents. Groupe Solactis already has gotten its GalactoFructose product — brand-named Solacfructis — approved for digestive health claims in foods and beverages in South Korea and in the European Union and is eyeing the United States.

In development since 2006, GalactoFructose became eligible to make claims for its prebiotic benefits in Asia and then for regulating intestinal “transit time” by the European Food Safety Authority (EFSA), just as digestive benefits have emerged as a major health platform worldwide.

“Transit time is important for comfort,” Pascal Ronfard, CEO of Groupe Solactis, told New Nutrition Business. “This is a big concern for any population, because if you don’t feel good in your belly, you’re not comfortable or happy. The even stronger point is if you have pathogenic entities in your digestive tract, the longer they stay, the more dangerous it is. With a regulated transit time, you reduce the risk of pathogens; if they are in the food you eat, they will stay for a shorter time in your gut. It reduces the risk they will develop into disease.”

On the strength of this positioning, Ronfard and other management just bought their nutrition-management group from Solvay, freeing the recapitalized new company, as Solacfructis, to focus on further commercialization and expansion of the ingredient franchise.

“We don’t believe the [commercial] development will come with one miracle product that will make sales jump suddenly,” Ronfard explained. “We’re gradually building up with different products in different fields, including yoghurts, dietary supplements, fermented dairy drinks and fruit juices. It’s going to be all of these, not just one magic product that will change the life of Groupe Solacfructis.”

Brussels-based Solvay is a sprawling enterprise that develops and manufactures chemicals and other goods for markets that range from construction to “green” energy, agriculture to paper. It is a major manufacturer of sodium bicarbonate, which long has been a primary ingredient for relief of heartburn and indigestion; so the company has “great knowledge of minerals and their effects in the body,” as Ronfard put it.

GalactoFructose is aimed at regulating the transit time — how long it takes for something ingested to appear at the other end of the seven-metre-long gastrointestinal system — of healthy adults. Normal transit time is between 20 and 30 hours and doesn’t exceed 72 hours, but about 20% of French people complain of transit problems. One of the best antidotes to such problems, Ronfard said, is to encourage the body to produce more of its own “good” bacteria, which is exactly what GalactoFructose does.

Specifically, Ronfard said, if an individual’s transit time is hovering above average, at 45 to 50 hours, GalactoFructose “will enable them to reach the comfort zone” for transit time. Or, if a person’s transit time has accelerated to only 15 to 18 hours, “the regular uptake of GalactoFructose will enable them to get back to the comfort zone as well.” This effect at a low dose of GalactoFructose is patented by Solacfructis. At the “pathologic” levels of just 10 to 12 hours of transit time, or above 72 hours, the benefits of GalactoFructose are impinged.

GalactoFructose is a natural product, a semi-synthetic carbohydrate that is made out of a lactose isomerization and naturally occurs during the standard heat treatment of milk, such as pasteurization. It is a disaccharide formed by the association of fructose and galactose. It has very good resistance and stability at high temperatures. GalactoFructose has a significant fibre effect, offers glucose-lowering possibilities because it is sweet but not digested, and enhances mineral absorption as well, the company claims.

The substance reaches the colon intact. Then, the way it works, Ronfard explained, is to help the body more rapidly proliferate existing “good” microflora — the “prebiotic” or “endogenous” development of bifidobacteria. By comparison, “probiotics” — like the bacteria in Activia yogurt — introduce outside, “exogenous” bacteria into the human digestive system which then work with the native bacteria to improve the situation in the gut.

So several years ago, Solvay management identified GalactoFructose “as a product with a lot of potential,” he said. Solvay also worked with teams from Hannover University, Catholic University of Louvain and research schools. As Ronfard’s group developed the bifidogenic product within Solvay, he initially encountered upper management who “indicated they wanted to
get the first look” at the finished product on behalf of Solvay. So Ronfard and colleagues pressed on.

Initially, Ronfard said, his group encountered “both good luck and bad luck” as they began the development process. At first they aimed to qualify GalactoFructose for a claim under the national laws on health claims, prior to the health-claim regulation in 2006. They succeeded in Belgium. “It was obvious to the food industry that everything was very dynamic at that point in terms of developing nutritional ingredients,” he recalled.

A problem with the group’s initial focus on Europe soon emerged, however, as EFSA dawdled in developing the analysis of the 44,000 or so dossiers presented after the European health-claim law was published, in December 2006. It was a delay that, in turn, proved to be a crucial negative because it resulted in a lack of guidance to Solvay and other concerns that were attempting to develop products against it. “The European text became a major question mark, and everything became very slow in Europe,” Ronfard said. The final EFSA regulations wouldn’t be published until 2012.

So as early as 2008, Ronfard directed his group to switch their energies to obtaining a regulatory imprimatur somewhere in Asia for GalactoFructose. Besides the specific obstacles that Solvay was encountering in gaining EFSA approval of a claim, Ronfard said, his group also was attracted to what at that point remained a much broader mindset among Asian regulatory authorities to the benefits that the company was claiming for GalactoFructose.

“In Europe, the food industry has been doing some excellent work in getting into people’s minds the connections between food and health,” Ronfard said. “But in Asia there was already a lot more maturity on that connection. In Asia, it’s already in the minds of people that the way to avoid seeing the doctor is by how you eat.”

In 2009, Solvay obtained a health claim for GalactoFructose in South Korea. Specifically, the claim allows the company using the substance in its recipes to claim that the foods containing the ingredient have a demonstrated prebiotic benefit. “The simple development of bifidobacteria due to the presence of GalactoFructose is recognized as a health claim [in South Korea] for its prebiotic effects,” Ronfard said.

Soon, GalactoFructose was being folded into new products in South Korea. It came in two forms: syrup, which has a sweet taste, is 50% pure, is wetable and has high solubility, and has good dispersibility; and powder, which is white, with a 74% purity and the other major characteristics of the syrup. Solactis also is often combined with fibre products or probiotics.

One of the first significant applications of GalactoFructose came in a 100ml, shot-style fermented-dairy product, Gut, which contained 5g of GalactoFructose and promised regulation of digestive transit and other benefits. The claim enabled a 40% higher price for Gut than for a typical shot product without the claim, Ronfard said.

“If you’re into breakfast or fruit juice, you understand the context for this product, and GalactoFructose will deliver the fibre effect that is promised” in Gut, he said. “This is also a message that consumers understand in western countries.”

But, apparently, not western regulatory authorities. The Solvay R&D team finally received EFSA approval of a health claim in December 2012. But the substance of the claim is somewhat different than the one in South Korea – and not what Solvay had been led to expect that it could state once a European claim was approved, Ronfard said.

“In Europe,” he explained, “not one prebiotic claim was accepted by EFSA, and the critical difference is that it is not enough to simply demonstrate that your ingredient helps develop key bifidobacteria,” he said. “You must also show the benefits for the host, though there is a strong consensus on the health benefits of large bifidobacteria counts.”

In other words, in the South Korean claim, there is the presumption of a health benefit from the presence of a prebiotic substance such as GalactoFructose. But in Europe, Solactis also had to demonstrate the efficacy of the substance in actually regulating transit time. “We’re upset that the rules of the game weren’t more clear” in Europe, Ronfard said.

And now that GalactoFructose has gained the claim under EFSA, he said, Solactis is still trying to get the agency to improve the allowed claim by making it similar to the South Korean standard. “We believe we aren’t far from it,” he said.

PRESSING AHEAD WITH COMMERCIALISATION

In the meantime, with the less-than-satisfactory claim it currently has in hand for European markets, Solactis is pressing forward with commercializing GalactoFructose there. It is eligible for cereal bars, biscuits, ready-to-eat cereals, yogurts and other dairy products, fruit preparations, infant nutrition, clinical nutrition, a variety of beverages, dietetics and food supplements, he said. Ronfard expects the first products on European markets containing GalactoFructose in 2014.

Solactis also is pressing its initial success in Asia by penetrating other markets including India, Indonesia, Malaysia and Taiwan. Japan, Ronfard said, also is a promising market for GalactoFructose because of its strong history of approving foods for specialized health uses (known as FOSHU), though so far Solactis isn’t very active in Japan.

In the United States, Solactis already has achieved placement in food supplements. And over the longer term, Ronfard said, he sees the potential for significant demand in the US for GalactoFructose. “We’ve seen the fantastic development of Activia there,” he said, “but there is still work to do.”
Multi-benefit beverage brings multi lessons

A surprisingly large number of food and beverage companies in Europe and the US have been keeping a close eye on Neuro to see whether it could become the next Vitaminwater-style mega brand. Although by any objective measure the brand’s total sales are excellent they still fall far short of what many industry executives, who were planning to copy its unique multi-benefit brand architecture, had hoped for. By DALE BUSS.

After six years in business, the Santa Monica, California-based functional-drinks brand Neuro has grabbed attention, designed striking bottles, helped create a new paradigm for better-for-you beverages, picked up plenty of celebrity endorsements, been credited as a nascent lifestyle brand, recruited some industry veterans, managed to obtain distribution in many major US chains, and picked up investment from a creditable venture-capital firm.

But after all of that, Neuro also has experienced great difficulty explaining its proposition, maintaining a consistent product line, figuring out exactly which “functionalities” are in need of a specific drink to address them, and gaining traction with American consumers. As a result, Neuro’s revenues reached at least $69 million (€51 million) but rose only by 3% over the last 12 months, despite all of its other achievements.

SIMPLE IDEA THAT’S PROVEN DIFFICULT TO EXECUTE

“It has been more difficult than we thought,” said Paul Nadel, the brand’s long-time president who recently also took over CEO duties from paparazzi-friendly founder Sanela Diana Jenkins. “We’re doing well and fighting the fight. However, there’s lots of carnage on the road, and lots of lessons we can learn. We just don’t want to learn them too late.”

In short, Jenkins came up with an intoxicatingly simple idea for functional beverages that has proven dauntingly complicated to execute. The simple idea is to provide a lineup of different drink formulations under a single brand name, in a distinctively-shaped 14.5oz (412ml) bottle, with no artificial colours and flavours, each providing only 35 calories, typically retailing for $2 to $2.50 (€1.48 to €1.85) apiece and shelved in supermarkets and major mass merchants with Vitaminwater, SoBe and other leading functional-drink brands.

Each beverage is assigned a different colour and flavour and addresses a specific nutritional and functional proposition (see box for more specifics):

- **Passion** for pursuing “what you love”
- **Sleep**
- **Sonic** for “mental performance”
- **Bliss** for relaxation
- **Trim** to “manage hunger”
- **Daily** for an immunity-system boost.

Jenkins clearly was on to something in the early going with the idea of offering a line of beverages, each with a claimed unique efficacy but under a single brand. Function did the same thing. And many large, mainstream brands were attempting to create a similar sort of function-specific positioning for some of their beverage lines, most notably Coca-Cola with its heavy investment in the Vitaminwater brand.

And based in Southern California, Jenkins had plenty of inspiration around her about how to tout a brand: get celebrity endorsements. So Jenkins—who also fashioned herself as “a celebrated international human-rights activist and philanthropist” and is a majority owner of a swimwear line as well—recruited the likes of Lady Gaga, singer Tony Bennett, uber-celebrity Kim Kardashian and actress Amanda Beard to endorse the brand and be seen with Neuro Drinks in their hands.

Just as significant, Neuro also recruited some beverage-industry veterans from brands such as Red Bull to help it figure out the market. As recently as last year, Neuro was still widely hailed. Beverage World called it a “breakout brand” of 2012 and interviewed

Source: drinkneuro.com
Jenkins about creating a brand that she called “attractive, functional and fun”.

Peddling its proposition and marketing heft, Neuro was able to leverage itself impressively onto store shelves around the US. Its distribution now includes Walmart, Target, and Walgreen as well as major grocery chains including Kroger and Safeway. Neuro also has been able to ramp up penetration in the crucial convenience-store channel.

A BETTER MOUSETRAP

And to a great extent, Nadel explained, Neuro focused on the specifics of getting good distribution to gain early momentum. “The market has been tremendously receptive to us,” he said. Here’s why: Neuro representatives emphasize that with a facing of all six Neuro Drinks, each with a specific appeal to certain individuals as well as with an overall brand presence, retailers have a better chance to see them plucked off the shelf at a faster rate than if, say, they devote exactly the same space to Vitaminwater, whose products aren’t nearly as differentiated from one another.

“You can sell to that consumer one bottle at $1 and a 30% profit margin,” Neuro’s argument has gone, according to Nadel, “or maybe two ‘pulls’ from the Neuro shelf at about $2 a bottle and also a 30% profit margin. We’ve got a better mousetrap. Vitaminwater is a bigger brand, so there’s more sales velocity, and that’s a fair argument for it. But what retailers get is that when a consumer comes back after liking [Neuro] Sonic and they see another Neuro next to it called Sleep, they’ve built some goodwill and affinity. And they have to sell a lot more Vitaminwaters for every Neuro.”

Sampling at the store level – featuring what Nadel called “very attractive people in tight skirts” – also became important for Neuro’s awareness and sales growth. But at the same time, from some of the reactions of consumers and retailers in the store, Neuro executives also began to understand why, after a few years, Neuro hadn’t become the breakout hit that many expected.

The problem boiled down to a great deal of confusion about whether the Neuro brand architecture truly could work and whether the company was executing its brand strategy in the right way. One of the basic challenges, Nadel and his staff determined, was that not enough consumers were understanding

EUROPEAN EXPANSION STALLS

Launched in the UK in 2010 with a target – cited in UK media – of £100 million ($161 million/$119 million) in retail sales in five years, Neuro was withdrawn in late 2012.

A report in newspaper The Daily Telegraph indicated a £1.73 million ($2.79 million/€2.07 million) loss in the UK in 2011 on sales of £1.6 million ($2.58 million/€1.9 million). The product was available in the national drugstore chain Boots and the Waitrose, Asda, Sainsbury and Tesco supermarket chains as well as independent stores.

Although the brand’s marketing spend is not known (trade paper The Grocer suggested £3.5 million – $5.7 million/€4.18 million – in 2010), it is likely to have been significant since it included: print advertising, sampling and out-of-store events, online investment and PR.

Price-wise Neuro retailed at £1.83 per 430ml bottle ($2.95/€2.25), equivalent to £4.26/€6.87/€5.23 per litre. For comparison, a 500ml bottle of Evian water retails at £0.45, or $0.90 per litre ($1.45/€1.10), giving Neuro a 373% premium. However compared to Coca-Cola-owned Glaceau Vitaminwater – the nearest comparable product – the premium was only about 30%.

Breaking records at our hammock hangout

the summer of BLISS continues! in honor of national hammock day, we invited 125 of our closest friends out to the santa monica pier to go for the hammock relaxing record. everyone sipped on some neuro BLISS while entertainment tonight and rosci dizz were on hand to cover this BLISStomic event. spoiler alert: we broke the record! check out the pics.

we encourage all of you to de-stress this summer by taking part in our BLISS and Tell campaign. submit your most BLISSful moments here for the chance to win $10k toward a dream vacation.

Source: Neuro Facebook page
or embracing the idea of multiple products, each aimed at a specific benefit, and why they were all under one brand.

Nadel compared it with the task faced by tech brands when they’re attempting to get consumers to adopt their operating systems, meaning that they typically also embrace all the products in various computing categories that are governed by that operating system. “How do you communicate that?” he said. “Consumers said, ‘Why should I invest in [Neuro’s] operating system? It works with Apple; but they’re Apple, and it took them 30 years.”

CHALLENGE OF COMMUNICATING EFFICACY

Beyond that challenge, Nadel explained, Neuro was having difficulty getting consumers to understand the true science that stood behind each of the brand’s products and careful formulations – that there was actual efficacy inside the beautiful bottle with the great flavour and sexy name. “We tried to combine sexiness with science,” he said. “While L-theanine and other names of our ingredients are healthy, people don’t know what they are. And many of these names are just a bunch of consonants in a row, so it really doesn’t work either to talk about them a lot.”

Tom Pirko, a leading beverage industry consultant and president of Bevmark, a California-based firm, said that “the general consensus is that this has been a great idea, and they’ve got some very good placements in retailers”. But he asserted that Neuro’s overarching proposition “hasn’t been explained well, and [the brand] isn’t well-positioned in stores. They don’t seem to know how to promote the product – to spend the money in the right places to make consumers aware of their claims.”

EDUCATING CONSUMERS ESSENTIAL

Indeed, such obstacles would come together at the “moment of truth” in the store when consumers decided what beverages to pluck off the shelf or – less commonly – when they encounter sampling by Neuro or another beverage brand.

“For someone to make a commitment to pay a premium price and drink your brand instead of something that they already know in a single category, like an energy drink, we had to do a good job of educating,” Nadel said. “If you use Sleep because you need help sleeping, you may not feel that you need an energy drink” in the form of NeuroSonic. “You may buy a cup of coffee in the morning but nothing else like that.”

However, Neuro also has encountered many consumers who get confused and even put off by the multiple functionalities offered by the brand and by how, in some cases, the individual products even seem to fight one another. “If you use Sleep because you need help sleeping, you may not feel that you need an energy drink” in the form of NeuroSonic. “You may buy a cup of coffee in the morning but nothing else like that.”

Also, Neuro founder Jenkins, Nadel and their team also wrestled mightily with exactly which products to keep in the Neuro lineup, which to tank, and what new varieties to introduce, as American consumers broadly stated their needs and preferences in the dynamics and development of the better-for-
you beverage market.

NeuroSport, for instance, was an early part of the lineup. But the brand has dropped Sport. “Frankly, when we did the research, we really didn’t think we could develop a sports drink better than some that were already out there,” Nadel admitted. “We came out with a really good one, but could everyone tell that it was better than what was out there? I couldn’t.” Neuro may bring back a Sport entry, but not with the same formula, he said.

Similarly, Neuro has withdrawn NeuroSun. The product focused on its 1,000 IUs of vitamin D, about two to three times the recommended dose; and humans can’t overdose on vitamin D. Neuro executives were encouraged toward this introduction a few years ago because of rising scientific and news-media discussion of Americans’ vitamin-D deficiencies, which ballooned to 75% among some ethnic groups.

“We found an amazing source of vitamin D that you could encapsulate and suspend in the drink, and it was then activated by stomach acid, so it seemed great,” Nadel said. Vitaminwater also came out with a vitamin D-based variety, Stir D, and it contained only 50 IUs of the nutrient. “But they abandoned theirs, and we abandoned [NeuroSun], because vitamin D deficiency turned out to be a huge need that nobody really cared about. We evangelized but our demographic really didn’t care that much.”

The benefit of “energy” has vexed Neuro more than any other. Part of the initial inspiration for brands such as Neuro to try to aim specific drinks at enhancing specific bodily processes came from energy drinks and their clearly efficacious functionality – “mainly relying on caffeine to give consumers ‘energy’, or at least temporary alertness. So Neuro included NeuroSonic in its lineup, as a vaguely positioned energy drink that carried an oblique approach to competing with the dominance of Red Bull and Monster. At the same time, it overlapped the function a bit with NeuroPassion, which includes some of the same ingredients.

“We focused [in NeuroSonic] on a blend of L-theanine and caffeine that gives you the ability to focus and perform better, not just keep your energy up,” Nadel said. “We thought that was a good way to market it.” But Neuro found that consumers “want to

---

**TABLE 1: NEURO-LINEUP**

The Neuro Drinks lineup has changed significantly even in the company’s short history, but here's how the six-SKU list looks today:

**NeuroPassion:** Formerly known as NeuroGasm, this drink comes in Orange Mango flavour and is supposed to “increase drive to pursue what you love” and “improve performance”. Neuro’s web site is vague about exactly what kind of performance that means. In any event, the product includes L-citrulline, an amino acid that it purports to increase healthy blood flow; caffeine; and L-theanine, which is supposed to offset some of the effects of caffeine and carries “cognitive” benefits. It comes in a deep-red bottle.

**NeuroSleep:** “Sleep easy,” the bottle says. The drink “supports restful sleep” with its combination of melatonin, a naturally occurring sleep aid that is a key component of many relaxation and sleep drinks; L-theanine; magnesium; and 5-HTP, “an important intermediary in the biosynthesis of serotonin and melatonin from tryptophan”. It comes in a vivid-orange bottle and Peach Apricot flavour.

**NeuroSonic:** The subscript on the bottle promises “mental performance”. It is purported to support “drive and vigour”. Coming in a bright red bottle and Wild Berry flavour, it promises to “increase alertness so you can focus”. NeuroSonic’s formula includes L-theanine, caffeine and alpha GPC, which Neuro said is “a rapidly absorbed source of choline” and “contributes to the production of ... a neurotransmitter important for memory”.

**NeuroBliss:** “Reduce stress”, the bottle says. This drink “supports relaxation”, the company said, and “reduces stress to keep you calm”. In a white bottle with a light-blue cap, in Tropical Citrus Lychee flavour, NeuroBliss relies on chamomile, a common tea ingredient, and L-theanine, as well as alpha GPC, vitamin D, B vitamins and other ingredients. It isn’t clear exactly what separates the effects of NeuroBliss from those of NeuroSleep.

**NeuroTrim:** This drink, in a purple bottle and Summer Raspberry flavour, purports to “manage hunger”. It supports “healthy weight loss and appetite control”, chiefly through the inclusion of konjac fibre, which is used in weight management products in Japan, and in Europe is the only ingredient allowed to make a weight management claim. Neuro describes it as “a highly viscous polysaccharide with an extremely high molecular weight, important for the effectiveness of the ingredient. This form of glucomannan has been used in numerous human (clinical) trials, with results demonstrating statistically significant reductions in body weight”. It can also, the web site said, “help influence satiety-appetite control”. NeuroTrim is to be consumed 30 minutes prior to each major meal.

**NeuroDaily:** This drink is the latest addition to the Neuro line. In a bright yellow bottle, it promises “daily immunity”. The company said NeuroDaily “protects your immune system with a powerful blend of vitamins and antioxidants”. It “is formulated to support your immune system against the daily assaults from stress, lack of sleep and poor eating habits”. Packed with vitamins D and C, zinc and “other essential ingredients” such as selenium, “it’s like having your own personal bodyguard”.

---

**NEW NUTRITION BUSINESS**

www.new-nutrition.com
know what a drink is; they don’t want to guess. They’re looking for the next boost of energy, and they’d love to have some combination of the effects of Red Bull and something that is healthier for them – and if it tastes great, that’s a bonus.”

So in January, Neuro will be recasting NeuroSonic a bit, giving it that main tag line, “energy refresh”, and eliminating the current “mental performance” tag line. “The consumer right now is looking for energy,” he said. “You learn after time what appeals to the consumer.”

There also is another fresh new Neuro SKU in the lineup: NeuroDaily. Taking a clue from the rise of immunity-boosting products such as Activia and various probiotic drinks, the company introduced the product promising “daily immunity” with a blend of vitamins and antioxidants. One of the nutrients is vitamin D, in the same 1,000-IU dosage as had been found in NeuroSun.

Such a willingness to shift products and direction is a strength of Neuro, not a deficit, Nadel alleged.

“Hopefully we learn what is and isn’t working and [say], ‘how about this?’ and try this or add that or change a flavour profile or the colour of a bottle,” Nadel said. “You have to be prepared to do those things. It’s not cheap, but it’s part of our DNA here. We’ll guess wrong sometimes. And you can’t stick with something too long. You have to know when to fold. And you have to morph.”

But one result of going back to the drawing board beginning a couple of years ago was that Nadel, who has ended up succeeding Jenkins as CEO, determined to bring a lot more focus to the brand so that its marketing and sales efforts would be realigned effectively around certain core SKUs at different times. Partly as a result, Neuro had to lay off some of its sales and marketing staffers earlier this year, out of a total workforce of more than 100.

He decided to emphasize NeuroSonic and NeuroBliss because brand executives came to believe that sleep, stress relief and energy were the three “need states” for which Americans were most receptive to beverage elixirs. While many “relaxation beverages” have come and gone, for example, Nadel said “there is nothing else in the drink aisle besides NeuroSleep “that makes you think people don’t believe,” he said, “they don’t pull out their Visa cards.”

But at least one huge “Visa card” has come out for Neuro: a recent investment by TSG Consumer Partners, a leader in the US in building and investing in middle-market branded consumer companies.

While Nadel was vague with New Nutrition Business about Neuro’s current revenues, they were reported as $69 million for the 52 weeks ended September 8th by SymphonyIRI, rising by only about 3% over the previous period at the US supermarkets, drug stores and mass merchandisers where the firm measures sales. Taking all channels into account, overall sales are likely to be considerably larger. And the way Nadel might see it, Neuro has nowhere to go from here but up.

**TABLE 2: INGREDIENTS AND NUTRITION FACTS FOR NEURO SONIC**

<table>
<thead>
<tr>
<th><strong>Nutrition Facts</strong></th>
<th><strong>Per 100.00ml</strong></th>
<th><strong>Energy (kJ)</strong></th>
<th>36.00kJ</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Energy (kcal)</strong></td>
<td>8.50kcal</td>
<td><strong>Protein</strong></td>
<td>0g</td>
</tr>
<tr>
<td><strong>Carbohydrate</strong></td>
<td>2.10g</td>
<td><strong>Sugars</strong></td>
<td>2.10g</td>
</tr>
<tr>
<td><strong>Fibre</strong></td>
<td>0g</td>
<td><strong>Fat</strong></td>
<td>0g</td>
</tr>
<tr>
<td><strong>Saturated Fat</strong></td>
<td>0g</td>
<td><strong>Sodium</strong></td>
<td>0g</td>
</tr>
</tbody>
</table>

**TABLE 3: INGREDIENTS AND NUTRITION FACTS FOR NEURO TRIM**

<table>
<thead>
<tr>
<th><strong>Nutrition Facts</strong></th>
<th><strong>Per 100.00ml</strong></th>
<th><strong>Energy (kJ)</strong></th>
<th>36.00kJ</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Energy (kcal)</strong></td>
<td>8.50kcal</td>
<td><strong>Protein</strong></td>
<td>0g</td>
</tr>
<tr>
<td><strong>Carbohydrate</strong></td>
<td>2.10g</td>
<td><strong>Sugars</strong></td>
<td>2.10g</td>
</tr>
<tr>
<td><strong>Fat</strong></td>
<td>0g</td>
<td><strong>Sodium</strong></td>
<td>0g</td>
</tr>
<tr>
<td><strong>Saturated Fat</strong></td>
<td>0g</td>
<td><strong>Fibre</strong></td>
<td>0g</td>
</tr>
</tbody>
</table>
## FUNCTIONAL & HEALTHY-EATING NEW PRODUCT LAUNCHES

Each month we summarise new product launches from around the world.

- **Part 1: North America**  
- **Part 2: Rest of the World**

All new product information is sourced exclusively from Mintel's GNPD (Global New Products Database), which can be visited at [www.gnpd.com](http://www.gnpd.com). Mintel can be contacted at 18-19 Long Lane, London EC1A 9PL, U.K.. Tel. +44-(0)20-7606-4533, Fax +44-(0)20-7600-3327

### PART 1: NORTH AMERICA – FOODS & BEVERAGES

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Brand &amp; Product</th>
<th>Description</th>
</tr>
</thead>
</table>

#### BAKERY

- **Canada**  
  - Biscuits Leclerc  
    - Leclerc Preverena Dark Chocolate Chip 70% Cocoa & Cranberry Cookies  
      - Contain beta-glucan (wellmune WGP), which is a natural ingredient derived from a type of yeast called Saccharomyces cerevisiae. Provides 100% of beta-glucan per serving to activate key immune cells (neutrophils).  
  - Multi-Marques  
    - Pom Garden Vegetable Bread  
      - Added nutritional vegetables such as carrots, kale, sweet potatoes. Every two slices of this low fat bread contain half a serving of real vegetables and are a source of fibre and 13 essential nutrients. Pack features The Heart and Stroke Foundation's logo.

- **USA**  
  - Wegmans  
    - Wegmans Food You Feel Good About Ancient Grains with Cranberries Bread  
      - Free of artificial ingredients. Has ancient grains and sweet-tart dried cranberries. With whole grains for a nutritional boost.

#### DAIRY

- **Canada**  
  - Hain Celestial Group  
    - Dream Blends Original Non Diary Coconut and Almond Beverage  
      - Unsweetened coconut and almond beverage is free from lactose, dairy, and gluten.

- **Canada**  
  - Lucerne Foods  
    - Lucerne Greek Thick & Creamy Plain Fat Free Yogurt  
      - Gelatin-free, contains 0.2% of fat and is made with natural and artificial flavours. Has twice the protein of Lucerne Plain Fat Free Yogurt.

- **Canada**  
  - Parmalat  
    - Astro Original Cherry Cheesecake Greek Yogurt  
      - Contains no gelatin and 2x more protein than Astro original yogurts. Contains natural ingredients and no gelatin.

- **USA**  
  - Califia Farms  
    - Califia Farms Vanilla Pure Almond Milk  
      - Free from gluten, GMO, soy and lactose. Contains 50% more calcium than milk, only 50 calories per serving and no saturated fats. Rich in antioxidants.

- **USA**  
  - Alouette  
    - Alouette Sharp Cheddar Flavored Soft Spreadable Cheese Portions  
      - All-natural cheese provides 40 calories per portion and 50% less sodium than the leading brand's spreadable cheese wedges.

- **USA**  
  - Wholesome Goodness  
    - Wholesome Goodness Chocolate Almond Drink  
      - Fortified drink that is a natural source of omega 3 and 6, rich in calcium and rich in vitamin D. Free from saturated fat, gluten, lactose and cholesterol.

- **USA**  
  - Organic Valley  
    - Organic Valley Lactose Free Half & Half  

#### DESSERTS & ICE CREAM

- **Canada**  
  - Metro Brands  
    - Irresistibles Life Smart Vanilla Frozen Yogurt Made with Fibre  
      - A low fat natural yogurt, source of fibre and calcium. Bears the logo of Certified Allergen Control, verifying that it is free of peanuts and almonds.

- **Canada**  
  - A. Lassonde  
    - Lassonde Be Pure Oasis Health Break Antonioia Berry and Pomegranate Frozen Fruit Juice Bars  
      - Made with concentrated fruit juices and other ingredients, feature only 60 calories, provide one serving of fruit per bar, and contains no added sugar; artificial colours; or artificial flavours. Contains 250mg polyphenols each, are an excellent source of vitamin C.

- **USA**  
  - The Chia Company  
    - The Chia Co. Banana Chia Pod  
      - Made with fiber, omega 3, protein, banana, coconut milk and chia. Free from gluten and GMO, does not contain added sugar.

#### FRUIT & VEGETABLES

- **USA**  
  - Materne  
    - Materne GoGo SqueeZ Apple & Pear Sauce On the Go  
      - All-natural sauce using 100% fruit, is free from gluten, nut, and dairy. Resealable pouches require no spoon so that they create no mess.

#### JUICE DRINKS

- **Canada**  
  - KonaRed  
    - Kona Red Lite Hawaiian Superfruit Antioxidant Juice  
      - 100% natural, containing 100% juice and is gluten free. Contains bioavailable antioxidant limits of ORAC 7,909 per serving. No coffee beans, GMO sugar, caffeine or preservatives. It claims to contain an extraordinary amount of anti-viral and anti-inflammatory antioxidants that get absorbed into the cellular system.

- **Canada**  
  - Eau D’erable Pure Oriva  
    - Oriva Pure Maple Water  
      - Contains 2.25mg of polyphenols and only 25 calories per serving. This 100% pure and natural maple water is said to be harvested at the peak of the sap run for maximum flavour and sterilized.

- **USA**  
  - Hiral Canning  
    - Dai Frutatti Truly Tomato juice with Sea Salt  
      - Made with tomatoes grown and packed in the USA. Source of lycopene, which is a powerful antioxidant. Not-from-concentrate juice is all natural, provides two servings of vegetables per servings, is a good source of vitamins A and C, and free from artificial additives or preservatives.

- **USA**  
  - Cheribundi  
    - Cheribundi Cherry Blueberry Refresh Drink  
      - A tart cherry juice drink with blueberry juice from concentrate. Made with orchard-picked tart cherries, not from concentrate. Contains phytomolecules and anthocyanins, free from gluten.

- **USA**  
  - Vital Juice  
    - Vital Juice Co. Organic Vital Beet Cold Pressed Juice  
      - Made with raw fruit juices. This 100% organic certified product is suitable for vegan, GMO-free, premium, does not contain artificial colour, flavours or added sugar.

- **USA**  
  - Wholesome Goodness  
    - Wholesome Goodness Pomegranate Blueberry Acai juice  
      - Combines the sweet and tart taste of three super berries along with their natural antioxidants. Very low in sodium and contains no added sugar and gluten.

#### MEALS & MEAL CENTERS

- **USA**  
  - Quinoa Corporation  
    - Quinoa Ancient Harvest Supergrain Mac & Cheese  
      - Made with a non-GMO corn and quinoa blend. According to the manufacturer, quinoa contains more high quality protein than other grains and is said to be one of the best sources of protein in vegetables. Provides all essential amino acids, light and easy to digest.
# NEW PRODUCTS

## October 2013

---

<table>
<thead>
<tr>
<th>USA</th>
<th>ConAgra Foods</th>
<th>Chef Boyardee Good To Go Beef Ravioli Snack Kit</th>
<th>Contains the following microwavable Beef Ravioli in Tomato &amp; Meat Sauce which contain no preservatives, MSG and trans fat, and provide 6g of protein. Snack Pack-Vanilla Pudding which contains as much calcium as a B vitamin, glass of milk; and a Chocolate Chip Chewy Granola Bar which contains 9g of trans fat per serving, is made with whole grain oats, and provides 100 calories. Kit includes a disposable spoon.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OTHER BEVERAGES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>Loblaw's</td>
<td>President's Choice Strawberry Flavoured High Protein Ultra Shake</td>
<td>Provides all the nutrition of a complete meal as it has an excellent source of calcium and 24 vitamins and minerals. Sait to contain 30% more protein than PC Ultra Shake Meal Replacement. Contains no lactose.</td>
</tr>
<tr>
<td>USA</td>
<td>Food For Next Century</td>
<td>Ancient Grains Nuwi Natural Blueberry Flavoured Quinoa Smoothie</td>
<td>Described as a complete vegan protein, wholegrain, organic and ready to drink. Claimed to offer a super punch of nutrition by being high in complete protein with all nine essential amino acids, rich in fiber, containing high content of iron and magnesium, and a low cholesterol source of complex carbohydrates.</td>
</tr>
<tr>
<td>USA</td>
<td>Cytosport</td>
<td>Muscle Milk Evolve Chocolate Protein Shake</td>
<td>A naturally flavored drink sweetened with stevia, monk fruit and cane sugar, and enriched with Taurine for reducing body fat. Excellent source of fiber and of 20 vitamins and minerals, formulated with 12g of protein in each serving, and provides 110 calories. Gluten and lactose free.</td>
</tr>
<tr>
<td><strong>RTDs</strong></td>
<td>Canada</td>
<td>Blue Dot Beverage</td>
<td>Blue-Dot Protein Tea Orange Pineapple Green Tea</td>
</tr>
<tr>
<td><strong>SIDE DISHES</strong></td>
<td>Canada</td>
<td>Ronzoni Foods</td>
<td>Catelli Smart Bowls Pasta</td>
</tr>
<tr>
<td>USA</td>
<td>Valley Center</td>
<td>Sea Tangle Kelp Noodles</td>
<td>Tasty alternative to pasta and rice noodles, and is said to be great for salads, stir fries, soups, and casseroles. Made with mineral rich sea kelp, sodium alginate and water. Low in carbohydrates and calories and are free from fat, preservatives and all allergens, including gluten. Neutral taste and provides a rich source of trace minerals including iodine.</td>
</tr>
<tr>
<td>USA</td>
<td>Silver Palate Kitchens</td>
<td>The Silver Palate Grain Berry Rotini Pasta</td>
<td>Whole grain pasta with antioxidants. All natural ingredients and contains no added ingredients except for high tannin sorghum bran which is said to maximize antioxidants and provide more dietary fiber. It has an ORAC value of 9,489 umole/TE per 100g.</td>
</tr>
<tr>
<td>USA</td>
<td>Ma’s Pasta</td>
<td>Michael Angelo’s Ancient Grain Kamut Wheat Elbow Pasta</td>
<td>Ancient grain pasta. Organic product is made with Kamut khorasan wheat, which is higher in protein, fiber, minerals and amino acids than regular, modern wheat, and produces more energy in the body than regular pasta. Said to be more easily digested among people who have wheat sensitivities, contains 10g protein and 5g of fiber and is non-GMO.</td>
</tr>
<tr>
<td><strong>SNACKS</strong></td>
<td>Canada</td>
<td>Sequel Naturals</td>
<td>Vega Chocolate Decadence Viberbar</td>
</tr>
<tr>
<td>USA</td>
<td>Live Love Snack</td>
<td>Live Love Snack Lot’s Original Sea Salt Popped Potato Chips</td>
<td>Said to be all-natural, thin, and more flavorful than other “gust-free” alternatives. Contains chia seed, the highest plant based source of omega-3s, dietary fiber and protein. Rich in antioxidants, does not contain gluten, cholesterol, preservatives, artificial flavors or colors.</td>
</tr>
<tr>
<td>USA</td>
<td>Campbell Soup</td>
<td>VB Chocolate Flavored Complete Nutrition Bar</td>
<td>Complete and balanced nutrition. Excellent source of protein and fiber, containing 5g of fiber and 10g of protein per serving. Each bar provides half a vegetable serving, a variety of essential vitamins and minerals as well as 200 calories.</td>
</tr>
<tr>
<td>USA</td>
<td>South Beach Diet</td>
<td>South Beach Diet Good to Go Bars Gluten Free Dark Chocolate Cereal Bar</td>
<td>Made with natural whole grains and each serving contains 9g fiber and 6g protein. No artificial flavors or sweeteners. A convenient way to meet Strategic Snacking possible on the go.</td>
</tr>
<tr>
<td>USA</td>
<td>Forward Foods</td>
<td>Detour Smart Blueberry Whole Grain Sesame Bar</td>
<td>Features a Greek-style yogurt drizzle, has 4g of sugar, contains whey protein and is said to be a good source of fiber. Sweetened with stevia. Gluten free product with organic whole oats contains no artificial preservatives, artificial flavors, or artificial colors.</td>
</tr>
<tr>
<td>USA</td>
<td>Meijer</td>
<td>Meijer Ranch Flavored Soy Crisps</td>
<td>Baked, not fried. The crispy snack contains 7g of soy protein in each serving, which may reduce the risk of heart disease if combined with a diet that is also low in saturated fat and cholesterol.</td>
</tr>
<tr>
<td>USA</td>
<td>Dare Foods</td>
<td>Dare Breton Popped/ Supergrains &amp; Cheddar Flavored Crackers</td>
<td>Contains 15g of whole grain and 2g of fiber per serving. The air popped crackers contain 0g trans fat per 35g servings, and are free from cholesterol and low in saturated fat. Pack bears a Wholegrain Council logo.</td>
</tr>
<tr>
<td>USA</td>
<td>Maverick Brands</td>
<td>Nature’s Child Mega Mango Squeezers</td>
<td>Contains 100% fruit and vegetables. This gluten-free product is high in vitamin C and contains no corn syrup, artificial flavors or any msg. Also available: Squashy Banana Squeezers.</td>
</tr>
<tr>
<td>USA</td>
<td>MET-Rx</td>
<td>Met-Rx Nuts Popped Orange Creamicle Flavored Energy Bar</td>
<td>Combines the benefits of an energy supplement with a whey protein bar. Excellent source of protein with 13g of protein per bar and the formula is further infused with L-Arginine.</td>
</tr>
<tr>
<td>USA</td>
<td>Pacific Northwest Kale Chips</td>
<td>Pacific Northwest Kale Chips Glacier Peak Greens Kale Chips</td>
<td>Made with cilantro, lime and jalapeno. The healthy raw snack is free of gluten, contains no chemicals, a blend of green tea, coconut water, protein, honey and high antioxidant fruits, and is all natural. Claimed to contain more energy than the leading shot, has been formulated to increase alertness, extend endurance, and speed up reaction time, and contains 140g of caffeine.</td>
</tr>
<tr>
<td>USA</td>
<td>Next Generation Snacks</td>
<td>Smoothy Strawberry, Blueberry &amp; Banana Fruit Snack</td>
<td>Fortified with acerola and superfruits chips seeds, which are the richest plant based source of omega 3, dietary fiber, protein and antioxidants. Contains whole grains, only 70 calories and is free of gluten, dairy and nut.</td>
</tr>
<tr>
<td><strong>SPORTS &amp; ENERGY DRINKS</strong></td>
<td>Pacific Health Laboratories</td>
<td>Body Glove Surge Tropical Berry Energy Shot</td>
<td>Contains no chemicals, a blend of green tea, coconut water, protein, honey and high antioxidant fruits, and is all natural. Claimed to contain more energy than the leading shot, has been formulated to increase alertness, extend endurance, and speed up reaction time, and contains 140g of caffeine.</td>
</tr>
</tbody>
</table>
### Country Company Brand & Product Description

#### BAKERY

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Brand &amp; Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Crooked Creek</td>
<td>Crooked Creek Almond Cranberry Dimples</td>
<td>Free from gluten, wheat, dairy, and cholesterol. Contains 40% almonds, freshly made by hand. Rich in protein, calcium, minerals, fibre, and beneficial cranberries, free from artificial colours, flavours, preservatives, and GM ingredients.</td>
</tr>
<tr>
<td>Austria</td>
<td>Mestemacher</td>
<td>Mestemacher Protein Bread</td>
<td>Low in carbohydrates and rich in protein, and is said to be ideal as an evening bread.</td>
</tr>
<tr>
<td>Finland</td>
<td>Leipomo Rosten</td>
<td>Rosten Hyvi Sliced Oat Meal-Rye Bread Loaf</td>
<td>Said to be stomach friendly, rich tasting with abundant fibre and omega3 fatty acids.</td>
</tr>
<tr>
<td>Italy</td>
<td>Kellogg</td>
<td>Kellogg's Nutri-Grain Fruit and Fibre Biscuits</td>
<td>Breakfast biscuits are rich in fibre and contain six added vitamins, calcium and iron.</td>
</tr>
<tr>
<td>Japan</td>
<td>Otsuka Pharmaceutical</td>
<td>Oumugi Sekatsu Barley Crackers</td>
<td>Formulated with 1,000 mg of barley beta-glucagon per bag. According to the manufacturer, beta-glucagon helps control sugar absorption. Low-GI.</td>
</tr>
<tr>
<td>UK</td>
<td>Nicholas &amp; Harris</td>
<td>LinLife Seriously Sliced Bread</td>
<td>With inseeeds, sunflower and pumpkin seeds and contains half the carbohydrates of regular bread, because it is baked using natural vegetable protein flours to replace part of the wheat flour. High in fibre and protein.</td>
</tr>
</tbody>
</table>

#### BREAKFAST CEREALS

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Brand &amp; Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>mymmeli</td>
<td>N'ena's Organic Porridge with Vanilla &amp; Poppy Seed</td>
<td>Now available in a single portion tub with a mark for the addition of milk. This fine organic porridge is said to keep satiated for a longer time.</td>
</tr>
<tr>
<td>Germany</td>
<td>Allos</td>
<td>Allos 7 Grain Muesli with Chocolate</td>
<td>Features slightly darker chocolate pieces. The 100% whole grain, organic cereal is naturally sweetened with fruit and is rich in fibre. Contains seven grains: oats, purple wheat, emmer, spelt, wheat, rye and barley.</td>
</tr>
<tr>
<td>Norway</td>
<td>Norgesmølne</td>
<td>Møllerens Hava Oat Porridge with Seeds and Cardamom</td>
<td>Contains 91% oats and beta glucan from oats, which lowers cholesterol, is a rich source of fibre and is free from added sugar. Retail in a 65g pack featuring the Green Keyhole Symbol.</td>
</tr>
<tr>
<td>Poland</td>
<td>Sante</td>
<td>Sante Lo Muesli with Pomegranate &amp; Blueberry</td>
<td>Free from added sugar and made with spelt, oats and barley. It contains thiamine, folic acid, potassium, phosphorus, iron, zinc, magnesium and copper. Features a high fibre content of 11.3% thanks to being enriched with inulin.</td>
</tr>
<tr>
<td>South Africa</td>
<td>Bokomo Foods</td>
<td>Bokomo ProNutro Mango Flavoured Fruit Free Muesli &amp; Soya Cereal</td>
<td>An instant multigrain cereal with honeycomb developed by Midstream College by kids for kids. High in 12 vitamins and source of 6 minerals, it is also high in carbohydrates, vitamin C and selenium, dietary fibre and energy.</td>
</tr>
<tr>
<td>UK</td>
<td>Bakery On Main</td>
<td>Bakery On Main Carrot Cake Flavoured Instant Oatmeal</td>
<td>High in fibre, free from gluten, trans fat, dairy, casein and GMO and is low in sodium. Made with whole grain certified gluten free oats, chia, flax, amaranth and quinoa and is said to fuel amateur and professional athletes.</td>
</tr>
<tr>
<td>UK</td>
<td>Kellogg</td>
<td>Kellogg's Strawberry Pops Strawberry Flavoured Oat Toasted Rice Grains</td>
<td>Made from real grains of rice, are preservative-free and high in carbohydrates. They contain six vitamins, including B vitamins thiamine, riboflavin and niacin that help release the energy in foods, and iron, which helps carry oxygen around the body, allowing children to have stamina to perform at their best.</td>
</tr>
<tr>
<td>UK</td>
<td>Quaker Oats</td>
<td>Quaker Oats Oat So Simple Heaps of Fruit Blackberry &amp; Apple Porridge</td>
<td>High in fibre and naturally contain beta glucan, which helps lower cholesterol. Source of carbohydrate energy, and contain no artificial flavours, colours or preservatives. Product helps Magic Breakfast charity, providing free porridge to children in the primary schools in greatest need.</td>
</tr>
</tbody>
</table>

#### CARBONATED SOFT DRINKS

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Brand &amp; Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand</td>
<td>Red Point</td>
<td>Good Night Drink n’ Dream Relaxation Drink</td>
<td>Made with pure Australian Alpis spring water and with ingredients used to help relieve feelings of stress and to encourage peaceful sleep. Free from preservatives, artificial colours and intense sweeteners and is suitable for sleep lovers, workaholics, athletes, students, the jet lagged, and shift-workers.</td>
</tr>
</tbody>
</table>

#### CHOCOLATE CONFECTIONERY

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Brand &amp; Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>Diat Foods</td>
<td>Sugarless Bliss Leg-1 Chocolate Protein Double Plus Dark Roasted Almond Rocks</td>
<td>Sweeter than chocolates and contains the richness of natural fat-free cocoa butter. The low calorie rocks are suitable for diabetics, vegetarians, dieters and is cholesterol and trans fat free. Fortified with 8g of fibre and 8.5g of natural pea protein, said to match the nutritional profile of animal protein recommended by WHO to prevent obesity and cardiovascular disease. Low GI product.</td>
</tr>
<tr>
<td>UK</td>
<td>IQ Chocolate</td>
<td>IQ Superfood Chocolate Organic Cocos Nib-Crunch Chocolate</td>
<td>Made with 72% Peruvian cocoa and is said to be a health-promoting, raw bean-to-bar superfood chocolate, sweetened with coconut blossom and “created in the hills of Scotland with love”.</td>
</tr>
</tbody>
</table>

#### DAIRY

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Brand &amp; Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Pureharvest</td>
<td>Pure Harvest Organic Coco Quench Coconut Milk</td>
<td>A full-flavoured non-dairy milk made with organic coconuts. The healthy fat and minerals in coconut milk are matched with the sweetness and complex carbohydrates of rice milk, and it provides calcium, protein, and other nutrients including lauric acid. Cholesterol, lactose, gluten- and cane sugar-free.</td>
</tr>
<tr>
<td>Brazil</td>
<td>Abafoods</td>
<td>Isola Bio Organic Oat Drink</td>
<td>Organic drink with calcium is free from cholestrol, added sugar, and lactose.</td>
</tr>
<tr>
<td>Brazil</td>
<td>BalaVista</td>
<td>Piracanjuba Quinoa e Linhaça Zero Red Fruits Flavored Milk with Cereals</td>
<td>On-the-go product free from added sugar. Contains quinoa and linseed and red fruits such as cherry, raspberry and strawberry.</td>
</tr>
<tr>
<td>Chile</td>
<td>Danone</td>
<td>Danone Activia Zero Cherimoyas Flavored Cultured Smilled Milk</td>
<td>Features 0% fat and sugar, contains bifidus actiregularis, which can help with digestive health, and endorsed by the Chilean Gastroenterological Society.</td>
</tr>
<tr>
<td>Chile</td>
<td>Wut’s Alimentos</td>
<td>Lonco Leche Extra Calcium Lactose Free Smilled Milk</td>
<td>High in calcium, which contributes to the development of healthy bones and teeth, and enriched with vitamin A and D.</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Molkerei Alois Müller</td>
<td>Müller Fruit Multivitamin Buttermilk</td>
<td>A refreshing drink which provides calcium for strong bones. Buttermilk is also high in protein necessary for muscles.</td>
</tr>
<tr>
<td>Finland</td>
<td>Valio</td>
<td>Valio Plus Semi Skimmed Milk</td>
<td>Contains 50% more protein and calcium, and 100% more vitamin D than regular milk.</td>
</tr>
</tbody>
</table>
# NEW PRODUCTS

## October 2013

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>Braham &amp; Murray</td>
<td><strong>Devondale 3D</strong> Good Hemp Original Lactose-Free Milk Alternative</td>
<td>A creamy and nutritional alternative to milk, low in saturated fats, cholesterol, free, and enriched with both calcium and vitamins. Contains no milk, lactose, soya, gluten, or GM ingredients, making it allergy-free, and also contains no artificial sweeteners, colourings or preservatives. Easy to digest, contains 30% of the RDI of omega-3 fatty acids per glass.</td>
</tr>
<tr>
<td>India</td>
<td>Parag Milk Foods</td>
<td><strong>Gowardhan Topp Up Rose Flavoured Milk with Extra Protein</strong></td>
<td>Said to give a quick boost of protein strength and energy whenever and wherever needed.</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Natural Green House</td>
<td><strong>Natural Green House Bio Energy with Organic Black Beans</strong></td>
<td>Combines organic black soy beans and 24 other types of organic whole grain cereals and beans to provide a nutritious, healthy and high energy drink, which contains a wide variety of vitamins and minerals and FOS.</td>
</tr>
<tr>
<td>Norway</td>
<td>Tine</td>
<td><strong>Tine Bioa Cultured Milk with Natural Flavour</strong></td>
<td>Now contains added fibres. Contains active lactic acid bacteria that naturally strengthen the good bacteria flora and restores the balance in the stomach.</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Gieska</td>
<td><strong>Glarner Mountain Herb Greeting Spreadable Cheese</strong></td>
<td>An airy Swiss spread rich in protein and calcium, cholesterol free.</td>
</tr>
</tbody>
</table>

## DESERTS & ICE CREAM

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>Nutriss</td>
<td><strong>Nutriss Yogurt Ice Cream with Coconut Pieces</strong></td>
<td>Low-fat product contains pieces of natural fruit, is made with semi-skimmed milk, improves digestion due to Lactobacillus.</td>
</tr>
</tbody>
</table>

## FRUIT & VEGETABLES

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>Netto Marken-Discount</td>
<td><strong>VivaVital Baby Carrots</strong></td>
<td>Washed in ice cold water to retain nutrients, peeled and ready to eat. Free from preservatives. Vitamin A contributes to good vision.</td>
</tr>
</tbody>
</table>

## HOT BEVERAGES

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>Billa</td>
<td><strong>Billa Mango Passionfruit &amp; Wheat Germ Protein Smoothie</strong></td>
<td>Made from directly pressed fresh fruit juice, fruit pulp, fruit puree and wheat germ. Lactose-free product does not contain preservatives or added sugar.</td>
</tr>
<tr>
<td>France</td>
<td>Touraine Jus de Pommes</td>
<td><strong>Nature de Pommes Révélateur de Bon-Ere Energie All Natural Enriched Apple Juice</strong></td>
<td>Naturally rich in vitamin C and contains caffeine-rich guarana, known for their energizing properties.</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Healthy People</td>
<td><strong>Healthy People Red Power Juice with Super Food Fruit &amp; Vegetable</strong></td>
<td>Rich in antioxidants vitamin C, which is important for immune system and restoring body after exercise, and provides 100% of the RDI of vitamin C per 200ml. Made with 50.5% of vegetable and 49.5% of fruit.</td>
</tr>
<tr>
<td>Poland</td>
<td>Agros Nova</td>
<td><strong>De Wirt Premium Orange Carrot Drink</strong></td>
<td>Enriched with magnesium, said to reduce fatigue, and vitamin B6 which is said to support proper functioning of the nervous and immunity systems.</td>
</tr>
<tr>
<td>UK</td>
<td>Aartizen</td>
<td><strong>Aartizen Wellness Within Beetroot, Blackcurrant &amp; Apple Juice</strong></td>
<td>All natural, contains no artificial甜ening agents; may benefit the heart, whilst blackcurrants are high in vitamin C, which is good for immunity. Product aids digestion and is free from gluten, dairy, GMO, artificial ingredients, additives or preservatives, added sugar and concentrates. Also available is Apple, Cucumber &amp; Kale juice: Cucumbers rehydrate, kale is the queen of greens, loaded with iron and calcium, whilst juicy apples are great for detoxing.</td>
</tr>
</tbody>
</table>

## JUICE DRINKS

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>Otsuka Pharmaceutical</td>
<td><strong>Oomugi Seikatsu Barley Rice</strong></td>
<td>Healthy, made from barley by using a cold extraction method.</td>
</tr>
<tr>
<td>New Zealand</td>
<td>The Kaweka Foods</td>
<td><strong>The Kaweka Food Co. Scrumptious Apricot Chicken With Golden Couscous</strong></td>
<td>Made with natural ingredients, this meal for one contains no preservatives and is said to be a good source of protein and fibre.</td>
</tr>
<tr>
<td>UK</td>
<td>Soulful Food</td>
<td><strong>Soulful One Pot British Pulled Pork Stew with Chorizo, Beans &amp; Sweetpot</strong></td>
<td>A hearty rustic recipe with nutty British spelt and flageolet beans in a smoked paprika tomato sauce. It contains free range British pork and fresh vegetables. Free from preservatives and is low in fat and GI.</td>
</tr>
</tbody>
</table>

## MEALS & MEAL CENTERS

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>Leader Foods</td>
<td><strong>Leader Prode+ Strawberry Flavoured Protein Drink</strong></td>
<td>A milk-based recovery drink for daily consumption aimed at athletes and fitness enthusiasts. Contains 20g of protein and is free from gluten and artificial sweeteners.</td>
</tr>
<tr>
<td>Finland</td>
<td>Valio</td>
<td><strong>Valio PROFeel Licorice Flavoured Protein Drink</strong></td>
<td>Rich in good quality protein from milk and contains no lactose or artificial sweeteners. Low-sugar product is enriched with vitamin D.</td>
</tr>
<tr>
<td>France</td>
<td>Ludmilla de Bardo</td>
<td><strong>Ludmilla de Bardo Céréadej Breakfast Powder Cacao Mix</strong></td>
<td>Made with instant almonds, instant chestnuts, instant hazelnuts, sprouted cereals seed and cocoa. Organic certified product is naturally rich in magnesium, calcium and fiber, is a source of phosphorus, is lactose-free.</td>
</tr>
<tr>
<td>Japan</td>
<td>Nesti OHIO</td>
<td><strong>OHIO Procure Z Mandarin Flavour Energy and Protein Replenishing Drink</strong></td>
<td>Drink for seniors that enables energy and protein replenishment. One carton contains 10g of protein and 200kcal of energy, along with 2g of MCT. It also contains 7mg of iron, 7mg of zinc, and 300mg of vitamin C.</td>
</tr>
</tbody>
</table>

## OTHER BEVERAGES

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>Murray Goulburn Co-op</td>
<td><strong>Devondale 3D Iced Coffee</strong></td>
<td>Made with low fat milk and no preservatives or artificial colour. It is high in calcium for strong bones and contains protein for growth and development.</td>
</tr>
<tr>
<td>Norway</td>
<td>All I Need</td>
<td><strong>All I Need Carbonated Organic Iced Tea</strong></td>
<td>An “inspiring” green tea brewed from real tea leaves with all-natural super fruits. Made with freshly brewed whole sencha tea leaves; green; apricots; aronia and the best Austrian water.</td>
</tr>
</tbody>
</table>

## SAUCES & SEASONINGS

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysia</td>
<td>Health Paradise</td>
<td><strong>Health Paradise 3-Roasted Bamboo Salt</strong></td>
<td>Made of sea salt roasted in bamboo. Contains more than 70 essential minerals and micro nutrients. High in calcium, magnesium and zinc.</td>
</tr>
</tbody>
</table>

## SIDE DISHES

<table>
<thead>
<tr>
<th>Country</th>
<th>Company</th>
<th>Product</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>Pastificio Rana</td>
<td><strong>Giovanni Rana Gostobu Fresh Ravioli with Salmon</strong></td>
<td>Rich in Omega 3 for a healthy heart and balanced blood circulation. Easy to digest, contains high quality proteins, minerals, vitamins, and omega 3 fatty acids.</td>
</tr>
<tr>
<td>Brazil</td>
<td>Ceres Brazil</td>
<td><strong>Ceres Brasil Lasagna Dough with Spinach</strong></td>
<td>100% natural and handmade using chickpea flour, which is rich in tryptophan. Free of preservatives, cholestrol, lactose, and gluten and rich in proteins, minerals, B vitamins, calcium, iron, magnesium and fiber, which stimulate the intestines and help eliminate sugars, fats and cholesterol.</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Panzani</td>
<td><strong>Panzani Vegetable Penne</strong></td>
<td>Made with five types of vegetables such as tomatoes, carrots, onions, green beans and spinach, and enriched with wheat fibre.</td>
</tr>
</tbody>
</table>

[NEW NUTRITION BUSINESS](http://www.new-nutrition.com)
SNACKS

Denmark  Castus  Castus Apple, Carrot, & Wholegrain Bars  Free from added sugar and preservatives, and aimed at kids. Rich in fibre. Also available: Banana Fruit Bars

Egypt  Sunsweet Growers  Sunsweet Breakfast Prunes with Pits  The whole fruit contains natural potassium and antioxidants and is a good source of fibre. It provides only 100 calories per serving and is said to be a good choice in a diabetic diet plan.

Finland  Big Tree Farms Europe  Big Tree Farms Tru-Ra Cashew-Cacao Cluster  “Living Food Nutrition made from whole plants.” It has been cold-processed at 44°C to ensure the delicate nutrients are Bio-Available for true cellular absorption and full nutritional assimilation. The snack blend comprises cacao nibs and cashews dipped in a sweet coconut palm nectar. The organic and gluten-free product is naturally nutrient-rich with antioxidants, oleic/palmoleic acids, iron, magnesium and nitrogen.

Finland  Leader Foods  Leader Protein Dark Chocolate Flavoured Licorice High Protein Bar  Free from lactose. Helps to replenish energy after exercise.

France  Laboratoires Milical  Milical Chocolate and Hazelnut Stimming High Protein Bars  Rich in fibre and low in carbohydrates, calories and fat. Recipe developed in cooperation with both a nutritionist and a chef. Slimming product is ideal for the 3.2.2 diet.

France  Pilafle  Pilafle Enzo-Line Low-calorie Snack with Melting Caramel  Enriched with protein and magnesium and provides 35% of protein energy. This micro nutrition and functional deisetics bar is a part of a weight control programme, is enriched in calcium, and provides potassium and tryptophan.

Germany  Seitenbacher  Seitenbacher Protein Bar  Excellent source of protein and fibre, and therefore ideal in the support of muscle building. Contains 14g of protein per bar and is free from gluten, artificial flavourings and colourings.

India  Nourish Organic Foods  Nourish Organics Peppercorn Chana  Fresh chickpeas tossed in ground pepper, drizzled with rice bran oil and with a squeeze of lemon. Organic product offers sustained energy release. Free from artificial sweeteners and preservatives.

Indonesia  Tropica Putra Mandiri  FruChips Snack Fruit Chips  According to the manufacturer, snackfruit comprises a relatively high nutrient content, such as calcium and fibre.

Japan  Asahi Food & Healthcare  Asahi Handy Balance Black Sesame and Soybeans Powder Bar  Rich in dietary fibre, vitamin, added calcium and iron. Made with brown rice, wheat bran and crunchy black sesame and contain smooth fillings made with kinako soybean powder cream. Said to offer natural sweetness and balanced vitamins and minerals.

Japan  Calbee Foods  Calbee Satsumariko Baked Sweet Potato Snacks  Made with approximately 100g sweet potatoes and features natural tastiness of baked sweet potato. Rich in naturally-occurring dietary fibre.

Russia  Rostgroexport  Bite Intellect Fruit-nut Snack Bar  Comprises dates, cashew, apples, almonds, raisins, figs and cinnamon. Rich in protein, omega 3 and 6 fatty acids, fiber and is free from GMOs, gluten, milk, soy, sugar, preservatives, dyes and flavors. The 100% natural product is low in calories. Fruit & Nut Snack Bar is said to be created especially for those who exercise often as it provides a boost of energy and vigour, while Immunity Fruit-nut Snack Bar comprises dates, almonds, pumpkin seeds and cranberries. Provides one of the five daily portions of fruit.

South Africa  Brawfood  Braw Cocoa & Orange Bar  All natural and made from fruit and gluten free oats. Low in GI, high in fibre and free from gluten, wheat, dairy, added sugar additives and preservatives.

South Africa  Woolworths  Woolworths Kids Banana Custard Crunch Mini Rice Cakes  Flavoured with banana custard and are said to be a yummy lunch box treat. High in dietary fibre.

South Korea  Korea Susan  Mondo Lunch Box Seaweed Sheets for Kids  Made with olive oil roasted Korean seaweed, snack contains 2% of added seaweed calcium powder.

SPORTS & ENERGY DRINKS

Austria  Radberger Getränke  Arriba! Plus Formel Q Mango Flavoured Electrolyte Drink  Features Formel Q, an active substance combination of the minerals magnesium, calcium, potassium and sodium with green tea extract, which is a highly effective free radical scavenger that supports the well-being and protects the teeth, and contains fructose and beet sugar for long lasting energy.

Finland  Leader Foods  Leader Prode+ Cocoa-Protein Drink  A cocoa flavoured milk-based recovery drink for daily consumption by athletes. Amino acids, vegetable protein, whey protein, aromatic cocoa and natural flavoured.

Israel  Eco-Bit  Blu Day Refreshing Energy Drink  Contains caffeine, taurine and guarana to provide a great tasting energy boost. Said to be the new generation of energy drinks and is claimed to help improve concentration and endurance with no unpleasant aftertaste.

Singapore  Moringa  Waldor In White Grape Flavour Energy Jelly Drink  A jelly drink that contains carbohydrates and is a source of energy.

SUGAR & GUM CONFECTIONERY

Hong Kong  BeautySweeties  Beauty Sweeties Pomegranate and Raspberry Fruit Jelly Hearts  Contain only natural ingredients, such as 20% fruit juice, 6% fruit pieces, Q10, aloe vera and collagen on a soft yogurt foam. No preservatives, gluten and artificial flavourings.

SWEEETENERS & SUGAR

Mexico  Bio Trendy  Viviente Organic Sweetener  Made with suitable Matlin fiber and probiotic. Organic functional product is low GI, is suitable for diabetics and vegans, and is free from gluten.
1. Unless you or your organization (the “Purchaser”) have already purchased a multi-user license then you have purchased a single license personal to you to access and read New Nutrition Business and its website (hereafter “New Nutrition Business”) and you hereby agree on behalf of the Purchaser that it will comply with New Nutrition Business’s conditions of supply hereafter described. Once the Purchaser, or any person within it, has had access to New Nutrition Business or any part of New Nutrition Business, protected under these conditions, you are agreeing that your organization as a whole, and the individuals within it, are deemed to be aware of, and consent to, these conditions hereafter in respect of New Nutrition Business.

2. Unless otherwise agreed in writing in advance by New Nutrition Business, New Nutrition Business may not be sold, nor passed on, communicated or disseminated in any form (including within its original covers), nor access granted, to any third party (including but not limited to clients/potential clients/suppliers/agents/partners in other ventures/accountants/solicitors/bankers/brokers/licensors), or to any subsidiary, associated or holding company (whether direct or indirect) of the subscriber, whether trading or non-trading, or to any entity trading under the same umbrella trading name where the direct equity interest is different in any way to that of the subscriber. The Purchaser is agreeing that in the event that any of its personnel inadvertently do so allow unlicensed usage or access by others as detailed above, that it will account to New Nutrition Business in full for the sales proceeds at the then current prevailing single copy price as set by New Nutrition Business from time to time, for each and every occurrence, and further that the Purchaser fully and effectually indemnifies New Nutrition Business in respect of any claim howsoever arising by any such subsequent unlicensed user against New Nutrition Business. Similarly, if any other piece of identified New Nutrition Business material, amounting to an article or more, becomes available to the Purchaser by virtue of a breach of this term by any third party, which is then read or used by the Purchaser in any way, that the Purchaser is hereby agreeing to purchase a copy of the item from New Nutrition Business containing that piece of intellectual property from New Nutrition Business at the then current prevailing single copy price as set by New Nutrition Business from time to time for each and every occurrence (unless at New Nutrition Business’s sole discretion the money is sought and subsequently remitted by the original subscriber), and to abide by New Nutrition Business’s license terms.

3. The Purchaser acknowledges that all materials and information contained in New Nutrition Business are the copyright property of New Nutrition Business and are protected inter-alia by International Copyright Law and the Copyright Law of the United States of America and Related Laws Contained in Title 17 of the United States Code and other intellectual property rights and also by the terms of this agreement, and that no rights in any of the materials are transferred to the Purchaser. The Purchaser agrees the Copyright Law of the United States of America and Related Laws Contained in Title 17 of the United States Code is only relevant where New Nutrition Business has not sought and secured protection elsewhere in these conditions, or indeed where sections are expressly excluded, without prejudicing the enforceability of the remainder of the Title. The Purchaser agrees that the provisions of Section 107 of Title 17 of the United States Code and sections 29 and 30 of the Copyright, Designs and Patents Act 1988 shall not apply to the use to be made by the Purchaser. The Purchaser undertakes that it will not copy, reproduce, print or store in any manner (electronic or otherwise), extract or transmit in any form or otherwise deal with in any way the whole or part of the data, materials or information contained in New Nutrition Business without first obtaining the consent in writing of the Publisher of New Nutrition Business.

4. New Nutrition Business contains information obtained from authentic sources using primary research wherever possible. Reasonable efforts have been made to publish reliable data and information, but the authors and the publishers cannot accept responsibility for the validity of all materials. Neither the authors nor the publishers, nor anyone else associated with this publication, shall be liable for any loss, damage or liability directly or indirectly caused or alleged to be caused.

5. New Nutrition Business nor any part of it may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, microfilming and recording, or by information storage or retrieval system, without permission in writing from the Publisher.

6. The consent of New Nutrition Business does not extend to copying for general distribution, for promotion, for creating new works or for resale. Specific permission must be obtained in writing from the publishers.

7. New Nutrition Business reserves the right to amend its terms at any time.
10 Key Trends in Food, Nutrition & Health 2013

December 2012 / January 2013

PPT – 250 slides with illustrations, charts and tables
PDF – 87 pages with illustrations, charts and tables

All year long we monitor a mass of data from developments in science through to consumer research and supermarket sales figures.

We analyse this to work out what’s truly important, and what’s not. That’s why companies around the world use 10 Key Trends to formulate their strategy and innovation plans.

This year, for the first time, we show the Trend Diamond that we use to analyse the strengths and weaknesses of each trend. And in addition, we plot the product lifecycle for each trend.

These tools are powerful infographics that enable you and your colleagues to clearly see what’s happening with each trend and what direction it’s going in.

Ordering is easy... see inside back cover or visit www.new-nutrition.com

PRICE FOR EITHER PDF OR PPT: €300 / $395 / £255 / A$420 / NZ$530 / ¥33,000 / C$395
PRICE FOR PDF & PPT TOGETHER: €480 / $630 / £400 / A$670 / NZ$840 / ¥52,000 / C$630

BUY THE PDF & PPT TOGETHER & GET A 20% DISCOUNT
**ORDER FORM**

Purchase online at www.new-nutrition.com or fax this form to UK +44(0)20 7900 1937

or Email miranda.mills@new-nutrition.com

* prices shown for sole use only, licenses available

<table>
<thead>
<tr>
<th>CONTACT DETAILS</th>
<th>Please Write Clearly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Position:</td>
</tr>
<tr>
<td>Dept:</td>
<td>Company:</td>
</tr>
<tr>
<td>Address:</td>
<td>Country:</td>
</tr>
<tr>
<td>Email:</td>
<td>Phone:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PDF</th>
<th>POWERPOINT</th>
<th>POWERPOINT &amp; PDF</th>
<th>PRICE PER REPORT IN PDF OR PPT – €300 / $395 / £255 / A$420 / NZ$530 / ¥33,000 / C$395</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>COMBINED PACKAGE FORMAT OF PDF &amp; PPT – €480 / $630 / £400 / A$670 / NZ$840 / ¥52,000 / C$630</strong></td>
</tr>
</tbody>
</table>

**BUY THE PDF & PPT TOGETHER & GET A 20% DISCOUNT**

- Kids Nutrition Report: Summer 2013
- 10 Key Trends in food, nutrition and health 2013
- Lactose-free dairy: Opportunities, strategies and key case studies
- Kids’ dairy and snacking: 10 case studies in marketing and innovation
- Coconut water 2012
- Trends and strategies in healthy snacking 15 key case studies
- Protein power – new foods, new markets
- Apps and social media strategies in healthy foods and beverages
- Fiber for digestive health: Opportunities, strategies and case studies
- Smart start-up strategy in healthy food and beverage
- 20 Key Case Studies in functional and health-enhancing beverages
- Probiotic juice: five key strategy lessons from Europe and the US
- The food & health marketing Handbook

Please circle the relevant currency

<table>
<thead>
<tr>
<th>£</th>
<th>$</th>
<th>€</th>
<th>A$</th>
<th>NZ$</th>
<th>¥</th>
<th>C$</th>
</tr>
</thead>
</table>

**PAYMENT DETAILS**

☐ Please invoice my company – Please supply a purchase order. **THE INVOICE IS PAYABLE IN 10 DAYS.**

☐ Please send a pro forma invoice so that I can arrange for pre-payment, I understand that once the payment is received you will complete my order.

☐ I will send payment directly to your bank – NatWest, Law Courts, Temple Bar, 217 The Strand, London WC2R 1AL

  **Account No:** 16663357  **Sort Code:** 60-80-08  **Swift Code:** NWBKGGB2L  **IBAN:** GB62NWBG6080816663357

☐ I enclose a cheque payable to The Centre For Food & Health Studies Ltd

Please debit my

☐ Visa  ☐ American Express  ☐ MasterCard  ☐ Diners Club  ☐ Other

Cardholder’s Name ____________________________

Cardholder’s Signature ________________________

Card number ____________________________

Last 3 digits on signature strip ____________

Expiration date ____________/__________

Valid from ____________/__________

Please note:

- That credit cards will be debited by payment express or PayPal, our foreign currency payment agents.
- All orders pre-paid will be sent a full-paid invoice

Fax back to: UK +44(0)20 7900 1937   Email to: info@new-nutrition.com

The Centre For Food & Health Studies Ltd, Subscriptions Dept, Crown House, 72 Hammersmith Road, London W14 8TH, UK.
Complete the subscription request below and fax to +44(0)2079001937
or scan and email to miranda.mills@new-nutrition.com
or visit www.new-nutrition.com/subscribe.asp

<table>
<thead>
<tr>
<th>Publication name</th>
<th>Format</th>
<th>Price per unit SOLE USE ONLY*</th>
<th>Currency</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Nutrition Business - 1 year subscription</td>
<td>Print &amp; Pdf</td>
<td>€895/$1175/£745/A$1330/NZ$1550/¥95,000/C$1175</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kids Nutrition Report - 1 year subscription</td>
<td>Print &amp; Pdf</td>
<td>€895/$1175/£745/A$1330/NZ$1550/¥95,000/C$1175</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Group subscriptions and company-wide internet licenses are available on request. Please email: allene.bruce@new-nutrition.com.

Note: Customers subscribing to one of the above publications are entitled to receive a 20% discount when they subscribe to the other.

☐ I currently have a multi-user Premium/Enhanced license. Please contact me with a renewal quotation.

PAYMENT DETAILS

☐ Please invoice my company – Please supply a purchase order. **THE INVOICE IS PAYABLE IN 10 DAYS.**

☐ Please send a pro forma invoice so that I can arrange for pre-payment. I understand that once the payment is received you will complete my order.

☐ I will send payment directly to your bank – NatWest, Law Courts, Temple Bar, 217 The Strand, London WC2R 1AL
   Account No: 16663357  Sort Code: 60-80-08  Swift Code: NWBKG2BL  IBAN: GB62NWKB6080816663357

☐ I enclose a cheque payable to The Centre For Food & Health Studies Ltd

Please debit my
☐ VISA  ☐ Diners  ☐ American Express

Cardholder’s Name ____________________________

Card number

Last 3 digits on signature strip  Expiry date  Valid from

Fax back to: UK +44(0)20 7900 1937  Email to: info@new-nutrition.com.

The Centre For Food & Health Studies Ltd, Subscriptions Dept, Crown House, 72 Hammersmith Road, London W14 8TH, UK.