



WORLD OF FRUITS

International Juice and Soft Drinks Review

2023



Discover today the products of tomorrow! What will be new in our tumblers? What hits the shelves in the international juice and soft drinks sector? Which companies and products are the main driving forces in the market? What will be the preferred packaging? Which claims are the main focal point? Which trends have become apparent? What will be the promising innovation strategy?



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**FRUIT INGREDIENTS
FOR THE FOOD
AND BEVERAGE
INDUSTRY**





KNOW THE DRINKS OF TOMORROW TODAY – A PRODUCT OVERVIEW

Product innovation is one of the key growth drivers for the global soft drink market. The global players are constantly innovating their products in terms of ingredients, formulation and packaging in order to increase sales and meet consumer expectations.

What's new in the glass? Which products have found a place on international shelves in the past 12 months? Which companies and brands are behind it? Which raw material trends are emerging? Which packaging is preferred? Which claims are in focus?

In recent years, many exciting beverage innovations and trends have developed in the non-alcoholic beverage industry. One of the biggest trends is the increasing demand for functional beverages. Consumers worldwide are increasingly interested in drinks that not only taste good and quench their thirst, but also have a positive effect on the body, soul and immune system. In addition to the conventional ingredients, they contain ingredients such as minerals, vitamins, plant extracts, herbs and prebiotics with noticeable benefits for better digestion, peaceful sleep, inner peace and well-being.

Another trend is using natural ingredients and reducing sugar and artificial additives. Many companies rely on local and seasonal ingredients to create unique taste experiences. Overall, there are many exciting developments in the beverage industry that cater to the needs of environmentally and health-conscious consumers.

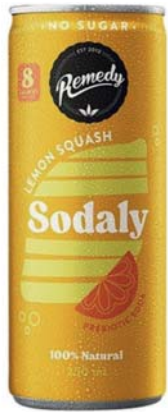
The products from all over the world that have been put together for you and have found their place on international shelves in the last 12 months show how sparkling, invigorating, tasty – sometimes also very exotic – non-alcoholic drinks can be. With detailed analyses* of new products and trends, you are always one step ahead of the competition. Be inspired by the variety of products from other countries, even if one or the other drink will probably not be among the favorite drinks of European consumers. Good luck with the development of your new beverage creations and stay curious!

Cordially,

Marco Brennich

* We would like to thank Innova Market Insights for their kind support as part of our cooperation. Further details on products and markets can be found on page 19.





SODALY LEMON SQUASH PREBIOTIC SODA



Carbonates

June
2022n/a USD
n/a EUR

Australia

Company: Remedy Drinks

Description: A fresh take on a classic soft drink flavour, this beauty is made with zesty lemon and a hint of lime for a full, bright citrus flavour. Comes in a 250 ml aluminium can.

Claims: No sugar. 8 calories per can. 100 % natural. All natural ingredients. Made with prebiotic acv. Always vegan. Low calorie. Full of flavour. Tasting notes: this flavour puts the zing in amazing (just like your grandma's handmade lemon squash). With the perfect balance of sweet and sour and a full-on citrus tang, this is a truly traditional pub squash elevated further with a zesty hint of lime.

Ingredients: Carbonated water, apple cider vinegar, plant-based sweeteners (erythritol and steviol glycoside), lemon juice, lemon and lime flavours.



KREOL STILL TAHITIAN LIME AND ORGANIC SENCHA GREEN TEA



Iced Tea

December
2022n/a
n/a

Australia

Company: The Natural Beverage Company

Description: Tahitian lime and organic sencha green tea, in a 355 ml aluminium can. Driven with tangy tahitian lime and balanced with smooth organic sencha green tea. This bold flavour is full of spritz and delicious aromatic tastes, making this flavour an essential summer beverage.

Claims: 100 % natural. 2 g of sugar from fruit. 12 calories. Authentically brewed. Tahitian lime from Australia. Natural antioxidants and l-theanine. Gluten free. Suitable for vegans.

Ingredients: Brewed sencha green tea, lime juice, apple juice, natural flavours, plant based birch xylitol and erythritol, organic apple cider vinegar, Barbados cherry.



AH HA STRAWBERRY AND WHITE CHOCOLATE FLAVOURED SPARKLING WATER

Bottled Water
- FlavouredMarch
20220.75 USD
0.70 EUR

China

Company: Coca Cola

Description: Strawberry and white chocolate flavoured sparkling water, in a 480 ml plastic bottle.

Claims: Zero calories. Zero sugar. Zero fat. Contains 0 kJ (0 %) per 100 ml.

Ingredients: Water, food additives (erythritol, carbon dioxide, citric acid, sodium citrate, sodium benzoate, sucralose, steviol glycoside), food flavours.

Analysis Insight: Coca Cola China has launched the Ah! Ha! drink in a white chocolate + strawberry flavour. It is one of few soft drinks containing this flavour combination, which originated from iced coffee.



NONGFU SPRING WAMPEE SPARKLING JASMINE TEA DRINK



Iced Tea

June
20220.82 USD
0.78 EUR

China

Company: Spring

Description: Sparkling jasmine tea drink in a 470 ml plastic bottle.

Claims: Every bottle contains more than 140 mg tea polyphenols. Low sugar.

Ingredients: Water, white sugar, erythritol, wampee juice, jasmine tea (green tea), concentrate jasmine tea, concentrate apple juice, xylitol, honey, vitamin C, citric acid, sodium citrate, d-isoascorbic acid, carbon dioxide.

Analysis Insight: Sparkling jasmine tea drink featuring a mix of interesting ingredients with as stand-out ingredient the plant wampee: Often cultivated for its fruit, which is a grape-sized, fragrant citrus. The fruit is mainly grown in Asia.



EASELIFE DISNEY PRINCESS HYALURONIC ACID WATER WITH ROSE AND LYCHEE FLAVOUR

Bottled Water
- FlavouredMay
20220.90 USD
0.85 EUR

China

Company: Pinzheng Food Company

Description: Hyaluronic acid water with rose and lychee flavour in a 360 ml PET bottle.

Claims: Recyclable packaging. Disney princess edition.

Ingredients: Water, concentrate apple juice, sodium hyaluronate, conifer cherry powder, citric acid, sodium citrate, concentrate rose petals juice, sucralose, stevioside, food flavours.

Extra Notes: Shelf life: 12 months. Contains hyaluronic acid.
Serving temperature: 0-6 degrees Celsius.

KOO CHUN TONG SCAPHIUM SAPHIGERUM, PEAR AND COCONUT JUICE DRINK

Fruit/Flavoured
Still DrinksNovember
20221.88 USD
1.76 EUR

China

Company: Tang Herbal Tea Company

Description: Scaphium saphigerum, pear and coconut juice drink in a 300 ml PET bottle.

Claims: Recyclable packaging.

Ingredients: Water, pear juice 7 %, white sugar, scaphium saphigerum juice 0.6 %, coconut 0.3 %.

Extra Notes: Keep refrigerated at 2 to 8 degrees Celsius. Shelf life: 90 days. The line also processes gluten cereal products, peanuts, dairy, soybeans and nuts products. It's normal if product with sediment.





KOKAM TULSI JEERA IMMUNIZER: KOKUM, BASIL AND CUMIN IMMUNIZER AYURVEDIC HEALTH FIZZ DRINK



Other Soft Drinks

October
20220.42 USD
0.40 EUR

India

- Company:** Freaco Wellness
- Description:** Kokum, basil and cumin immunizer ayurvedic health fizz drink recommended for use in acidity, indigestion, gas problems, balances fat levels, in a 220 ml PET bottle.
- Claims:** Immunizer. 100 % vegetarian. Rich source of vitamins and minerals. Recyclable packaging.
- Ingredients:** Each 5 ml contains fruit juice of kokum (*Garcinia indica*) 550 mg, fortified with the extract of shatavari (*Asparagus racemosus*) 110 mg, natural extract of tulsi (*Ocimum tenuiflorum*) 220 mg and natural extract of jeera (*Cuminum cyminum*) is used as flavour, jeera 220 mg, citrus flower crystals 5 mg, syrupy base (with incorporated carbon dioxide), contains permitted preservatives, colouring, flavouring agents.



TOMATO SPARKLING DRINK



Carbonates

February
20230.73 USD
0.68 EUR

Japan

- Company:** Ito En
- Description:** Lemon and apple mix with 40 % tomato juice sparkling drink. Comes in a 410 ml PET bottle.
- Claims:** Refreshing sweetness. 2 tomatoes used. Recyclable packaging. Lycopene 4-15 mg/410 ml. GABA 60-170 mg/410 ml. 10 % juice content.
- Ingredients:** Tomato, fruit (apple, lemon), lemon extract, carbonic acid gas, acidifier, antioxidant (vitamin E).
- Extra Notes:** Avoid direct sunlight, high temperature and humidity. Ingredients may settle or float, but there is no problem with quality. Drink as soon as possible after opening.



KINOHIMITSU BIRDS NEST DRINK WITH AMERICAN GINSENG, WHITE FUNGUS, AND ROCK SUGAR

Other
Soft DrinksMay
20220.75 USD
0.70 EUR

Malaysia



- Company:** Kino Biotech
- Description:** 6 x 75 g glass bottles of bird's nest drink with American ginseng, white fungus and rock sugar, in a carton folded box.
- Claims:** Kinohimitsu bird's nest is made from genuine high quality bird's nest with American ginseng, white fungus and rock sugar. It is rich in Epidermal Growth Factor (EGF) and precious nutrients, allowing you to enjoy the optimal benefits in one bottle. No preservatives, artificial colours and flavours. HACCP certified. GMP certified. Halal certified. All natural ingredients.
- Ingredients:** Rock sugar solution, bird's nest (18 %), white fungus, American ginseng.

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LIMITED EDITION YUZU FLAVOURED DRINK WITH KACIP FATIMAH AND COLLAGEN



Fruit/Flavoured
Still Drinks



December
2022



0.60 USD
0.56 EUR



Malaysia

Company: Power Root

Description: Yuzu flavoured drink with kacip fatimah and collagen in a 250 ml aluminium can.

Claims: Limited edition. It contains 1000 mg vitamin C. GMP, HACCP, ISO 22000 and ISO 9001 certified. Certified halal. Recyclable packaging.

Ingredients: De-ionized filtered water, sugar, honey, yuzu juice, vitamin C, taurine, citric acid, collagen (source from fish), instant kacip fatimah extract, d-gluconolactone, caffeine, lysine, choline bitartrate, inositol, nicotinamide, vitamin B6, vitamin B12, contains permitted preservative, flavouring and food conditioner.

Analysis Insight: The new launch of Power Root is a limited-edition Yuzu flavoured drink that contains interesting ingredients, that are rarely tracked in Western countries.



HYDRATE ELECTROLYTES AND VITAMINS PLUM WELLNESS TONIC



Carbonates



March
2022



2.67 USD
2.46 EUR



New Zealand

Company: No Ugly

Description: Electrolytes and vitamins plum wellness tonic in a 250 ml glass bottle. Get back from ugly dehydration to gorgeousness with potassium and magnesium for electrolyte balance, 11 vitamins and minerals, fibersol-2, and pine bark extract and antioxidant, enzogenol.

Claims: Isotonic and low sugar. Sparkling. Suitable for vegans. Recyclable packaging.

Ingredients: Carbonated water, fruit juice from concentrate (plum (15 %), lemon), sweeteners (erythritol, steviol glycoside (stevia)), dietary fiber (fibersol-2), electrolyte mineral salts (potassium phosphate (0.31 %), calcium lactate (0.31 %), potassium citrate (0.17 %), magnesium sulfate (0.11 %), sodium chloride (0.08 %), natural flavours, vitamins C (0.02 %), vitamins B3, B5, B6, B1, B12), citric acid, New Zealand pine bark extract (0.02 % flavonoids), preservative.



SIMPLY SQUEEZED FEIJOA FRENZY SMOOTHIE



Juices & Nectars



January
2023



1.62 USD
1.53 EUR



New Zealand

Company: Frucor Suntory

Description: Feijoa smoothie in a 350 ml PET bottle.

Claims: Per 350 ml serving contains: Energy: 763 KJ. No added colour. No added flavour. Dairy free. Please recycle.

Ingredients: Water, feijoa pulp (27 %), sugar, acid (330), stabilizer (415), vitamin C, preservatives (202,223).

Analysis Insight: Smoothie drink containing feijoa pulp as the main ingredient besides water; an ingredient not often tracked on the European market.



DENMARK FARM ORGANIC PEAR AND BALLOON FLOWER JUICE

			
Juices & Nectars	January 2023	n/a n/a	South Korea

Company: Dongwon F And B
Description: Four 120 ml Tetra Brik Aseptic of organic pear and balloon flower juice in a plastic wrapper.
Claims: 100 % organic. Recyclable packaging.
Ingredients: Organic pear juice concentrate 8 % (solids 68 %, made in Turkey), organic apple juice concentrate (Turkey), organic bellflower concentrate 0.2 % (solids 58 %, domestic).
Analysis Insight: Juice drink containing pear, apple and bellflower “balloon” flower concentrate, an ingredient not often seen in western countries.



BIFIDO ROSE HONEY MILK TEA

			
Iced Tea	June 2022	1.17 USD 1.16 EUR	Taiwan

Company: Tukuma Piens
Description: Rose and honey flavored milk tea, in a 275 ml plastic bottle.
Claims: The milk content of this product is more than 50 %, caffeine content less than 20 mg per 100 ml. Recyclable packaging.
Ingredients: Water, milk powder, sucrose, cream, black tea powder, spices, fatty acid glycerides, baking soda, honey, salt, roselle extract, elderberry extract, rose hip extract, lemon peel extract, citric acid, malt dextrin.
Extra Notes: Product of Taiwan. Shelf life: 16 days. This product contains milk and its products.



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MIN MIN KOMBUCHA FIG THYME TEA CHAMPAGNE



Iced Tea

December
202210.61 USD
9.93 EUR

Taiwan

Company: Min Min Kombucha

Description: Fig and thyme flavoured kombucha in a 330 ml glass bottle. Uses whole dried organic Iranian figs with no added additives plus home grown organic thyme. The front taste is light with plum and grape aroma, and the aftertaste is full of refreshing pastoral vanilla.

Claims: Recyclable packaging.

Ingredients: Water, kombucha, cane sugar, Taiwan hand-picked honey fragrant black tea, Taiwan native camellia, dried figs, Taiwan thyme.

Analysis Insight: Min Min Kombucha marketed their new fig and Taiwan thyme flavoured cloudy kombucha as a tea Champagne, offering a fruity aroma with a vanilla aftertaste. Another interesting ingredient is the camellia that is used, a flowering plant found in eastern and southern Asia.



AQUAGEN CRANBERRY GRAPE FLAVOUR DEEP OCEAN SPARKLING WATER

Bottled Water
- FlavouredJuly
20222.49 USD
2.48 EUR

Taiwan

Company: TCI Living

Description: Cranberry and grape flavoured deep ocean sparkling water made with real fruit juice in a 330 ml glass bottle.

Claims: Made with real fruit juice. Mixed juice content: 47 %. Recyclable packaging.

Ingredients: Carbonated water, apple juice concentrate, sugar, cranberry juice concentrate, mixed vegetable and berries fermented liquid [vinegar (water, glutinous rice, wheat grass), isomaltooligosaccharide, water, mixed fruit and vegetable fermentation products (blueberry, white grape, cranberry, apple, carrot, red grape, bayberry, mulberry, sugar cane, passion fruit, pineapple, lemon, broccoli, celery, asparagus), brown sugar, granulated sugar], compound purple radish juice concentrate (purple radish juice concentrate, lemon juice concentrate), spices, fructooligosaccharide, deep seawater concentrate mineral liquid, red grape juice concentrate, citric acid.



VITADAY UME PLUM AND GOOSEBERRY DRINK

Fruit/Flavoured
Still DrinksOctober
20220.57 USD
0.54 EUR

Thailand

Company: General Beverage

Description: 5 % lemon juice from lemon juice concentrate with gooseberry juice, monk fruit juice, date juice and plus vitamin C, in a 150 ml glass bottle.

Claims: Contains 200 % (Thai RDI) of vitamin C. Nutritional value per package (150 ml): energy: 10 kcal (1 %), sugar: 1 g, fat: 0 g, sodium: 35 mg (2 %).

Ingredients: Lemon juice from lemon juice concentrate 5 %, date juice 2 %, sugar 1.16 %, vitamin C 0.0803 %, monk fruit powder 0.008 %, gooseberry powder 0.005 %, plum powder 0.002 %, sweeteners (erythritol, sucralose, acesulfame-K), acidity regulator (INS 330, INS 331 (iii)), stabilizer (INS 440), preservative (INS 202, INS 211), nature identical flavour added.



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PURE WILD CO LIME, AGAVE, AND GINSENG DRINK

Fruit/Flavoured
Still DrinksNovember
20222.99 USD
2.80 EUR

United States

Company: Pure Wild Company

Description: Marine collagen infusion drink handcrafted with pure organic lime juice, organic agave nectar, organic ginseng root, and filtered water. This drink delivers supreme ginseng with 3,000 mg of deep cold water wild marine collagen and tart lime juice for a powerful combination to boost energy and deliver super nutrients. A beautiful way to get a daily collagen boost. Comes in a 355 ml glass bottle.

Claims: Heart health. Energy lift. Infused with 3000 mg wild-harvest marine collagen. Non GMO project verified. Gluten free. Certified kosher. Recyclable packaging.

Ingredients: Filtered water, organic lime juice, organic agave nectar, marine collagen peptides (wild caught whitefish source), organic ginseng root extract.



KARVIVA IMMUNITY MANGO AND GOJI BERRY ANTIOXIDANTS JUICE WITH LEMON AND RED DATES



Juices & Nectars

October
20223.99 USD
3.76 EUR

United States

Company: Fulfill Food And Beverages

Description: Mango and goji berry antioxidants juice with lemon and red dates, in a 360 ml plastic bottle.

Claims: Plant based. With prebiotic fiber. USDA organic. Non GMO project verified. Low glycemic index. Gluten free. Contains 85 % juice. Contains 45 calories.

Ingredients: Filtered water, organic goji berries, organic mango puree, organic red dates, organic lemon, organic monk fruits.

Analysis Insight: "Antioxidant" juice with mango and goji berries that is marketed to rejuvenate. The drink also features red dates and a front-of-pack prebiotic fiber claim.



ORGANIC TURMERIC LOVE PURIFIED WATER, LEMON, TURMERIC, PINEAPPLE, AND PASSION FRUIT JUICE

Fruit/Flavoured
Still DrinksSeptember
20223.99 USD
4.10 EUR

United States

Company: Suja Life

Description: Lemon, turmeric, pineapple, and passion fruit juice paired with ginger, stevia, black pepper, in a 354 ml PET bottle.

Claims: USDA organic. Non-GMO project verified. Cold pressed. No preservatives. Gluten free. No added flavours. Suitable for vegans. Contains 2 g sugar. Certified kosher. Please recycle.

Ingredients: Purified water, organic lemon juice, organic turmeric juice, organic pineapple juice, organic passionfruit juice, organic ginger juice, organic stevia leaf extract powder, organic black pepper.



STRAWBERRY, BANANA, PEAR, AND APPLE SMOOTHIE



Juices & Nectars



September 2022



3.29 USD
3.38 EUR



United States

Company:

Koia

Description:

Strawberry, banana, pear, and apple smoothie in a 355 ml PET bottle.

Claims:

Contains 50 % juice. Gluten free. Suitable for vegan. 0 g added sugar. Dairy free. Contains 5 g protein. Soy free. Plant based blended smoothie. BPA free. Certified kosher. Non GMO project verified. Please recycle.

Ingredients:

Coconut milk (water, coconut cream), coconut water (from concentrate), strawberry puree, pear puree, banana puree, pea protein, baobab powder, chicory root fiber, natural flavours, ground chia, fruit and vegetable juice concentrates (for colour), locust bean gum, monk fruit, ascorbic acid, and organic stevia extract (reb A).



CANN RESERVE HI BOY EAZE BLUE RHUBERRY CANNABIS-INFUSED SOCIAL TONIC



Carbonates



April 2022



n/a USD
n/a EUR



United States

Company:

Coca Cola

Description:

Cannabis infused tonic drink with blue rhuberry (punch of big fuzzy raspberries and little rhubarb stalks), in a 355 ml aluminium can.

Claims:

Limited edition. With 45 calories. Simple, all-natural ingredients. Contains 5 mg THC.

Ingredients:

Rhubarb, raspberry, blue butterfly pea tea and a microdose of THC.

Analysis Insight:

Another variant of the cannabis soft drink that is marketed as “blue rhuberry”, featuring raspberries and rhubarb stalks.



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SPACE TEA GOLDEN MANGO FLAVOURED BREWED MUSHROOM TEA WITH REISHI AND LIONS MANE



Iced Tea

November
20223.49 USD
3.27 EUR

United States

Company: Space Tea

Description: Mango flavoured brewed mushroom tea with reishi and lions mane, in a 355 ml aluminium can.

Claims: USDA organic. Naturally gluten free. Certified kosher. Non GMO project verified. Suitable for vegans. Recyclable packaging.

Ingredients: Organic white tea, organic mango lemonade (water, organic mango pure, organic lemon juice concentrate, organic cane sugar, organic mango flavour, organic lemon extract, citric acid, beta carotene), organic reishi and organic lion's mane mushrooms.



BUCHI LIVING ENERGY RASPBERRY LIME FUNCTIONAL ENERGY DRINK



Energy Drinks

October
2022n/a
n/a

United States

Company: Asheville Kombucha Mamas

Description: Raspberry and lime flavoured functional energy drink in a 355 ml aluminium can.

Claims: USDA organic. Contains 100 mg of clean caffeine, 100 mg of L-theanine and 50 mg of lion's mane. Raw and unpasteurized. Non GMO. Gluten free. Suitable for vegan. It plays a leading role in supporting digestion, strengthening immunity, and has also been linked to increased energy, reduced stress, improved sleep, mood and overall well being. Clean caffeine for enhanced energy. L-theanine for focus and clarity. Lions mane for brain support.

Ingredients: All organic: raw kombucha (filtered water, cane sugar, tea blend, kombucha culture), cane sugar, raspberry juice concentrate, cranberry juice concentrate, lime juice concentrate, lemon juice concentrate, caffeine from green coffee, L-theanine extract, monk fruit extract, lion's mane extract.



DRAM ADAPTOGENIC SPARKLING MUSHROOM COLA



Carbonates

August
2022n/a USD
n/a EUR

United States

Company: Heyseed

Description: Light and bubbly adaptogenic sparkling mushroom cola with a hint of herbal goodness. Comes in a 355 ml aluminium can.

Claims: Zero calories, and free of any weird colours, synthetic flavourings or fake sweeteners. Herbal magic: Adaptogenic, immune support, brain health, and gut health. Contains no CBD. Dram uses BPA free cans, and PFAS free water.

Ingredients: Purified carbonated water, non-GMO glycerin, as organic ingredients: shitake, chaga, reishi, cordyceps, nutmeg, coriander, cinnamon, lemon peel, lime peel, orange peel and orange blossom; vanilla bean, lemon salt.



DOCTOR GOODWIN SODA



Carbonates



August 2022



n/a USD
n/a EUR



United States

Company: Olipop
Description: Doctor goodwin soda in a 355 ml aluminium can.
Claims: Supports digestive health. Prebiotics. Botanicals. Plant fiber. Non-GMO. 3 g of sugar per can. Plant powered microbiome approved. A new kind of soda. 9 g of fiber.
Ingredients: Carbonated water, olismart (cassava root fiber, chicory root inulin, jerusalem artichoke inulin, nopal cactus (extract), calendula flower (extract), kudzu root (extract), marshmallow root (extract), slippery elm bark (extract)), allulose syrup, cassava root syrup, prune juice concentrate, plum juice concentrate, tart cherry juice concentrate, natural spice flavour, natural fruit flavour, lemon juice, stevia leaf (extract), Himalayan pink salt, organic double fold vanilla (extract), green tea caffeine (extract), malic acid.



LIMITED EDITION ZERO SUGAR CHERRY LIMEADE NATURALLY FLAVOURED ENERGY DRINK



Energy Drinks



August 2022



n/a USD
n/a EUR



United States

Company: Zoa Energy
Description: Cherry and limeade naturally flavoured energy drink in a 355 ml aluminium can.
Claims: Limited edition. Contains 120 mg natural caffeine. Zoa is the only energy drink that combines turmeric and camu camu, which includes 80 % of the daily value of vitamin C for immunity support, as well as an abundance B vitamins to support mental focus. Camu camu berries and acerola cherries, packed with vitamin C and power antioxidants that protect your cells and bolster your immune response. Branched-chain amino acids to supercharge muscle growth. Electrolytes to keep you hydrated and choline to boost metabolism. Vitamins B1, B2, B6 and B12 to support mental energy and to help strengthen your body from the inside out. Green tea and green, unroasted coffee beans to give Zoa the right kick of clean caffeine.



K8 KALE, SPINACH, CHARD, CELERY, AND BOK CHOY RAW JUICE



Juices & Nectars



September 2022



5.99 USD
6.16 EUR



United States

Company: Expressed Juice
Description: Raw spinach, chard, parsley, celery and bok choy juice in a 354 ml PET bottle.
Claims: 100 % cold pressed. Non GMO verified project. Gluten free. Certified kosher. Suitable for vegans. Recyclable packaging.
Ingredients: Kale, spinach, chard, parsley, celery, bok choy, apple lime.
Analysis Insight: This company launched a range of “raw” juices in September featuring multiple flavours. This variant includes many vegetables/ingredients not often used in juices such as chard, parsley and bok choy.





FRESH POP CHILL SPARKLING WELLNESS SODA WITH TART CHERRY PLUS HIBISCUS



Carbonates

May
2022n/a USD
n/a EUR

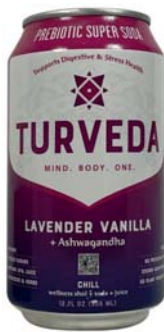
United States

Company: Happy Cells

Description: Sparkling wellness soda with tart cherry and hibiscus, in a 355 ml aluminium can. With no added sugars or sweeteners. Keto friendly. Suitable for vegan. Caffeine free. Gluten free. Studies show tart cherry has a relaxing effect on the body, helps reduce muscle soreness, and helps improve sleep quality. Rich in antioxidants, tart cherry is also known to help fight inflammation and boost overall immunity.

Claims: Traditionally, Holy Basil has been used in herbal medicine for adrenal support, to help increase energy and stamina, promote overall good health and immune function, and to restore overall balance in the body. Hibiscus has traditionally been used to support skin health, digestive function, healthy fluid retention levels, and respiratory health.

Ingredients: Tart cherry, holy basil leaf, hibiscus flower.



TURVEDA LAVENDER VANILLA PLUS ASHWAGANDHA PREBIOTIC SUPER SODA



Carbonates

March
20222.00 USD
1.85 EUR

United States

Company: Ayurvedix Herbal Health Products

Description: A refreshingly delicious healthy soda with plant prebiotics and ayurvedic super herbs plus adaptogens to support your microbiome health and boost your digestive immunity. Comes in a 355 ml aluminium can.

Claims: Supports digestive and stress health. Non GMO. Zero added sugar. Contains 10 % juice. Superfoods and herbs. Suitable for vegans. No preservatives. 300 mg adaptogens. 5 g plant prebiotics. Wellness shot plus soda plus juice. Gut doctor developed. No stevia. Gluten free. Ayurvedic.

Ingredients: Purified sparkling water, lemon juice concentrate, VedaWise gut blend (chicory root fiber, turmeric curcumin extract, ginger root extract, black pepper extract, cinnamon extract, mushroom extract), apple nectar, VedaWise calming blend (ashwagandha, vanilla extract, green tea extract, lavender extract), monkfruit juice concentrate, mint extract, red pepper extract.



COSMIC BLUEBERRY TEA



Iced Tea

April
20223.99 USD
3.80 EUR

United States

Company: Potion Adaptogenic Brews

Description: Blueberry tea in a 473 ml glass bottle.

Claims: USDA organic. Rich in organic adaptogens. Naturally sweet, no added sugar. Fight stress. 1200 mg organic adaptogenic extract blend. Recharge. Plastic free. Certified organic by TDA. Not for pets.

Ingredients: Filtered water, organic blueberry puree, organic xylitol (an alcohol sugar), organic lemon juice, organic chaga mushroom extract, organic astragalus root extract, organic reishi mushroom extract, and organic monk fruit extract.



MANGO HABANERO FLAVOURED SPARKLING WATER WITH PROBIOTICS



Bottled Water
- Flavoured



July
2022



41.88 USD
41.92 EUR



United States

Company: Bears Fruit

Description: Sparkling water infused with organic mangos, fresh habaneros and billions of probiotics for a light, refreshing way to make your gut happy. Bears Fruit new functional sparkling water is made with a clinically studied strain of bacillus subtilis, a soil-based organism that's naturally found in the human gut. Comes in a 355 ml aluminium can; pack of 12.

Claims: Billions of probiotics for a happy gut. No sugar added. Supports digestion plus immunity. 100 % real fruit no weird stuff. Contains 8 % juice. It's subtle, balanced and absolutely delicious.

Ingredients: Carbonated filtered water, organic mango puree, organic lemon juice, organic habanero, live probiotics (bacillus subtilis dE111).



HARMONIC SPARKLING ROSE CBD DRINK FOR EVENING SPIRIT



Other Soft Drinks



December
2022



n/a
n/a



United States

Company: Harmonic Brands And Products

Description: Sparkling rose flavoured cbd drink in a 355 ml aluminium can. This evening spirit is a low calorie, alcohol-free treat inspired by our favourite wine. The fruity, floral rosé flavour is enhanced with a sparkling finish and our micro-dosing hemp blend. Sip on 25 mg of water-bonded CBD to release tension and inflammation for more restful sleep. Our CBD Rosé has 100 % bioavailability provides a smoother, faster transition into a feel-good state of mind.

Claims: For evening spirit. It contains 25mg full spectrum CBD.

Ingredients: n/a



PRICKLY PEAR TEPACHE SPARKLING PROBIOTIC DRINK PLUS PREBIOTICS



Carbonates



April
2022



2.99 USD
2.85 EUR



United States

Company: Big Easy Bucha

Description: Prickly pear tepache sparkling probiotic drink plus prebiotics, in a 340 ml glass bottle.

Claims: USDA organic. Fell in love with Tepache in rural Mexico, where it is made by fermenting pineapple. Contains 13 % juice. Certified vegan. Certified organic by Quality Certification Services.

Ingredients: Organic tepache culture (purified water, organic cane sugar, organic dairy-free probiotic cultures), organic pineapple, organic blue agave inulin (soluble dietary plus prebiotic fiber), organic prickly pear.





WATERMELON JALAPENO FERMENTED BEVERAGE



Carbonates

February
20220.19 USD
0.17 EUR

United States

Company:	De La Calle
Description:	Perfectly ripe watermelons spiked with bright, floral heat from jalapeño peppers. Comes in a 355 ml aluminum can.
Claims:	Only 40 calories. USDA organic. Low in sugar.
Ingredients:	Carbonated water, tepache (organic ingredients), erythritol (organic ingredients), watermelon juice concentrate (organic ingredients), jalapeño juice (organic ingredients), watermelon flavor (organic ingredients), agave inulin (organic ingredients), lime juice concentrate (organic ingredients), acacia and xanthan gum, organic flavor (organic ingredients), black pepper extract (organic ingredients), lemongrass extract (organic ingredients), cinnamon extract (organic ingredients), ascorbic acid (vitamin C).



CASCARA+ FUNCTIONAL BEVERAGE: GRAPEFRUIT TANGERINE



Other Soft Drinks

March
20223.09 USD
2.86 EUR

United States

Company:	Begoat Beverages
Description:	Lightly carbonated functional beverage with antioxidants, polyphenols and caffeine, in a 355 ml easy-to-open aluminium can.
Claims:	Antioxidants and polyphenols. Antioxidants naturally occurring from whole coffee fruit. Per can: 10 mg of polyphenols including 57 mg of total chlorogenic acids. Whole. All natural. Delicious. Contains 25 calories. 200 mg caffeine. Lightly carbonated. Non GMO. Gluten free. Vegan. Recyclable packaging.
Ingredients:	Water, allulose, organic sugar, citric acid, natural flavours, whole coffee fruit extract (bean, husk and berry), stevia extract, monk fruit extract.



BLUEBERRY PROBIOTIC WATER KEFIR



Other Soft Drinks

March
20224.99 USD
4.61 EUR

United States

Company:	Sunny Culture
Description:	Blueberry probiotic water kefir in a 473 ml glass bottle.
Claims:	Certified USDA organic. 50 calories per bottle. Suitable for vegan. Caffeine free. Active probiotics. Non-GMO. Gluten-free. Simple ingredients. Locally made. No sugar added post fermentation. Please recycle or reuse. A tree is only as strong as it's roots. We are only as healthy as our guts. Sunny Culture is a lightly sparkling beverage fermented with living water kefir and infused with organic whole ingredients.
Ingredients:	Filtered water (organic), water kefir culture (organic), cane sugar (organic), blueberries (organic).

MORTAL POWER HIBISCUS GINGER PREBIOTIC SPARKLING WATER WITH ELECTROLYTES



Bottled Water
- Flavoured



April
2022



3.00 USD
2.86 EUR



United States

Company:	Mortal Kombucha
Description:	Hibiscus ginger flavoured prebiotic sparkling water with electrolytes and a splash of fruit, in a 355 ml aluminium can.
Claims:	Mortal Power is pumped up bubbly water infused with a healthy smackdown of prebiotics to boost immunity and strengthen your gut, a splash of hibiscus and ginger, plus a blast of electrolytes to hydrate you to tomorrow and the next day and the next. USDA organic. Natural food certifiers. Suitable for vegans. Gluten free. Non-GMO. Only 2 grams added sugar. 1 % for the planet. Please recycle me.
Ingredients:	Water, organic agave inulin, organic ginger juice, organic cane sugar, organic lime juice concentrate, sodium citrate, potassium citrate, organic hibiscus extract, citric acid, magnesium citrate.



RECESS MOOD GRAPEFRUIT TANGERINE MAGNESIUM AND ADAPTOGEN INFUSED SPARKLING WATER



Bottled Water
- Flavoured



September
2022



n/a
n/a



United States

Company:	Drink Recess
Description:	Sparkling water infused with mood-lifting magnesium and balancing adaptogens. Bright grapefruit flavour with a juicy tangerine finish. Comes in a 355 ml aluminium can.
Claims:	Magnesium L-threonate: a form of magnesium for the brain. Adaptogens: L-theanine and lemon balm to help maintain balance. Powerful compounds that help the body and mind maintain calm and balance. Magnesium L-threonate: lifts the mood, balances the mind. L-theanine: eases tension, brightens the day. Lemon balm: supports equilibrium, helps you unwind.
Ingredients:	Filtered water, fruit medley tea infusion (filtered water, apple, apricot, rose hips, orange peel, hibiscus), pear juice concentrate, grapefruit juice concentrate, recess magnesium blend, tangerine juice concentrate, lemon juice concentrate, natural flavours, citric acid, lemon balm powder, L-theanine powder.



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