



The two lines can be part of Boots meal deals

Savse hits the high street via 136 Boots

Premium smoothie brand Savse has secured its first major high-street listing.

The fruit & veg drinks brand is rolling out two SKUs – The Green One and The Purple One – in 136 Boots from 6 January (rsp: £1.99). They will be included in meal deals.

New variant Super Blue, with kale, beetroot, spinach, blackberry & apple, hits existing stockists including Harrods and Planet Organic from next week (rsp: £2.49).

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Potential of functional drinks sparks NPD run

Lisa Riley

Sales of functional soft drinks are tipped to soar following a wave of NPD.

The proportion of new soft drink launches offering functional benefits had risen from 15% in 2009 to 22.6% last year, according to Mintel, and had increased further to 28% this year.

“Functional drink sales are likely to accelerate significantly in 2014 on the back of strong NPD and a more mainstream positioning,” said analyst Jonny Forsyth.

Younger consumers were driving growth as they were more likely to be swayed by functional claims ranging from hangover cures to mood enhancers, he said. “Consumers aged 30 and



Brainwave makes claims about preventing Alzheimer's

under are more health-aware but fundamentally want energy,” he said.

“Organic energy” is a key claim of Little Miracles, which said a change in retailer attitudes had helped natural functional drinks reach mainstream consumers. “Retailers are devoting more space to the sector,

said international marketing manager Kate Woolf. The brand secured its first big four listing with Sainsbury's in September and is rolling out an Oolong tea, orange juice, ginger & lemon-grass variant alongside its existing drinks to Tesco in January.

Other recent functional

launches include Good Shot Genius Drinks – a sparkling blend of pear juice, nutrients and botanical extracts that is claimed to ease hangers when drunk at the beginning of the night.

In August, Melissa Burton, founder of veggie sweet brand Goody Good Stuff, launched superfoods shot drink FTN, which she claims can help slow the ageing process and prevent degenerative diseases such as Alzheimer's. Similar claims around Alzheimer's are being made by Brainwave, which rolls out next month from the creator of energy drink Sumo.

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Organix revamps its baby cereals range

Organix is relaunching its baby cereals range.

The brand has phased out five of its eight cereal lines and introduced five new porridges and a new cereal to offer a greater variety of textures.

It has added: three stage one porridges – fruity apple, strawberry & banana and banana & mango (rsp: £1.99); two stage two porridges – multigrain and banana & plum; and stage two multigrain mini cereal puffs (rsp: £2.49).

The new lines hit Ocado next week,



Organix has introduced six new lines to the range

Sainsbury's in January, and Tesco and Asda in February.

The new packaging is designed to link the products more strongly with Goodies, the UK's top-selling baby snacks [Nielsen].

Midlands Co-op chutney helps charity

The Midlands Co-op has helped create a new chutney and jam range to support an inner city charity.

More than 50 of its stores in Leicestershire will stock the spiced plum jam and spiced apple chutney, produced in partnership with local produce supplier Transfresh and charity the Saffron Acres Project.

Ten pence from the sale of each £1.89 jar will go to the charity to support its work with an urban farm established on disused land in Leicester.

Kooks lightens up and returns as Zoobs

Baked vegetable snack brand Kooks has been relaunched with an updated recipe and new name – Zoobs.

The brand, which is set to roll out to a multiple retailer in January, had been revamped following consumer feedback, said supplier Kooks Snack Foods. Like its predecessor, which was launched in 2011, it is a corn puff-style snack, but it now has a lighter texture and no longer contains soya.

Pitched as an “ideal lunchbox or after-school snack” for kids aged five



Zoobs has a lighter texture than its predecessor

to 10, it comes in Pizza Margherita and Tangy Cheeses flavours (rsp: £1.79/six-pack).

Zoobs contains no artificial colours or preservatives, and 30% less fat and 40% less salt than standard maize snacks.