



WORLD OF FRUITS

International Beverage Product Review

2019



**TOMORROW'S
DRINKS?**

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What hits the shelves in the international beverage sector? Which companies and products are the main driving forces in the market? Which trends have become apparent? Which packaging is preferred? Which claims are in the spotlight?



A BOUQUET OF REFRESHMENTS – THE DRINKS OF TOMORROW

Experience new flavours with exotic raw input material or home grown fruits – these are the drivers of innovation by the international soft drinks industry. From coconut through beverages made from hemp to drinks with added birdspit from house martens' nests – the product developers know (almost) no limits. Today's consumer is not satisfied with classic fruit juice or traditional lemonade. Fully informed in the age of instagram, facebook & co., and always on the lookout for new pleasures, consumers of today expect an explosion of flavour, stylish, interactive packaging and, more than ever, the feeling of doing their health good. In other words no added sugar, no extra water, alcohol-free, free of artificial flavourings, without well, clean label.

What's new in the glass? Which products have found a place in international retail shelves in the past 12 months? Which manufacturers and brands are behind them? What are the coming trends in raw input? What packaging is preferred? What claims are in focus?

Stevia or sugar, kombucha and honey, birch juice or chardonnay, fruit juice or lemonade, iced tea or pandan juice*, organic or conventional, pasteurised or high-pressure sterilised, treated or cold-pressed, multiple use or disposable packaging, glass, carton, can, pouch or PET? Read about the product innovations that have made it to the point of sale in international markets.

Stay one step ahead of rivals in your industry with detailed analyses ** about new products and trends. Be inspired by the world-wide variety of products, even if some of the beverages are not certain to hit the taste buds of European consumers or become mainstream – it still pays to be curious!

I wish you every success in developing your own novel beverage creations,

Yours

E. Brennich

Evi Brennich

* Pandanus amaryllifolius is an evergreen plant. Its fragrant leaves are used in South East Asia as a spice. As it is not possible to dry them without losing their aroma, they are used either fresh or as an extract. The intensive flavour is described as vanilla-like to slightly nutty.

** We thank Innova Market Insights for their kind support as part of our co-operation.





H2COCO PINK COCONUT WATER



Plant Based
Waters



January
2019



2.51 USD
2.22 EUR



Australia

Company: H2coco

Description: Pink coconut water in a 1 L Tetra Prisma Aseptic. Just like a chilled glass of your favorite rose, H2coco Pure pink Coconut Water is naturally sweetener, lighter and more playful than regular coconut water. Literally meaning aromatic water. H2coco use Nam Hom coconuts for their distinctive pink color and delicious flavor.

Claims: 100 % natural. Pink and delicious. Fragrant, nutty, naturally sweet and unique. No added sugar. Made from young hand-picked Nam Hom coconuts. Health star rating: 5. Naturally fat free. Lactose free. Dairy free. No added sugar. No preservatives. No additives. Suitable for vegan. Recyclable packaging.

Ingredients: 100 % young coconut water.



JIVA POMEGRANATE PROBIOTIC KOMBUCHA BEVERAGE



Iced Tea



April
2019



3.41 USD
3.01 EUR



Australia

Company: Jiva Essence Of Life

Description: Pomegranate flavored probiotic kombucha beverage in a 250 ml glass bottle. Jiva Kombucha's mission is to create real great tasting probiotic beverages.

Claims: Probiotic beverage. Raw and organic kombucha. Natural sugar from real fruit. Full of live cultures. Locally sourced ingredients. Handcrafted in small batches. Unique double fermentation. Low in calories.

Ingredients: 96 % jiva organic kombucha (fermented with reverse osmosis water, green tea, white tea, raw sugar, jiva kombucha live culture), pomegranate juice.

Extra notes: Keep refrigerated below 4 degrees Celsius. Do not drink if seal is broken. Jiva Kombucha is a living drink and will continue to ferment at room temperature. Contains < 0.5% ABV at time of purchase. Made in Australia. HACCP certified.



BINGZU GRAPEFRUIT FLAVORED SODA WATER



Bottled Water
Flavored



January
2019



1.42 USD
1.25 EUR



China

Company: Shandong Bingzu Food

Description: Grapefruit flavored soda water in a 400 ml plastic bottle.

Claims: Sugar free.

Ingredients: Carbonate dioxide, sodium bicarbonate, vitamin C, food flavor.

Extra Notes: Shelf life: 12 months. Shandong Bingzu was authorized and supervised the production.



UNIF LIME BLACK TEA DRINK



Iced Tee

April
20180.74 USD
0.66 EUR

China

Company:	Uni President
Description:	Kumquat lime black tea drink in a 480 ml PET bottle.
Claims:	Recyclable packaging.
Ingredients:	Water, sugar, fructose syrup, black tea leaf, concentrate lime juice, honey, citric acid, dl-malic acid, sodium citrate, sodium hexametaphosphate, vc, salt, edible essence.
Extra Notes:	Shelf life: 12 months.



WHITE PIGEON LEMON WATER

Juice &
Juice DrinksAugust
20182.61 USD
2.27 EUR

China

Company:	Zhejiang White Pigeon
Description:	Lemon water in 330ml plastic jug.
Claims:	Healthy drinking, health doubled. Dynamic bottle with both cool and hot water.
Ingredients:	Pure water, white sugar, concentrate lemon juice, food additives (citric acid, sodium citrate, vitamin C, potassium sorbate, sodium benzoate, acesulfame-k), food flavor.
Extra Notes:	Shelf life: 12 months.



ANDME FALL INTO RHYTHM BIOACTIVE LIFESTYLE BEVERAGE



Juices & Nectars

January
20191.11 USD
0.98 EUR

India

Company:	Merhaki Foods And Nutrition
Description:	Rhythm bioactive lifestyle beverage with green apple, cucumber and peppermint flavor for boost energy, comfort bloating and soothe cramps, in a 230 ml plastic bottle.
Claims:	Contains 5 ayurvedic herbs and 12 micro-nutrients. Shatavari, ashwagandha, ashoka, ginger and pepper together are known to relieve menstrual cramps, reduce bloating and improve digestion. Combined with certain micro-nutrients they help manage emotional stress and mood swings during PMS. 30 % RDI of vitamins and minerals. No preservatives, artificial colors, flavors and sweeteners. For visible results, consume daily. 100 % vegetarian. FSSAI certified.





DOT SHOT – DOTS THE HANGOVER



Other Soft Drinks



January
2019



2.75 USD
2.43 EUR



India

Company: Nutracare Life Sciences

Description: A drink that prevents hangover and protects liver in 70 ml x 2 plastic bottles held in a carton box.

Claims: A formulation specially designed from Curcumin and added vital essential electrolytes. DOTSHOT's composition has been clinically proven for benefits of battling hangovers and the harmful effects of alcohol caused to the liver.

Ingredients: Water, sugar, Acidity regulator (INS 330), stabilizer (INS 420), preservative (INS 202), emulsifier (INS 432).

Extra notes: Keep in cool, dry place, away from direct sunlight, heat & moisture. Keep out of reach of children. This product is not intended to diagnose, treat, cure or prevent any diseases. Contains natural and nature-identical lemon flavorings substances).



LB PARTY GRAPE CHARDONNAY: CHARDONNAY JUICE DRINK



Juice &
Juice Drinks



December
2018



0.97 USD
0.86 EUR



Japan

Company: Lb

Description: Chardonnay juice drink

Claims: 1 % fruit juice. Winter limited. Using Chardonnay juice.

Ingredients: Fructose corn syrup, sugar, glucose, grape juice, glucose/acidifier, flavoring, whey mineral, sweetener (aspartame L-phenilalanin chemical compound, acesulfame potassium).

Extra notes: Allergy: milk.

alpen frucht

CONCENTRATES · POWDER · PURÉE · DIRECT JUICE

*Regional, gut
und gesund*

Die Paradiesfrucht als herrlich aromatischen, frischen NFC Saft, oder als schonend konzentriertes Produkt. Im sonnigen Italien gereift, entfaltet sich das Aroma des **Granatapfels** in unseren Produkten.

Wegen ihres süßen, saftigen Geschmackes geliebt, bieten wir die **Mandarine** als erfrischenden NFC Saft an. Als kleine Schwester der Orange steht sie ihr in Sachen Vitamine in nichts nach.





HEMP BEVERAGE: NATURAL

Dairy Alternative
DrinksSeptember
20189.61 USD
8.37 EUR

Japan

- Company: Nutriops
- Description: Hemp beverage comes in a 1L carton gable top packaging (Tetra Brik Aseptic).
- Claims: Sugar free. Certified organic. Gluten free. Suitable for vegans. Source of omega 3. FSC certified. Purchasing this FSC carton from Tetra Pak supports responsible forest management worldwide. UHT treated. Green Dot Certified. Unsweetened. No added sugar. Contains naturally occurring sugars.
- Ingredients: Water, organic hemp seeds 3 %, organic hemp oil 1.3 %, organic tapioca starch, organic sunflower lecithin.
- Extra Notes: Keep refrigerated after opening and consume within 5 days. Packaging trend spotting insight: Cheerful illustration to highlight that the product is hemp-based.



LB URUOU KAJITSU BLOOD ORANGE: BLOOD ORANGE JUICE DRINK

Juice &
Juice DrinksOctober
20180.98 USD
0.85 EUR

Japan

- Company: Lb
- Description: Sicilian blood orange juice drink with Vitamin C with Halloween package.
- Claims: Contains Vitamin C. Under 10 % fruit juice. Halloween package.
- Ingredients: Fructose corn syrup, orange juice, apple juice, aronia juice, dried tomato extract, acidifier, flavoring, vitamin C, sweeteners (acesulfame-k, aspartame (l-phenilalanine) chemical compound), whey mineral.
- Extra notes: Allergen: contains milk, orange and apple.



Die Produkte aus der **Kaktusfeige** bes-
tehen nicht nur durch die kräftige rote
Farbe, sondern auch durch ihren herzhaften
Geschmack. Die Vitaminbombe aus dem
Süden Italiens überzeugt
mit ihrer Farbe und ihrem
unverwechselbaren
feinsäuerlich-süßen
Geschmack



Der hohe Wassergehalt macht die
Wassermelone zum perfekten
Durstlöscher, unser NFC Saft bietet
die perfekte Basis für ihr Erfrischungs-
getränk. Ob als Saft, Nektar oder als
schlankes Near-Water-Getränk, die
Wassermelone macht immer eine
gute Figur.



Im neu renovierten Werk von ALPEN-
FRUCHT in Giugliano werden diese
Früchte, mit neuester Technik, in
das von Ihnen gewünschte Produkt
verwandelt. Direkt im Anbaugebiet
angesiedelt, ermöglicht es uns eine
zeitnahe, frische Verarbeitung, ohne
lange Transportwege. Nutzen sie
dieses Angebot an hochqualitativen
Produkten aus dem Herzen Italiens.



SHISEIDO LYCHEE FLAVORED BEAUTIFUL SCENERY JELLY DRINK



Other Soft Drinks

July
20181.67 USD
1.39 EUR

Japan

Company:	Shiseido
Description:	Lychee flavored jelly drink in a 150g plastic doypouch.
Claims:	Recyclable packaging.
Ingredients:	Erythritol, indigestible dextrin, rice vinegar, collagen peptide (derived from fish), konnyaku potato extract, royal jelly powder, gelling agent (thickening polysaccharide), dl alanine, perfume, calcium lactate, acidulant, vitamin C, magnesium chloride, sweetener (Sesulfame K, Sucralose), vitamin E, hyaluronic acid, calcium pantothenate, vitamin B1, vitamin B2, vitamin B6, folic acid, vitamin D (Including gelatin)
Extra Notes:	Product of Japan.



POLARA CEDRATA CITRON SOFT DRINK



Carbonates

July
20181.33 USD
1.19 EUR

Malaysia

Company:	Bibite Polara Srl
Description:	Citron soft drink in a 275 ml glass bottle.
Claims:	Green Dot Certified.
Ingredients:	Water, sugar, carbon dioxide, natural lemon flavor, acidifier: citric acid, preservatives: sodium benzoate, coloring: yellow no. 5.
Extra Notes:	Keep away from direct sunlight and heat. Drinks from Sicily since 1953. Product of Italy.



YEN IT'S YEN BIRD'S NEST + SNOW FUNGUS + AMERICAN GINSENG

Other
Soft DrinksJuly
20181.59 USD
1.33 EUR

Malaysia

Company:	Eu Yan San
Description:	Bird's nest drink with snow fungus and American ginseng, in a glass bottle.
Claims:	It's yen original bird's nest drink has pleasant taste and texture with high nutritional value. It helps to nourish yin and lungs, enhance qi and reduce body heartiness. Suitable to be consumed by everyone.
Extra Notes:	Please keep in cool dry place. Once opened, keep refrigerated and consume within 2 hours. The product is made of natural ingredients, does not contain artificial coloring and chemical additive. Shake well before drink. HACCP Certified.
Ingredients:	Bird's nest, snow fungus (trumella fuciformis), American Ginseng (panax quinquefolius), rock sugar solution.



HONEY B SPARKLING HONEY DRINK



Other Soft Drinks

November
2018./ USD
./ EUR

Malaysia

Company:	Honey B
Description:	Sparkling honey drink from natural Australian honey, in a 250 ml easy-to-open aluminum can.
Claims:	Natural Australian honey. No added sugar. No added flavoring. No added coloring. Certified halal. Recyclable packaging.
Ingredients:	Carbonated water, 100 % natural Australian honey, apple juice, acidity regulator (glucagon delta-lactose), preservative (sodium benzoate).
Extra Notes:	Keep refrigerated for better taste. Country of manufacturing: Malaysia. Product of Tasting Bar 2018. Trendspotting insight: Beyond traditional carbonates' flavors, this honey drink is original and healthy.



440 VOLTS - ENERGY DRINK



Energy Drinks

March
20190.26 USD
0.23 EUR

Myanmar

Brand:	440 Volts
Description:	Energy drink in a 250ml easy-to-open aluminum can.
Claims:	Recyclable packaging.
Ingredients:	Sucrose, niacinamide, pyridoxinehcl, inositol, pantothenol, taurine, FD&C yellow.
Analysis Insight:	Packaging looks like battery, in tune with the energy drink purpose of providing energy to the drinker and the 440 Volts brand.



2020 – a new banana era will beginn



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PUMPED MINI PINEAPPLE FLAVORED NZ SPRING WATER



Bottled Water
Flavored



February
2019



2.26 USD
1.99 EUR



New Zealand

Company: Coca Cola
Description: Pineapple flavored New Zealand spring water in a 250 ml plastic bottle with sports cap. Pumped Mini will keep your little one refreshed and smiling ear to ear.
Claims: No sugar. No preservatives. No sweeteners. BPA free. Refreshingly delicious, naturally yum. Recyclable packaging.
Ingredients: NZ spring water, natural flavors, citric acid.
Extra Notes: Store in a cool place, serve chilled. Refrigerated after opening.



HAKANOA HAND MADE GINGER, LEMON AND PURE MANUKA HONEY



Juice &
Juice Drinks



January
2018



13.90 USD
11.61 EUR



New Zealand

Company: Hakanoa Hand Made
Description: Handmade pure manuka honey with ginger and lemon, in a 500 ml glass bottle.
Claims: Hand-made. No preservatives. Gluten free. The potent potion. Recyclable packaging.
Ingredients: Filtered water, fresh ginger root, organic fair-trade raw sugar, lemon juice (not from concentrate), pure manuka honey, organic sultanas, organic dried ginger.
Extra Notes: Refrigerate after opening, use within 3 months. Shake well.



BLUE WATER BASED DRINK WITH INSPIRING CALAMANSI FLAVOR



Bottled Water-
Flavored



May
2018



0.50 USD
0.40EUR



Philippines

Company: Universal Robina
Description: Calamansi flavored non-carbonated water based drink with blend of vitamins B3, B6 and B12, in a 500ml PET bottle.
Claims: With blend of vitamins B3, B6 and B12. Recyclable packaging.
Ingredients: Carbonated water, high-fructose corn syrup, sugar, caramel coloring, acidifier, flavoring, caffeine.
Extra Notes: Serve chilled. Refrigerate after opening. Do not buy if neck seal is broken or if bottle is leaking. Avoid exposure to direct sunlight. B'lue is a new drink experience designed for us- a delicious, deeply refreshing, water-based drink with fruit flavors and blend of vitamins. Product of the Philippines.

LEMONADE WITH LEMON, MANGO AND APPLE



Juice &
Juice Drinks



May
2018



0.56 USD
0.48 EUR



Poland

Company: Tymbark
Description: Multi-fruit drink with the addition of vitamin C, in a 400 ml PET bottle.
Claims: Pasteurized, naturally cloudy. High content of vitamin C. Recyclable packaging.
Ingredients: Water, apple juice (11 %) from concentrated juice, lemon juice (8 %) from concentrated juice, sugar, mango puree (1 %) from concentrated fruit, vitamin C, flavors.
Extra Notes: Protect against light. After opening, store in the refrigerator no longer than 48 hours. Shake before opening. The falling residue comes from the fruit pulp.



TAPPED BIRCH WATER WITH BILBERRY AND LINGONBERRY



Juice &
Juice Drinks



November
2018



2.47 USD
2.18 EUR



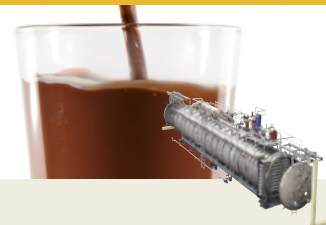
Singapore

Company: Redmart
Description: Birch water with bilberry and lingonberry juice, in a 250 ml cardboard tub. Straight from tree.
Claims: Delicately unsweet, tree-tapped water flowing with nature's nutrients. Organic birch water. No added sugar. Contains naturally occurring sugars. Only 38 calories, 25 % of your daily manganese. Not from concentrate. All natural ingredients. Manganese supports the protection of cells from oxidative stress. Filtered by nature.
Ingredients: Organic birch sap 76 %, white grape juice, bilberry juice 6 %, lingonberry juice 3 %, blackcurrant juice.



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CHEILJEDANG ZERO SUGAR WATER JELLY DRINK WITH GRAPEFRUIT



Other Soft Drinks

February
20191.94 USD
1.71 EUR

South Korea

Company:	Cheiljedang
Description:	Water jelly drink with grapefruit, in a 170 ml plastic doypouch.
Claims:	Recyclable packaging. Zero sugar.
Ingredients:	Purified water, erythritol, liquid allulose, mixed preparation (carrageenan, gellan gum, sodium citrate, locust bean gum, calcium chloride, xanthan gum), grapefruit concentrate, flavor 1 (grapefruit), acidity regulator 1, acidity regulator 2, vitamin C, enzyme-treated stevia, vegetable lactic acid bacteria CJLP133.



TEA 4 U CEYLON ICED BLACK TEA WITH COLA



Iced Tea

February
20191.01 USD
0.89 EUR

Sri Lanka

Company:	Anverally And Sons
Description:	Cola flavored iced black tea in a 350 ml glass bottle.
Claims:	Medium sugar level.
Ingredients:	Purified water, cane sugar, natural black tea concentrate, acidity regulator (E330), antioxidant (E300), permitted preservatives (E211), cola flavor, approved coloring (E150d), stabilizer (E466).
Extra notes:	Store in cool and dry place. Once opened, keep refrigerated. Shake well before use. Serve chilled.



COCA COLA PLUS FIBER ZERO SUGAR



Carbonates

February
20190.87 USD
0.77 EUR

Taiwan

Company:	Coca Cola
Description:	Zero sugar cola flavored carbonated soft drink plus fiber, in a 600 ml plastic bottle.
Claims:	Zero sugar. No calories. Caffeine content: 20 mg/ 100 ml. Recyclable packaging.
Ingredients:	Carbonated water, indigestible maltodextrin, color (caramel), phosphoric acid, sweeteners (aspartame, acesulfame-k), natural flavorings including caffeine, acidity regulator (sodium citrate).
Extra notes:	Product of Taiwan. Shelf life: 9 months. Best serve chilled. Contains a source of phenylalanine.

BIFIDO COCONUT JUICE WITH HONEY LEMON

			
Juice & Juice Drinks	August 2018	1.14 USD 0.99 EUR	Taiwan

Company:	Taiwan Bifido
Description:	Coconut juice with honey and lemon, in a 468ml plastic jar. The shape of a real coconut emphasizes the product is coconut water-based.
Claims:	Contains 20 % juice content. Suitable for vegans. Recyclable packaging.
Ingredients:	Water, cane sugar, coconut water concentrate, lemon juice, honey, flavoring, citric acid, anhydrous citric acid, vitamin C (L-ascorbic acid).
Extra Notes:	Product of Taiwan. Once opened, consume as soon as possible.



ZWEET HERB PANDAN JUICE WITH STEVIA

			
Plant Based Waters	May 2018	1.26 USD 1.11 EUR	Thailand

Company:	Zweetherb Company
Description:	Pandan juice with stevia, in a plastic bottle.
Claims:	No sugar. Contains 0 kcal. No preservatives. No flavors/colors added.
Ingredients:	Pandan juice 99.98 %, stevia extract 0.02 %.
Extra Notes:	Keep chilled 2 - 5 degrees Celsius.



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LEMON ELDER FLOWER SODA



Carbonates



September 2018

3.49 USD
3.03 EUR

United States

Company: Trader Joes

Description: Four cans of lemon elder flower soda held in a carton box. Each can contains 250ml of soda. It is a sparkling beverage flavoured with lemon juice and elder flower essence.

Claims: Kosher certified. Not from concentrate.

Ingredients: Carbonated water, lemon juice, cane sugar, elderflower extract, natural lemon flavor.

Extra notes: Pasteurized. Refrigerate after opening. Flower flavors are on the rise and the elderflower essence adds a flavor twist to this lemon soft drink.



TEA HORSE ROAD SEVEN TEAS ORGANIC GOJI AND HIBISCUS ROOIBOS TEA



Iced Tea



November 2018

3.19 USD
2.82 EUR

United States

Company: Tea Horse Road Llc

Description: Lightly sweetened rooibos tea with goji and hibiscus, in a 473 ml glass bottle. Grown exclusively on the Western Cape of South Africa. Infused with goji and hibiscus, this ruby red tea is subtly sweet, fruity and sure to delight the senses.

Claims: Contains less than 2 % juice. Lightly sweetened. Caffeine free. USDA organic. Certified organic by Oregon Tilth. Fairtrade certified. Gluten free. Grown in the Cederberg Mountains of South Africa. Non-GMO pledge.

Ingredients: Premium brew of fair trade certified rooibos, organic honeybush leaves and organic hibiscus flowers using mineral spring water, fair trade certified evaporated cane juice, organic goji berry juice, organic raspberry juice concentrate, organic blueberry flavor.



CAPRI SUN VALENTINES MOUNTAIN COOLER MIXED FRUIT FLAVORED JUICE DRINK FROM CONCENTRATE

Fruit/Flavored
Still Drinks

January 2019

2.22 USD
1.96 EUR

United States

Company: Kraft Heinz

Description: Ten aluminum pouches of mixed fruit flavored juice drink from concentrate, in a carton box. Valentine's Day is the perfect day to spread kindness – and nothing does it quite like Capri Sun. With all natural ingredients and big fruit flavor, it's the most epic way to celebrate Valentine's Day.

Claims: Valentine's edition. All natural ingredients. 35 % less sugar than leading regular juice drinks. No high fructose corn syrup. No artificial colors, flavors or preservatives. Personalize with a marker. Up to 3 cool design. Contains 10 % juice.

Ingredients: Filtered water, sugar, apple juice concentrate, citric acid, natural flavor.

FARMHOUSE CULTURE SPARKLING PROBIOTIC BEET DRINK WITH STRAWBERRY AND HIBISCUS



Other Soft Drinks



December 2018

2.10 USD
1.86 EUR

United States

- Company:** Farmhouse Culture
- Description:** Sparkling probiotic beet drink with strawberry and hibiscus, in a 355 ml glass bottle.
- Claims:** No sugar added. USDA Organic. Naturally flavored. Gluten free. Starting with fermented beets, Farmhouse kvass-style drink is packed with a diverse group of nutrients and hardworking active cultures. A perfect daily addition to support your gut health and nurture your microbiome. Suitable for vegan. Recyclable packaging.
- Ingredients:** Fermented vegetables (water, beets (organic), cabbage (organic), sea salt, caraway (organic)), erythritol (organic), natural flavor, rebaudioside a (organic) (stevia leaf extract), bacillus coagulans MTCC 5856.



HONEY DROP LEMONADE CHARCOAL

Juice &
Juice Drinks

October 2018

3.39 USD
2.94 EUR

United States

- Company:** Birch B
- Description:** Cold-pressed charcoal lemonade with raw honey, in a 296 ml PET bottle. 100% raw U.S. Honey. Cold-pressed. Only 4 grams of sugar. High pressure processed (HPP). Never heated. Always raw. Contains bee pollen.
- Claims:** Honey Drop handcrafted this detoxifying lemonade with a "drop" of raw honey to bring you the best of both worlds, an 'ade that's refreshing and functional and with only 4 grams of sugar. The cold pressed lemon juice is upgraded with raw U.S. Honey, a dash of stevia and activated charcoal sourced from coconut shells to create a potent purifying elixir. Embrace your dark side. Recyclable packaging.
- Ingredients:** Water, lemons, raw honey, activated charcoal powder, stevia leaf.



CIPRIANI VIRGIN BELLINI CARBONATED BEVERAGE WITH 15 % WHITE PEACH PUREE



Carbonates



September 2018

3.99 USD
3.46 EUR

United States

- Company:** Acqua Minerale San Benedetto
- Description:** Four bottles of Virgin Bellini carbonated beverage with 15 % white peach puree held in a cardboard sleeve. Each bottle contains 180ml drink.
- Ingredients:** Water, white peach puree (15 %), sugar, carbon dioxide, artificial flavors, acidity regulator, citric acid, stabilizer, starch sodium octenyl succinate, antioxidant, ascorbic acid, preservative, potassium sorbate, colour; beta carotene.
- Extra Notes:** Product of Italy. Keep in a clean, dry and odorless place, far from sunlight and heat sources. Trendspotting insight: Product recipe based on a traditional drink made at the Harry's Bar in Venice since 1931..





DUST CUTTER PREMIUM HUCKLEBERRY LEMONADE BEVERAGE



Juice &
Juice Drinks



June
2018



2.00 USD
1.66 EUR



United States

Company:	Dust Cutter
Description:	Naturally refreshing premium huckleberry lemonade beverage with pure cane sugar comes in a 473ml aluminium bottle.
Claims:	Recyclable packaging.
Ingredients:	Water, cane sugar, lemon juice from concentrate, natural flavor, citric acid, pectin, fruit and vegetable juice for color, sodium citrate, huckleberry fruit extract.



EARTH FARE COCONUT WATER WITH PULP



Plant Based
Waters



April
2018



1.69 USD
1.40 EUR



United States

Company:	Earth Fare
Description:	Naturally hydrating coconut water with pulp and 5 essential electrolytes, in a 520 ml easy-to-open aluminum can
Claims:	Naturally hydrating. A natural source of 5 essential electrolytes: calcium, sodium, potassium, magnesium and phosphorus. 300 mg of potassium per serving. Made with non GMO ingredients. All Earth Fare products are purposefully sourced to avoid the intentional use of genetically modified ingredients. No sugar added. Fat free. Suitable for vegan. Quality guarantee. Certified kosher.
Ingredients:	100 % natural coconut water, coconut pulp.
Extra Notes:	Contains tree nut (coconut) ingredients. Refrigerate after opening and consume within 2 days. Products of Thailand.



OAK AGED KOMBUCHA TEA PINOT SAGE



Iced
Tea



February
2018



3.99 USD
3.31 EUR



United States

Company:	Marin Kombucha Company Llc
Description:	Small batch craft brewed fermented tea - pinot sage flavor.
Claims:	Craft Brewed, oak-aged, raw, probiotic.
Ingredients:	Kombucha culture, reverse osmosis purified water, organic cane sugar, organic tea blend and pinot sage extract.
Per serving size:	8 ounce, Protein, Servings Per Container: 2, Total Calories: 30kcal, Calories Fat: 0, Protein: 0 g, Fat: 0 g, Fat: 0 %, Sodium: 0 mg, Sodium: 0 %, Total Carbohydrate: 7 g, Total Carbohydrate: 2 %, Vitamin B6: 10 %, Vitamin B12: 10 %, Thiamin: 10 %, Niacin: 10 %, Riboflavin: 10 %, Folic Acid: 12 %

OREGONIC TONIC LEMON HONEY CAYENNE KOMBUCHA



Iced Tea



August 2018



4.09 USD
3.55 EUR



United States

Company: Oregonic Tonic
 Description: Fermented kombucha drink made with lemon, honey, and cayenne pepper.
 Claims: Handcrafted. Recyclable packaging.
 Ingredients: Lemon tea kombucha (water, lemon black tea, live kombucha culture, cane sugar*), lemon juice*, Oregon honey, cayenne pepper*. *Organic Ingredient.
 Extra Notes: I want to be cool just like you. Refrigerate me.



EVOLUTION FRESH COLD PRESSED ORGANIC SUPER FRUIT GREENS



Juice & Juice Drinks



June 2018



3.00 USD
2.49 EUR



United States

Company: Evolution Fresh
 Description: Cold pressed organic fruit and vegetable juice smoothie, in a 325ml PET bottle.
 Claims: USDA Organic. Certified organic by QAI. Non GMO Project Verified. High Pressure certified. Contains 100 % juice. Certified kosher. Cold pressed and bursting with flavor. Good source of antioxidant and vitamin C. No added sweeteners and artificial flavors. Carefully sourced ingredients. Recyclable packaging.
 Ingredients: Organic orange juice, organic mango puree, organic apple juice, organic pineapple juice, organic cucumber juice, organic spinach juice, organic romaine lettuce juice, organic kale juice, organic spirulina, organic chlorella.



VERMONT VILLAGE SIPPING RAW AND ORGANIC APPLE CIDER VINEGAR



Other Soft Drinks



March 2018



2.98 USD
2.47 EUR



United States

Company: Vermont Village
 Description: Raw and organic apple cider vinegar with blueberries and honey, in a 236ml glass bottle.
 Claims: This drinking vinegar were born from Suja's obsessions with cold pressed juice and gut health. Only at target. Contains 15 cal and 3g sugar. USDA organic. Non GMO Project Verified. Cold pressured protected.4B probiotics. Contains 8% juice. Certified gluten free. Certified kosher. Certified Organic by CCOF.
 Ingredients: Raw, organic and unfiltered apple cider vinegar (with the ,mother'), organic honey, organic blueberries.





RAW JUICERY MELON ROSE



Juice &
Juice Drinks



March
2018



6.99 USD
5.80 EUR



United States

Company:	The Raw Juicery
Description:	Cold pressed watermelon and rose juice drink, in a 355ml PET bottle.
Claims:	Cold pressed. Electrolyte-rich. For skin health. Floral, mellow and refreshing. USDA Organic. 1 billion living probiotics. Contains 55% juice. Low glycemic. Cold pressure technology. Certified organic by QAI. BPA free. 100% vegan. Organic. Gluten free. Small batch. No additives. No preservatives. Never heated. Certified R.A.W. Not from concentrate. Consciously sourced. The super food plus probiotics collection brims with ingredients high in antioxidants, essential vitamins, living enzymes and the good bacteria to keep you and the flora in your gut balanced. Recyclable packaging.
Ingredients:	Watermelon*, rose water* (filtered water, rose petals*), lemon*, mint*, baobab*, probiotic cultures (bacillus coagulans gbi-30 6086); *organic.



TAISUN BROWN SUGAR GRASS JELLY DRINK



Juice &
Juice Drinks



March
2018



1.28 USD
1.05 EUR



Vietnam

Company:	Taisun
Description:	Grass jelly drink with brown sugar, in a 520 ml plastic bottle.
Claims:	Recyclable packaging.
Ingredients:	Water, grass jelly (water, mesona chinensis, wheat starch, sodium carbonate), sugar, white gourd, calcium lactate, brown sugar, artificial flavor.
Per serving size:	240 ml, Protein: 0 g, Servings Per Container: 2, Total Calories: 94 kcal, Calories Fat: 0, Protein: 0 g, Calcium: 6.0 %, Cholesterol: 0 mg, Cholesterol: 0 %, Dietary Fiber: 0 g, Dietary Fiber: 0 %, Fat: 0 g, Fat: 0 %, Iron: 6.0 %, Saturated Fat: 0 g, Saturated Fat: 0 %, Sodium: 92 mg, Sodium: 4.0 %, Vitamin A: 0 %, Vitamin C: 0 %, Total Sugars: 22 g, Total Carbohydrate: 23 g, Total Carbohydrate: 7.0 %, Trans Fat: 0 g



CAMTIEN ESSENTIAL MULBERRY JUICE



Drink Concentrates
& Mixes



November
2018



1.72 USD
1.52 EUR



Vietnam

Company:	K Tina
Description:	Mulberry juice in a 250 ml plastic bottle.
Claims:	No sweeteners, color or artificial flavors. Do not use harmful additives.
Ingredients:	Mulberry juice (70 %), honey (5 %), refined sugar, sodium benzoate.
Extra Notes:	Packaging trendspotting insight: This bottle is simple, but it stands out of the shelves due to its distinctive baseball bat shape that also conveys a touch of delicacy.



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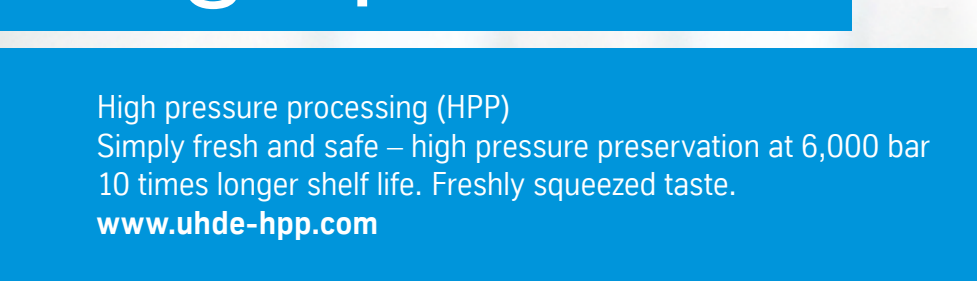
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