



# CAN SUPER-PREMIUM JUICES KEEP GROWING?

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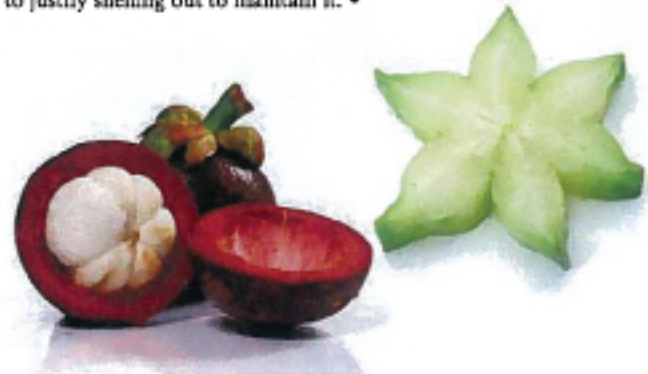
There's a real economic moment here for the juice category. For the past five years, the most important growth driver for juices has lay in the produce aisle, where high-end, super-premium juices like Odwalla, Naked, Pom, and Bolthouse have led a fresh, health-centered charge into the American shopping cart.

As a corollary to that growth, regular juices and juice drinks have been in decline. Nantucket Nectars, Snapple, even Tropicana and Minute Maid have been receding, first buffeted by the non-carb Atkins diet, then by citrus-crop decimating storms, finally by a rising tide of variety that has stolen their thunder.

Over the past five years, those high-end juices have grown at about 15 percent annually, while regular fruit juices have actually dropped a percentage point or two each year. The excitement from the health benefits, vibrant flavors and freshness, interesting new packaging and blended functionalities that include protein and vitamins led consumers to swallow these drinks higher price points. Shopping patterns played into those drinks' increasing popularity, as supermarket shoppers, in particular, continued to spend more time in the produce-rich store perimeter, rather than head for the center store, home of shelf-stable products like Welch's.

But this year, that growth might be subjected to downward financial pressure. Suddenly, the idea of a \$4 12 oz. juice might not be so appealing to the coupon-clipping consumer. And those nutritional benefits touted by so many of those super-premium products are being replicated in other food and drink categories.

Nevertheless, the strongest selling point of that category overall, its seemingly endless novelty and variety, seems to be holding steady. With ingredients like starfruit, coffeeberry, mangosteen, aloe, and many others, there's a powerful, ongoing influx of new products onto those chilled shelves on the supermarket perimeter. Who knows? Perhaps the phrase "at least you still have your health" will continue to justify shelling out to maintain it. •



## BRAND NEWS

### Biotta

Biotta of Switzerland has announced the formation of Biotta, Inc., a wholly-owned subsidiary, to market and sell its line of organic vegetable and fruit juices in the United States. Biotta committed itself to organic production in 1951, many years before the enthusiasm for organic food really took hold. Since that time, Biotta has harvested its fruits and vegetables from healthy, living soil. The juices are 100% pure, contain no artificial additives and are never made from concentrates. The product line currently includes the following, with new line additions soon to be introduced for 2009: Beetroot, Bilberry, Breuss (Vegetable Blend), Carrot, Celery, Sauerkraut and Vegetable Cocktail.



### Fuze

FUZE Beverage will join the Susan G. Komen Race for the Cure Series for 2008 and 2009 as a National Series Sponsor and bring a healthy 'infuzion' of positive energy to the race series and the breast cancer movement. As part of that sponsorship, FUZE's mission of healthy hydration continues with the launch of FUZE Empower. The drink is a Pomegranate Acai Berry flavored beverage and will be available in 18.5 fl oz. and 16.9 fl oz. pink plastic bottles. Fuze is proud to donate \$650,000 to Susan G Komen for the Cure through this program.



### O.N.E.

O.N.E. has launched a pair of new juices, Coffee Berry and Cashew Fruit, both of which are available in 11 oz. Tetra Paks. O.N.E. Coffee Berry is 100 percent natural and contains a similar amount of caffeine as one cup of green tea. It also is sweet thanks to a blend of fresh strawberry and Acerola purees. O.N.E. Coffee Berry retains the nutritional benefits lost in regular coffee when the beans are roasted, namely phenolic acids. Additionally, O.N.E. Cashew Fruit is a 100 percent natural, nutritional beverage with a fresh, light, and naturally sweet tropical flavor. Made from the fruit of the cashew plant, not the nut, this Brazilian fruit is naturally fat-free and packed with Vitamin C. O.N.E. Cashew Fruit also contains important nutrients including beta-carotene, Vitamins B1, B2, & B3, calcium, and iron.

