

editorial comment

Welcome to the 157th issue of functionaldrinks.

As well as looking a small selection of new product launches, our main focus for this issue is a review of some of the latest and greatest functional developments featured at the recent IFE trade fair in London, UK, in mid-March.



These include beverage offerings from all corners of the globe from Israel, Thailand and Japan to Spain, Finland and Austria, with their categories ranging from energy drinks to nutraceuticals and cosmeceuticals, and even as far as functional food and wine (see Pages 3 to 6).

In terms of new launches in the energy drinks category, product sizes are still yo-yoing. Following a

wave of new shot-sized offerings in the US, the current flavour seems to be supersize again with an extra-large dose of **Red Bull's** iconic energy drink scheduled for launch in the UK (see Page 7). Another addition to the UK's functional drinks market is a first of its kind yang-mei juice, rich in antioxidants and used in Chinese medicine for thousands of years. Local distribution of the new superjuice, which will be marketed under the brand name Yumberry, is through recently-established **Yumberry UK** (see Page 1).

Meanwhile down under in Australia, US-based **True Toniqs** has introduced its popular brain stimulating drink (see below), whilst back to other side of the world, and six months after their launch in the US, we review the performance of **H100 Beverage Company's** eponymous functional beverages tailor-made to meet the needs of men and women (see Page 7).

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nutraceuticals

Australia

Focus drink paints clear picture

Brain Toniq, the 'clean and intelligent think drink' produced by US-based **True Toniqs**, has recently been introduced to the Australian market where it hopes to prove equally as popular as in the US.

First launched in the US in January 2008, and with up to a reported 36 times the amount of active ingredients of any functional beverage on the market, the beverage is positioned as the world's first organic, kosher, botanical-based, non-caffeinated think drink specifically designed for those who need more mental focus and clarity. Its functionality is derived from a proprietary blend of botanical and organic compounds including Elutherococcus extract, Rhodalia rosea, blue-green algae, DMAE (dimethylethanolamine) and choline.

Brain Toniq is "selling like crazy," according to company owner Scott Ohlgren, with every week seeing further distribution and more sales. And the online consumer testimonials are affirmation

of the drink's popularity and the company's success in tapping "a huge market of people who want an effective functional drink that is both non-caffeinated and uses a sweetener that is actually good for you."

As well as its latest market of launch, Brain Toniq is also available in Barbados and Canada. In its home market, the main outlets for the cognitive health drink, which retails at US\$2.59 per 8.4oz can, are health food stores, with distribution deals through 85 Whole Food outlets, all Pharmaca natural pharmacies, all Vitamin Cottage stores, and hundreds of independents. True Toniqs has also just secured an additional sales outlet through King Soopers, a large regular food store chain.

Australian distribution will be through premium organic and gourmet fine food specialist Fresh Food Enterprises.



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