

# FOREFRONT

IN THE MIX  
ON THE PULSE

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## FRUIT AQUA

NO WATER – NO JUICE,  
BUT THE BEST OF BOTH

SOURCE: PAUL ANDRESS, NUTRICOL LTD



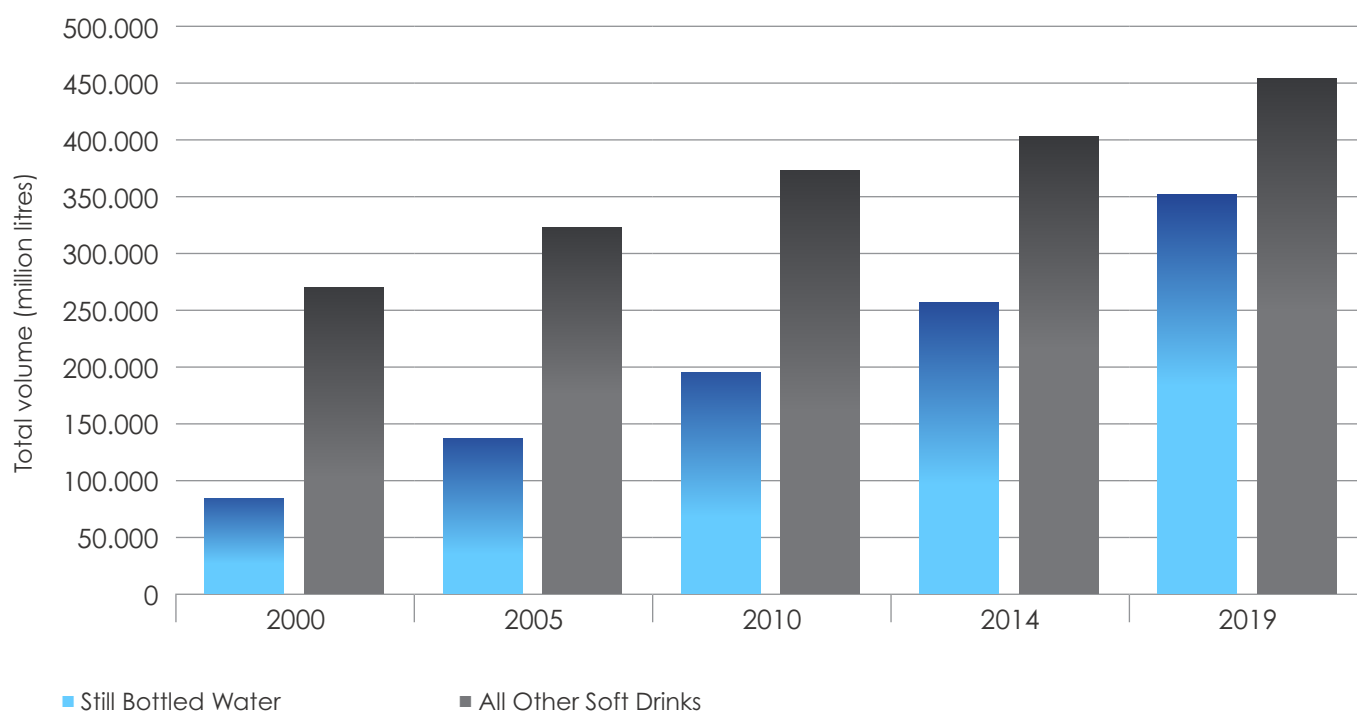
# FAST FLOWING

## TRACKING THE WATER TREND

SOURCE: EUROMONITOR

- Still Bottled Water is growing in volume faster than other beverage category segments, and this trend is set to continue into 2019.
- Consumers are looking for clean, natural and refreshing beverages, which are driving the growth of Water as a segment.

Global Volumes: Still Bottled Water vs All Other Soft Drinks 2000-2019



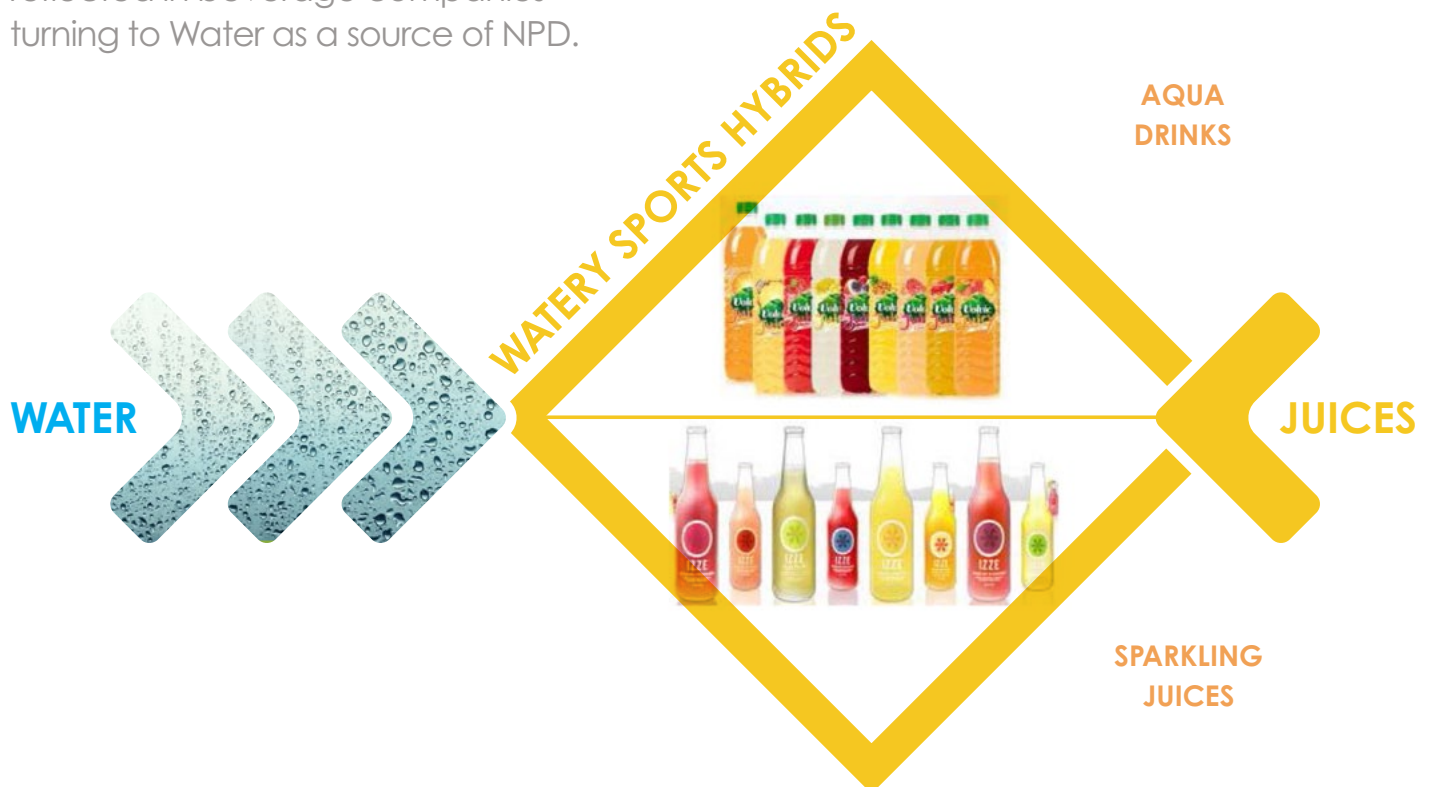




## FRUIT AQUA

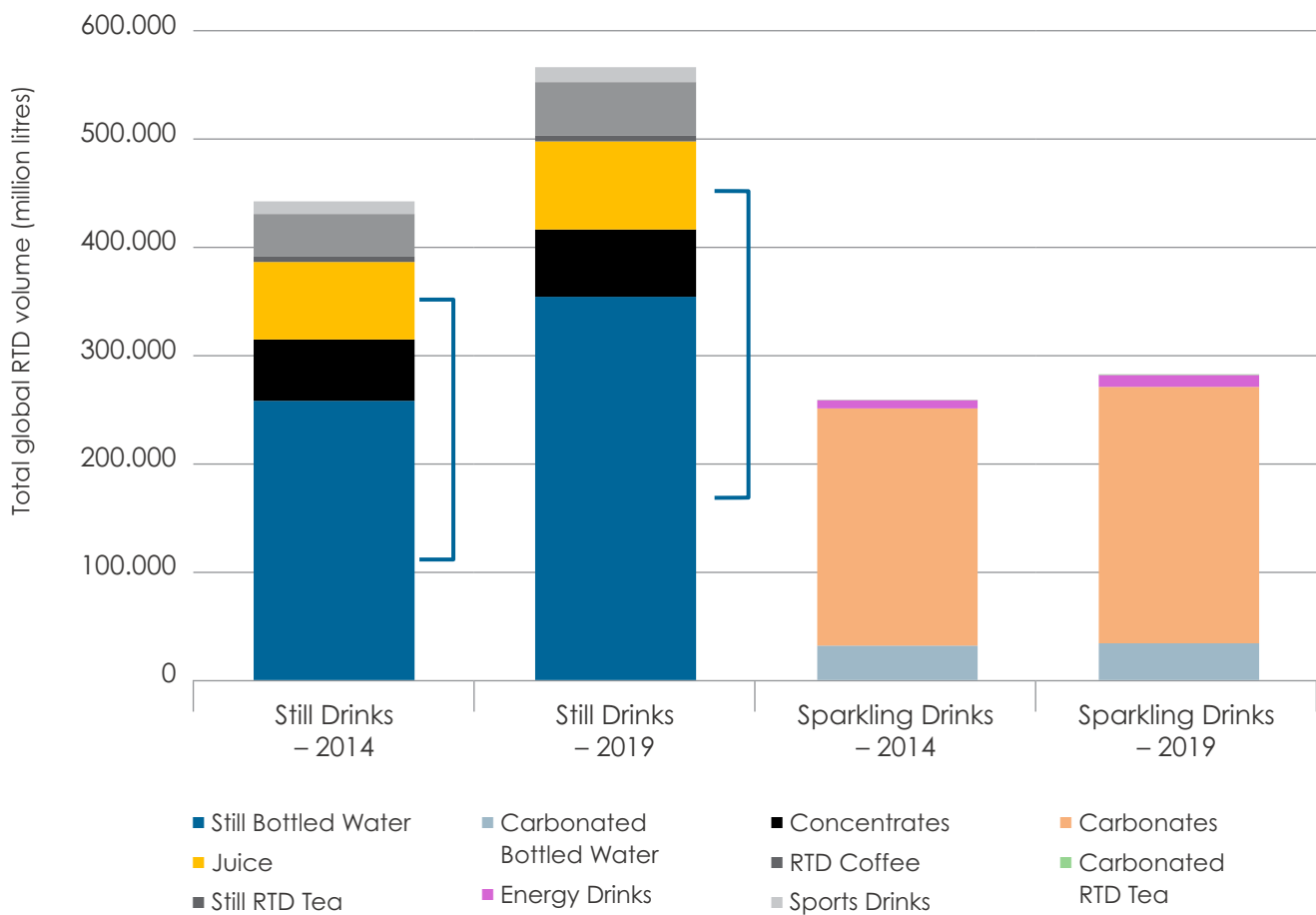
MORE CATEGORIES ARE BECOMING WATER LIKE

The slower growth in carbonates is reflected in beverage companies turning to Water as a source of NPD.





Volume Figures (Global)

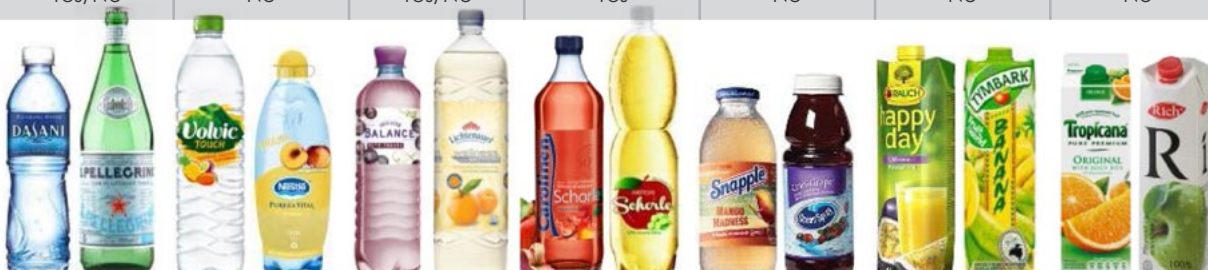


SOURCE: EUROMONITOR

## CLASSIC SEGMENTS

### WATER TO JUICE

	WATER						JUICE
	WATER	FLAVOURED WATER	WATER PLUS/ NEAR WATER	SCHORLE/ SPRITZER	JUICE DRINK	NECTAR	JUICE
Juice	No	No	No/Low	Yes (50%)	Up to 24%	25-99%	100%
CO2	Yes/No	No	Yes/No	Yes	No	No	No



## NEW SEGMENTS

### WATER COMPETENCE TO JUICE COMPETENCE

#### WATER COMPETENCE

##### FRUIT AQUA

JUICE: 3-15%, NO/LOW CO2



##### LIGHT SCHORLE

JUICE: 30-50%, WITH CO2



#### JUICE COMPETENCE

##### JUICE LEMONADE

JUICE: 10-20%, WITH CO2

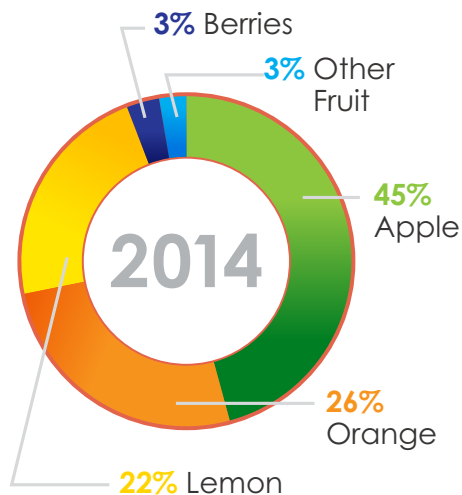




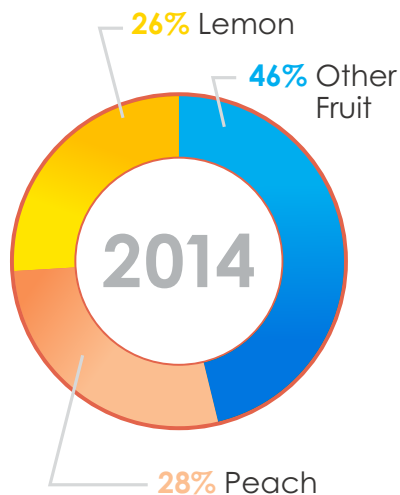
# MARKET SCANNER GLOBAL PLAYERS

VOLVIC SALES IN GERMANY SPLIT BY FLAVOURS

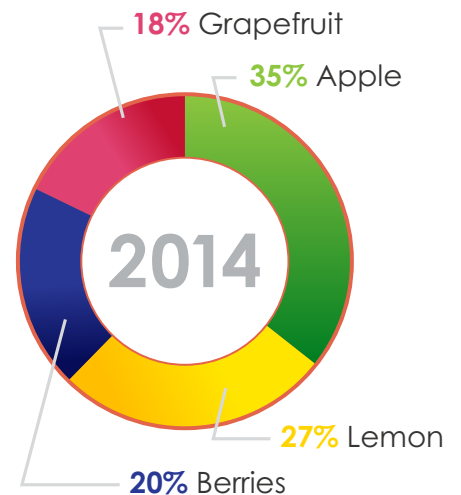
## Flavoured Water



## Iced Tea



## Aqua Drinks



## Flavoured Water



Tropic Fruits / Apple / Cherry / Orange / Red Fruits / Lemon& Lime / Strawberry & Cherry&Ginger / Blueberry & Cassis & Vanilla

## Iced Tea



Green Tea & Pomegranate / Green Tea & Lemon / Tea&Peach

## Aqua Drinks



Grapefruit / Pineapple / Red Fruits / Lemon / Orange & Mango



## ORCHARDS BEST

5% JUICE

### PEACH

#### Ingredients:

mineral water, sugar, peach juice from peach juice concentrate 5%, acidifier citric acid, colouring plant extract (safflower, black carrot), natural flavouring

#### ■ 15IW044 Fruit Aqua Peach

- ° Brix refr. 7,0
- as Citric Acid g/ 1,7
- Juice % 5,0



Also lightly carbonated, a delicious treat

### PEACH +

#### Linden Flower Extract:

It's said that the linden tree, or Tilia Americana, stores the warming rays of the sun in its honey-sweet blooms (also called lime flowers). Lime flavours are said helping to alleviate coughs and colds, stimulate the appetite, reduce anxiety, relive insomnia and ease painful cramps.

#### ■ 0486254 Linden flower extract A



Make it even more sophisticated



## ORCHARDS BEST: 5% JUICE

### PLUM

#### Ingredients:

mineral water, sugar, plum juice from plum juice concentrate 5%, acidifier citric acid, natural flavouring.

#### 15IW045 Fruit Aqua Plum

##### ■ 3670017 Plum Compound 5%

- ° Brix refr. 7,0
- as Citric Acid g/l 2,0
- Juice % 5,0



Also lightly carbonated, a delicious treat

### PLUM +

#### Honey Extract:

Honey is truly a remarkable substance, made even more extraordinary by the process with which it is made. This blend of sugar, trace enzymes, minerals, vitamins, and amino acids is quite unlike any other sweetener on the planet.

##### ■ 0488451 Honey Extract A



Make it even more sophisticated



## EXOTIC REFRESHMENT

10-15% JUICE



### ORANGE/PASSIONFRUIT

#### Ingredients:

mineral water, sugar, fruit juice from fruit juice concentrate, (orange 14%, passion fruit 1%), acidifier citric acid, antioxidant ascorbic acid, natural flavouring, stabiliser guar gum

#### 15IW052 Fruit Aqua Orange/Passionfruit

##### ■ 3690012 Orange/Passion Fruit Compound 15 %

- ° Brix refr. 7,0
- as Citric Acid g/l 2,8
- Juice % 15,0



Also lightly  
carbonated,  
a delicious  
treat

### ORANGE/GRAPEFRUIT

#### Ingredients:

mineral water, sugar, fruit juice from fruit juice concentrate (grapefruit 8%, orange 7%), acidifier citric acid, antioxidant ascorbic acid, stabiliser guar gum, colour carotenes, natural flavouring

#### 15IW053 Fruit Aqua Orange/Grapefruit

##### ■ 3690013 Orange/Grapefruit Compound

- ° Brix refr. 7,0
- as Citric Acid g/l 3,0
- Juice % 15,0



Also lightly  
carbonated,  
a delicious  
treat

## EXOTIC REFRESHMENT: 10-15% JUICE

### BLOOD ORANGE

#### Ingredients:

mineral water, sugar, fruit juice from fruit juice concentrate (orange 5%, blood orange 4%, grapefruit 1%), acidifier citric acid, natural flavouring, colouring plant extract (black carrot), stabiliser pectin

#### 15IW051 Fruit Aqua Blood Orange

##### ■ 0447589 Blood Orange Compound 10%

- ° Brix refr. 7,0
- as Citric Acid g/l 2,6
- Juice % 10,0



Also lightly carbonated, a delicious treat

### 0472561 VITAMIN BLEND



Make them all a vitamin drink

VITAMIN	DOSAGE	EFFECTS
Vitamin C	16 mg = 20 % RDA	may contribute to maintenance of bone health and immune function
Niacin	3,2 mg = 20 % RDA	helps support cell growth; helps regulate metabolism
Pantothenic A.	1,2 mg = 20 % RDA	helps regulate metabolism and hormone synthesis
Vitamin B6	0,28 mg = 20 % RDA	maintenance of healthy immune function; helps regulate metabolism
Vitamin B1	0,22 mg = 20 % RDA	maintenance of mental function; helps regulate metabolism
Folic acid	40 µm = 20 % RDA	may reduce a woman's risk of having a child with a brain or spinal cord defect
Biotin	10 µm = 20 % RDA	helps regulate metabolism and hormone synthesis
Vitamin B12	0,5 µm = 20 % RDA	may contribute to maintenance of mental function; helps regulate metabolism and supports blood cell formation



## REFINED SOPHISTICATION

5-10% JUICE

### CHERRY/ ELDERFLOWER

#### Ingredients:

mineral water, sugar, fruit juice from fruit juice concentrate (lemon 3%, sour cherry 2%), acidifier citric acid, elderflower extract, colouring plant extract (black carrot), natural flavouring

#### 15IW046 Fruit Aqua Cherry/Elderflower

- 3670015 Cherry Compound 5%
- 0550191 Elderflower Flavour, natural
- 0400240 Elderflower Extract

• ° Brix refr.	7,0
• as Citric Acid g/l	3,1
• Juice %	5,0



### CITRUS/PEPPERMINT

#### Ingredients:

mineral water, low sodium mineral water, sugar, lemon juice from concentrate (5%), natural citrus and mint flavour with other natural flavourings, antioxidant ascorbic acid, colouring plant extract (safflower), stabiliser guar gum

#### 15MA106 Fruit Aqua Citrus/Peppermint

- 3670003 Mojito Compound 5%

• ° Brix refr.	6,7
• as Citric Acid g/l	2,9
• Juice %	5,0



#### GET IN TOUCH:

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