



## New variants added to natural beverage range

US company **One Natural Experience (ONE) World Enterprises** has added new variants to its range of 'better-for-you' beverages.

Established in 2005, the company's aim is to fulfil the demand for nutritional products in the US market by producing healthier and natural alternatives to beverages such as sports and energy drinks.

Launched in the summer, the new products, ONE Cashew Fruit and ONE Coffee Berry, join the existing Coconut Water and Amazon Açai variants.

ONE Cashew Fruit is made from the fruit of the cashew plant, which is naturally fat-free and rich in vitamin C. Unlike the cashew nut, ONE Cashew Fruit is non-allergenic. Targeted at adults and children as a less acidic alternative to orange juice with more vitamin C, the drink also contains beta-carotene, vitamins B1, B2 & B3, calcium and iron which may help fortify the immune system, soothe

sore throats and promote healthy skin. ONE Coffee Berry is a natural sweet juice - a blend of fresh strawberry purée and Acerola, making the beverage rich in vitamin C. The juice retains the nutritional benefits lost in regular coffee when the beans are roasted and provides a natural lift, with approximately the same amount of caffeine as one cup of green tea. Suggested health benefits include the maintenance of healthy glucose levels and promotion of healthy lipid levels. Targeted at adults who want a healthier alternative to coffee but still need a light caffeine boost, ONE Coffee Berry is also rich in phenolic acids, antioxidants which may help fight the build-up of free radicals and protect against oxidative stress.

The company is planning to boost its profile and product range, under which four additional flavour variants are to be launched in April next year, via a national mobile sampling team with branded hybrid vehicles. Packaged in 330ml Tetra Paks. ONE Cashew Fruit retails for US\$1.99, and ONE Coffee Berry for US\$2.99-US\$3.29. Both products are currently distributed in the US and Canada, with plans for international expansion early in 2009. The drinks are currently available online via [www.amazon.com](http://www.amazon.com), and at Whole Foods stores in the US.

[www.onenaturalexperience.com](http://www.onenaturalexperience.com)



## New product offers gastritis relief

**Nestlé Mexico** has introduced an innovative drink to help tackle gastritis under its Svelty brand of dairy products.

Named Svelty GastroProtect, the new yogurt drink contains a specific strain of Lactobacillus, L johnsonii La1, which according to research, helps combat the symptoms of gastritis caused by the abundance of Helibacter pylori, the bacteria responsible for the ailment.

Gastritis is the inflammation of the stomach's lining and can be triggered by various factors such as by excessive alcohol, coffee or spicy food consumption, prolonged use of certain medicines such as aspirin or ibuprofen, or bacterial infection. The most typical symptom is pain or bloating in

the upper abdomen, which can be temporarily relieved with antacids in mild cases.

Research has shown that daily consumption of the drinkable yogurt for three weeks helps diminish the growth of Helibacter pylori as well as relieving the symptoms of gastritis. The company is optimistic about its latest addition, citing statistics published by the Mexican Health Secretary, which reveal that six out of ten Mexicans suffer from gastritis.

Lifestyle factors, such as leading a stressful life, coupled with eating habits, such as drinking coffee, eating 'hot' and other acidic foods, mean that a vast majority of Mexicans are at risk of developing chronic gastritis, or have at least suffered from it at some point in their lives.

Svelty GastroProtect will be present in three variants, natural, peach and strawberry in five-packs of 110g bottles and will retail for approximately Mexican Pesos 27.50 apiece.

[www.nestle.com.mx](http://www.nestle.com.mx)

