



WORLD OF FRUITS

International Juice and Soft Drinks Review

2024



published by confrica media GmbH

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?



**FRUIT INGREDIENTS
FOR FOOD & BEVERAGE INDUSTRY
AND FOOD SERVICE**

FIND OUT OUR RANGE ON VOG-PRODUCTS.IT





INSPIRATION FOR INNOVATION!

Consumers strolling in the supermarket or watching colourful media advertisements are overwhelmed with an abundance of new beverage choices offered during the last year! Beverage manufacturers developed most innovative products.

In this year's issue of the WORLD OF FRUITS we again direct our interest to previous months of innovative beverages outside of Europe, to detect new international trends and raw materials.

The interest in functional beverages is still strong: benefits for body and soul promise success with the beverage properties to convince curious and happy-to-buy consumers. Antioxidants and vitamins can support the immune system, other ingredients may improve metabolism or digestion. Psychological health can also benefit. There are new beverages claiming to relax and create a feeling of well-being or lighten the mood. Generally, many products indicate benefit in sugar reduction.

Exotic fruits, not easily available in Europe or not familiar to consumers, create new interest in new products and offer potential for creativity: for example, guanabana, the Indian gooseberry, mangosteen, star fruit, or the multitude of citrus fruit like hallabong and cheonhyeyang.

Vegetables with its valuable ingredients are found more often in refreshing and healthy drinks. Spinach, avocado, olives, red beats, sweet potato, tomato, peppers or chili, when not consumed in meals, are enjoyed as functional drinks.

Botanicals are gaining more and more importance in the world of drinks. Plants like basil, mint, lavender, chamomile, and even dandelion, create interesting nuances regarding the taste experience.

Enjoy browsing the list of introduced international products, and most of all find inspiration for your own beverage development.

Cordially,

Marco Brennich & Cornelia Hebbe-Laub

* 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.





LAVENDER CHAMOMILE SPARKLING PROBIOTIC WATER



Bottled Water
Flavoured



February
2024



2.72 USD
2.54 EUR



Australia

- Company:** Community Brew
- Description:** Lavender and chamomile flavoured sparkling probiotic water, in a 330 ml glass bottle.
- Claims:** 1 billion probiotics per serve. Less than 25 calories. Suitable for vegans. Low sugar. Gluten free. Natural antioxidants. Unpasteurized. No stevia glycosides. Zero preservatives. Not watered down. 100 % natural ferment. 100 % Australian made packaging. 100 % recyclable.
- Ingredients:** Calming lavender partners with refreshingly smooth chamomile. This aromatic and cinnamon-like ferment finishes delightfully dry. Water Kefir is a dairy free cultures beverage brimming with natural probiotics.



PEPPERMINT PLUS DANDELION FUNCTIONAL BEVERAGE



Iced Tea



April
2023



2.22 USD
2.05 EUR



Canada

- Company:** Thehealtea
- Description:** Non-carbonated peppermint and dandelion functional beverage with wild herbs, reverse osmosis water, maple syrup and lemon juice. Comes in a 355 ml aluminum can.
- Claims:** Caffeine-free. Plant based. Organic. Wild, unique, versatile, refreshing all-natural functional beverage. No preservatives or artificial flavours. EcoCert certified by Canada. Certified USDA Organic. Canada Organic.
- Ingredients:** Organic herb infusion (reverse osmosis water, organic peppermint, organic dandelion), organic maple syrup, organic lemon juice.



EXOTIC DRAGON FRUIT JUICE DRINK



Fruit/Flavoured
Still Drinks



January
2024



2.96 USD
2.75 EUR



Canada

- Company:** Rubicon Drinks
- Description:** Dragon fruit juice drink created using only the finest dragon fruits which are nurtured and carefully harvested to ensure the unique, luscious flavours are maintained. Experience the delicate sweet taste of this luxurious super fruit juice drink. Comes in a 1 L carton Tetra Brik Aseptic.
- Claims:** Rich in vitamin C. No preservatives, artificial colourings or sweeteners. Contains 15 % fruit juice. Recyclable. FSC certified.
- Ingredients:** Filtered water, dragon fruit puree, sugar, citric acid, pectic, ascorbic acid (vitamin C), natural flavours.
- Extra Notes:** Shake it up. Store in a cool, dry place. Shake well before consuming.



GUTSY KOMBUCHA CHILL OUT 2.0 LE RELAXANT 2.0



Iced Tea



December 2023



2.59 USD
2.38 EUR



Canada

Company: Gutsy Kombucha
Description: Organic kombucha with grapefruit, verbena and skullcap, in a 355 ml aluminium can.
Claims: Raw. Organic. Powered by plants. Mix of lemon verbena and hops accompanied with grapefruit juice that helps you relax. The skullcap offers you peace of mind. A blend so unique you'll be blown away. Amongst the honking horns, you will calmly find your zen. No preservatives or artificial flavouring.
Ingredients: Filtered water, organic kombucha (organic fermented black tea, organic cane sugar, living bacteria cultures and yeast), organic grapefruit juice, organic hop, organic verbena, organic skullcap and nothing else.



ENERGY TEA SUNRISE MANGO GREEN TEA CLEAN ENERGY DRINK



Energy Drinks



September 2023



3.64 USD
3.44 EUR



Canada

Company: Rviita
Description: Non carbonated clean energy drink with mango green tea in a 355 ml plastic spouted pouch.
Claims: Summer edition. Recyclable packaging. BPA free.
Ingredients: Filtered water, sugars (mango juice from concentrate, organic honey), natural flavours, brewed tea, malic acid, green tea extract, vitamin blend (vitamin C, niacin, vitamin B12), guarana seed extract.
Extra Notes: Shake and enjoy. High caffeine content. Not recommended for those under 14 years old, pregnant or breastfeeding women or individuals sensitive to caffeine. Do not drink on the same day as any other supplemented foods or supplements with the same supplemental ingredients. Do not mix with alcohol.



URBAN EATERS 100 PERCENT HPP AVOCADO SPINACH APPLE JUICE



Juices & Nectars



February 2024



2.07 USD
1.90 EUR



China

Company: Aldi
Description: Avocado spinach apple juice in a 300 ml PET bottle.
Claims: Recyclable packaging. Contains 225 kJ (3 %) per 100 ml. 100 % hpp.
Ingredients: Apple (75 %), avocados (20 %), spinach (5 %).
Extra Notes: If there is precipitation, it is normal. Shake it well before drinking. Shelf life: 15 days. Storage and transportation conditions: refrigerated at 0-6 degrees Celsius, do not take out of the refrigerator for more than 30 minutes.
Analyst Insight: Emphasizes the gentle high-pressure processing (HPP) technology for preservation.





DREAM DAYS MONDAY DOUBLE POMELO JUICE BEVERAGE (POMELO AND GRAPEFRUIT)



Juices & Nectars



October
2023



0.91 USD
0.84 EUR



China

Company: Wasai Food Co., Ltd

Description: Week series Monday juice drink with pomelo and grapefruit flavoured in a 300 ml glass bottle.

Claims: Contains 50 mg electrolyte per 100 ml juice.

Ingredients: Water, fructose syrup, white granulated sugar, grapefruit juice, concentrated apple juice, concentrated white grapefruit juice, sodium carboxymethyl cellulose, gellan gum, citric acid, DL malic acid, sodium citrate, vitamin C, sucralose, salt (0.03 %), potassium chloride (0.02 %), sodium D-isoascorbate, disodium EDTA, lemon yellow, sunset yellow, edible essence.



CHUCHENG JASMINE FLAVOURED YUNNAN OLIVE JUICE DRINK



Juices & Nectars



July
2023



1.09 USD
1.02 EUR



China

Company: Fujian Chushi

Description: Jasmine flavoured yunnan olive juice drink in a 245 ml plastic bottle.

Claims: Juice content: > 25 %.

Ingredients: Water, wild yunnan olive juice (emblica juice, oil orange juice), white sugar, jasmine flowers concentrate liquid (3 g/l), food additives (xanthan gum, carrageenan, sodium carboxymethyl cellulose, agar, vitamin C, sucralose).

Extra Notes: Shelf life: 270 days.



HEYTEA GUAVA STRAWBERRY STRONG FRUIT TEA



Iced Tea



August
2023



0.76 USD
0.71 EUR



China

Company: Shenzhen Meixixi Catering Management

Description: Guava strawberry fruit tea based on oolong tea, in a 450 ml plastic PET bottle.

Claims: Recyclable packaging. Low sugar. 50 % real fruit juice and 50 % flavoured tea extract.

Ingredients: Water, decolourized and deacidified apple juice concentrate, guava juice concentrate, strawberry juice concentrate, oolong tea (> 5g/l), vitamin C, sodium d-isoascorbate, citric acid, sodium citrate, table salt, potassium chloride, sucralose, food flavour.

Extra Notes: Tastes better when cold. If there is precipitation, it is a small amount of tea ingredients. Do not drink if bottle is tampered. Contains tea polyphenols 200 mg/kg.



PURE NATURAL TASTE

since 1969

Discover new flavour possibilities with the natural variety of our products:

- Natural flavours
- Distillates
- Fluid extracts
- Extracts
- FTNF flavours
- HiPure®
- Natural compounds



WISTRITION COMPOUND FRUIT AND VEGETABLE JUICE DRINK WITH RED BEET BERRY



Juices & Nectars



June
2023



1.95 USD
1.74 EUR



China

Company: Huizhiwang Food
Description: Compound fruit and vegetable juice drink with red beet and berry, in a 190 ml brick liquid carton.
Claims: Contains 16 kinds of fruits and vegetables. Total content of fruit and vegetable juice: 95 %. Apple fiber added: 0.25 %. Citrus fiber added: 0.25 %.
Ingredients: Water, compound fruit and vegetable juice (white gourd juice, pumpkin mud, raspberry pulp, strawberry pulp, pear pulp, red sweet pepper juice), concentrated red grape juice, resistant dextrin, kale juice, concentrated tomato pulp, concentrated red beet juice, yam mud, concentrated juices: horseshoe, blueberry, strawberry, carrot, apple, lemon; citrus fiber, apple fiber, coniferous cherry juice solid beverage (concentrated coniferous cherry juice, maltodextrin), yeast, betaglucan (4 mg/190 ml).



SPARKLING CAMELLIA PHYLLANTHUS AND EMBLICA FLAVOUR JUICE DRINK



Carbonates



April
2023



0.70 USD
0.65 EUR



China

Company: Hema
Description: Sparkling camellia phyllanthus and emblica flavour juice drink in a 330 ml aluminium can.
Claims: Recyclable packaging. Contains 30 % juice. 0 fat.
Ingredients: Water, emblica juice (8 %), rock sugar, concentrated apple juice (3 %), concentrated white grapefruit juice (1.5 %), citric acid, vitamin C, sodium citrate, food flavour, carbon dioxide.
Analyst Insight: Sparkling juice drink based on camellia phyllanthus and emblica juice – also known as emblic or Indian gooseberry – a tropical plant native to Southern Asia.



XIAOXIANDUOROU STARFRUIT AND PLUM JUICE



Juices & Nectars



December
2023



1.38 USD
1.26 EUR



China

Company: Xike Food
Description: Starfruit and plum blended fruit juice in a 280 g plastic bottle.
Claims: Juice content: > 25 %. With fruit pulp, dietary fiber, vitamin C.
Ingredients: Water, pear pulp, star fruit juice concentrate (content > 5 %), plum (plum product) (content > 2 %), dietary fiber (polydextrose), crystallized fructose, vitamin C.
Analyst Insight: Over 25 % juice content with pulp. It comes in a rather unique packaging.



COLD PRESSED SUGARCANE JUICE



Juices & Nectars



January 2024



1.08 USD
1.01 EUR



India

Company:

Vesavi Food Products

Description:

Sugarcane cold pressed juice in a 200 ml PET bottle.

Claims:

100 % fruit. 100 % vegetarian. Recyclable bottle. No preservatives. No artificial colours or flavours. No added sugars. No concentrate juice. No pulp. No added water.

Ingredients:

Sugarcane.

Extra Notes:

Shake well before use. Perishable. Always keep refrigerated. Once opened, consume immediately. Do not buy if the pack is puffed.



MANGO HANGOVER MIX



Other Soft Drinks



February 2024



1.21 USD
1.11 EUR



India

Company:

Rebound

Description:

Rebound mango hangover fix drink in a 60 ml plastic PET bottle.

Claims:

100 % vegetarian. Recyclable packaging.

Ingredients:

Mango flavour, sodium chloride, turmeric extract, green tea extract, black pepper extract, ginger extract, water, sucrose oligoester, benzoate INS 211, ascorbic acid INS 500, citric acid INS 330.

Extra Notes:

Storage: keep in refrigerator once opened, consume same day. Keep in cool, dry place, away from direct sunlight, heat and moisture.



Leading process technology for the beverage and food industry





RUS ORGANIC RUBY POMEGRANATE, KOKUM, SUGARCANE AND CUMIN DRINK



Juices & Nectars



November
2023



0.90 USD
0.83 EUR



India

Company: Bot Organic

Description: Pomegranate, kokum, sugarcane and cumin drink in a 200 ml plastic bottle.

Claims: 100 % vegetarian. No added sugar. No concentrate. No added flavour. USDA organic. Sustainably. Suitable for vegans. Ecofriendly. Organically cold pressed. Certified organic by GreenCert Biosolution Pvt Ltd. Produced and processed as per NPOP standards. Supports farmers, protects future generations, builds healthy souls and soil, promotes biodiversity, reduces toxic load and tastes and feels better.

Ingredients: Water, all organic: sugarcane (28 %), pomegranate (12 %), kokum (9 %), lemon, mint, cumin; citrus fiber and antioxidants (INS 224 and INS 300).



COOL VITA MINUMAN RASA ANEKA BUAH DAN SAYURAN: VARIOUS FRUIT AND VEGETABLE FLAVOURED DRINK



Fruit/Flavoured
Still Drinks



November
2023



1.50 USD
1.39 EUR



Indonesia

Company: Handian Biotechnology Company

Description: Various fruit and vegetable flavoured drink in a 45 ml plastic standing pouch.

Ingredients: Water, natural sweetener (sorbitol), acidity regulator (citric acid), green tea powder, synthetic orange flavour (contains the antioxidant ascorbic acid), stabilizer (xanthan gum), synthetic jasmine flower flavour, dextrin thickener, fruit juice (contains the natural sweetener sorbitol, pomegranate 3 %, kiwi 2.5 %, lemon 2.5 %, guava 2 %, star fruit 1 %, avocado 0.5 %), vegetable juice (contains natural sweetener sorbitol, soybeans, tomatoes 2.5 %, carrots 1 %, cucumber 1 %), artificial sweetener (sucralose), fructooligosaccharide, xylooligosaccharide, galactooligosaccharide, polydextrose, lily extract, enoki mushroom powder.



CAP PANDA MINUMAN CINCAU DENGAN SELASIH KURANG GULA: LESS SUGAR GRASS JELLY DRINK WITH BASIL SEED



Other Soft Drinks



June
2023



2.91 USD
2.61 EUR



Indonesia

Company: Kino Corporation

Description: Less sugar grass jelly drink with basil seed in a 310 ml aluminium can.

Claims: Certified halal. Less sugar. Recyclable packaging. No artificial sweetener.

Ingredients: Water, cincau (7.42 %), sugar, basil seeds (5.81 %), cincau leaf (0.5 %), chrysanthemum flower extract, acidity regulator calcium lactate, natural licorice flavour, natural/plain caramel colour.

Analyst Insight: Beverage from Indonesia featuring cincau – grass jelly – an ingredient seldom seen in western markets. Other interesting ingredients include chrysanthemum flower and licorice flavour.

NEAR TO THE THINGS THAT ARE FAR AWAY

EXOTIC JUICES & PUREES | BOTANICAL EXTRACTS | DICES & PIECES | POWDERS

For 22 years, tropextrakt has been sourcing **premium exotic ingredients** and developing **innovative solutions** for the Food and Beverage Industry. As part of the **Duas Rodas Group** since 2024, the company is now even closer to the source and brings a **unique expertise in Latin American products** to the table.



CUSTOMER-SPECIFIC
QUALITY REQUIREMENTS



DEVELOPMENT OF
INNOVATIVE RECIPES



ORGANIC & CONVENTIONAL
PORTFOLIOS



KOSHER, HALAL, FAIR FOR LIFE,
SMETA & OTHERS

 tropextrakt

www.tropextrakt.com





WHITE GRAPE AND LYCHEE RELAXATION DRINK



Carbonates



August
2023



1.32 USD
1.23 EUR



Japan

Company: Suntory
Description: Light sparkling white grape and lychee flavoured carbonated drink in a 250 ml aluminium can.
Claims: Light sparkling. 10 % fruit juice. New genre relaxation drink. Combined olive fruit extract. Recyclable ALU packaging.
Ingredients: 10 % mixed fruits juice (grape, grapefruit, lychee), sugar, GABA (γ-amino acid), olive fruit extract, carbon dioxide, acidifier, flavouring, theanine, colouring (gardenia).



SOURSOP JUICE



Juices & Nectars



January
2024



3.46 USD
3.22 EUR



Nepal

Company: Nam Viet Foods And Beverage Company
Description: 100 % soursop juice in a 1 L PET bottle.
Claims: Certified halal. Squeezed from real fruit juice. Not from concentrate. Contains 100 % juice. Premium quality. Green Dot Certified. Recyclable packaging.
Ingredients: 100 % soursop juice.
Extra Notes: Shake well. Best served chilled. Store in dry and cool place. Product of Vietnam.
Analyst Insight: Squeezed from real fruit, not from concentrate. Soursop is a fruit native to tropical areas with high humidity.



ABOOCHA PANDAN LEMONGRASS KOMBUCHA SPARKLING PROBIOTIC TEA



Iced Tea



March
2023



4.83 USD
4.47 EUR







Singapore

Company: Mitroshka
Description: Pandan and lemongrass flavoured kombucha sparkling probiotic tea. Comes in a 250 ml glass bottle.
Claims: Nutriscore B. Live probiotics. Vegan. Low sugar. Handcrafted in small batches. Unpasteurized. Recyclable packaging.
Ingredients: Black tea leaves, kombucha culture, organic raw cane sugar, filtered water, pandan leaves, lemongrass stalks, dried lemongrass.
Extra Notes: Keep refrigerated. Do not shake. Avoid direct sunlight. Contains sediment (strands of kombucha culture), contains natural by products of fermentation. If pregnant or nursing, please consult your doctor.



LOTS OF VEGETABLES PURPLE JUICE DRINK

			
Juices & Nectars	November 2023	3.83 USD 3.50 EUR	South Korea

Company: Lotte Chilsung
Description: Purple juice drink in a 4 x 125 ml carton Tetra Prisma Aseptic held in a plastic wrapper.
Claims: Rich in niacin and vitamin B3 needed for energy production in the body. 10 blueberries, 1 purple sweet potato, 1 purple carrot, contains 36,400 mg of anthocyanins. FSC certified. Recyclable packaging. Contains 85 kcal per 125 ml.
Ingredients: Purified water, mango concentrate (Mexico), purple sweet potato pure concentrate (domestic), organic purple carrot pure concentrate 4 % (Turkey), red grape pure concentrate (Chilean), blueberry clean concentrate (USA), red grape turbid concentrate (USA), lemon clean concentrate (Israel), enzyme-treated rutin, nicotinic acid amide, calcium pantothenate, vitamin B6 hydrochloride.



PEACOCK BLENDED HALLABONG JUICE

			
Juices & Nectars	July 2023	5.81 USD 6.51 EUR	South Korea

Company: E Mart
Description: Blended Hallabong juice made with citrus and Hallabong, in a 900 ml plastic bottle.
Claims: With 100 % non-heated blended juice without adding a drop of water, you can enjoy Hallabong’s natural rich sweetness and sour taste as well as freshness. No heating. No added water. Fresh juice. 369 kcal, 30% per bottle. Recyclable packaging.
Ingredients: Citrus juice (domestic) 70 %, Hallabong juice (domestic) 30 %.



CHEONHYEHYANG, HALLABONG, AND GREEN TANGERINE JUICE

			
Fruit/Flavoured Still Drinks	April 2023	2.25 USD 2.08 EUR	South Korea

Company: Binggrae
Description: Cheonhyehyang, hallabong, and green tangerine juice in a 730 ml plastic bottle.
Claims: Fresh and premium. Recyclable packaging.
Ingredients: Purified water, tangerine concentrate (Jeju), pressed tangerine juice (Jeju), pear puree (Israel), hallabong puree (Jeju), pressed hallabong juice (Jeju), pressed green tangerine juice (Jeju), pressed cheonhyehyang juice (Jeju), natural hallabong flavour, natural cheonhyehyang flavour.
Analyst Insight: Juice drink featuring a blend of Asian fruit and plant ingredients rarely tracked in western countries. These include “Cheonhyehyang” and “hallabong”.





NPV NFC MANGOSTEEN JUICE



Juices & Nectars

February
20244.49 USD
4.13 EUR

South Korea

Company: Lotte

Description: Mangosteen juice in a 1 L plastic PET bottle.

Claims: Not from concentrate. Contains 400 kcal per 1 L. 99 % mangosteen juice. Recyclable PET packaging.

Ingredients: Mangosteen juice 99 %, vitamin C, preservative (potassium sorbate).

Analyst Insight: Nfc juice. Mangosteen is a tropical evergreen tree with edible fruit; tree native to Southeast Asia.

Extra Notes: Store in a cool, unopened place, away from direct sunlight. After opening, refrigerate and consume quickly.



TOMATO PINK JUICE



Juices & Nectars

September
20232.08 USD
1.97 EUR

Thailand

Company: Doi Kham

Description: 75 % tomato juice mixed with pink guava in 4 x 200 ml carton Tetra Brik Aseptic.

Claims: Contains 80 mg of l-glutathione per 200 ml. High vitamin C. Not from concentrate. Suitable for vegetarian. No preservative. No colour. No artificial flavour added. FSC certified. Recyclable packaging. Nutritional value per package (200 ml): energy: 120 kcal (6 %), sugar: 23 g (35 %), fat: 0 g (0 %), sodium: 10 mg (1 %).

Ingredients: Tomato juice 55 %, pink guava juice 20 %, fructose syrup 6 %, l-glutathione 0.068 %, vitamin C 0.024 %, lycopene 0.023 %.



ORGANIC FARMA-C JUICE



Juices & Nectars

November
20233.50 USD
3.28 EUR

United States

Company: Greenhouse Juice

Description: Orange, grapefruit and cayenne cold-pressed juice in a 300 ml glass bottle.

Claims: USDA organic. With 1/3 the sugar of your typical glass of OJ, 90 % of your day's vitamin C, and a dash of metabolism-boosting cayenne, Farma-C will help you rise and shine. Please recycle. Certified B corporation. Non GMO. Certified kosher. 95.5 % juice. Never from concentrate. Certified organic by Pro-Cert.

Ingredients: Grapefruit juice, orange juice, lemon juice, fermented lemongrass (all organic ingredients); cayenne extract.

RESTORE – MANUKA HONEY WELLNESS SHOT: PROPOLIS AND ROYAL JELLY

Other Soft Drinks	April 2023	n/a n/a	United States

Company: Honeydrop Beverages
Description: Manuka honey wellness shot for restore with propolis and royal jelly, in a 59 ml plastic bottle.
Claims: For restore. Feel the buzz. It contains 100 % apple juice, organic ginger, organic lemon juice, organic propolis, 100 % pure royal jelly, premium manuka honey.
Ingredients: Apple juice, ginger, lemon juice, manuka honey, bee pollen, propolis, cayenne pepper.
Extra Notes: High pressure processed. Do not drink if seal is broken.



WHOLE COCONUT PRESSED JUICE WITH GUANABANA JUICE

Plant Based Waters	April 2023	n/a n/a	United States

Company: Kokomio
Description: Whole coconut pressed juice with guanabana juice, in a 350 ml plastic bottle.
Claims: The real coconut experience. Sourced from the world’s best coconuts from Guerrero, Mexico. The coconuts grown in Guerrero, Mexico, are the sweetest coconuts in the world, which means we never have to add sugar to make our drinks taste delicious. No added sugar. It contains 7 g natural sugar per Kokomio. Certified USDA Organic. Sustainable packaging using coconut husks. Committed to zero waste, responsible farming, no pesticides. Certified Organic by Metrocert. 100 % juice.
Ingredients: Organic coconut water, organic coconut pulp and guanabana juice, 88 % organic ingredients.



ORGANIC HAPPY BELLY APPLE, CUCUMBER, FENNEL, LEMON, MINT, GINGER, AND PROBIOTICS JUICE

Juices & Nectars	March 2023	7.59 USD 7.02 EUR	United States

Company: Urban Remedy
Description: Cold pressed apple, cucumber, fennel, lemon, mint, and ginger, juice with probiotics, in a 355 ml PET bottle.
Claims: USDA organic. Contains 100 % juice with added probiotics. Supports immune and digestive health. Dairy free. Suitable for vegans. Non GMO. Certified kosher. Certified B Corporations. 100 % recycled plastic. Recyclable packaging.
Ingredients: Organic apple juice, organic cucumber juice, organic fennel juice, organic lemon juice, organic mint juice, organic ginger juice, probiotics (inulin, bacillus coagulans gbi-30 6086).
Extra Notes: Perishable. Keep refrigerated. Enjoy within 2 days of opening.





ALO SPARKLING ALOE VERA JUICE DRINK WITH MANGO AND MANGOSTEEN



Carbonates



March
2023



n/a
n/a



United States

Company: Spi West Port

Description: Sparkling aloe vera juice drink with mango and mangosteen flavour in a 330 ml aluminium can.

Claims: 50 calories per can. Non GMO. No added sugar. Suitable for vegans. Gluten free. With minced aloe pulp and real fruit juice.

Ingredients: Carbonated water, aloe vera juice, aloe vera pulp, mango juice from concentrate, mangosteen juice from concentrate, citric acid, natural flavour, ascorbic acid, erythritol, stevia leaf extract.



ORANGE SMASH FLAVOURED JUICE DRINK BLEND



Fruit/Flavoured
Still Drinks



May
2023



n/a
n/a



United States

Company: Plezi

Description: Orange flavoured juice drink blend from concentrate with other natural flavours, in a 237 ml plastic bottle.

Claims: No added sugar. Contains 22 % juice from concentrate. 75 % less sugar than leading 100 % fruit juices. Every bottle contains 2 g of fiber which can help support healthy digestion. Contains real orange juice.

Ingredients: Water, apple juice concentrate, soluble vegetable fiber, citric acid, watermelon juice concentrate, potassium citrate, ascorbic acid, orange juice concentrate, sodium citrate, magnesium lactate, natural flavours, stevia leaf extract, monkfruit extract, beta carotene (colour), zinc oxide.



BAHARI TEAS THE ICED BLOODY MARY – TOMATO ICED BLACK TEA



Iced Tea



June
2023



2.20 USD
2.01 EUR



United States

Company: The Bahari Group

Description: Iced bloody mary: tomato iced black tea with signature black tea leaves infused with beautifully natural tomato and basil flavours, in a 250 ml aluminum can.

Claims: The rich, complex taste of Bahari's signature black tea leaves is perfectly complemented by the natural flavours of tomato and basil in every sip, making it the perfect thirst quencher on a hot summer day or a great companion for any occasion. Expertly crafted with passion and heritage in mind, Bahari Iced Bloody Mary is sure to impress your guests and elevate your refreshment game. This exceptional iced tea is perfect for anyone seeking a guilt-free indulgence that is full of authentic flavour.







GRAPEFRUIT GINGER FLAVOURED METABOLISM DRINK WITH PREBIOTIC AND FIBER

			
Other Soft Drinks	October 2023	n/a n/a	United States

Company: Kelia Drink
Description: Grapefruit and ginger flavoured metabolism drink with prebiotic and fiber, in a 355 ml aluminium can.
Claims: Elevated enjoyment. With 2.5 mg THCv and 2.5 mg THC. With prebiotic and fiber. The cordials are meant to integrate the luxury of wellness into your daily routine. With delicious, all-natural flavours, and discreet elegance, the products will liberate you to do the things you love. Made with a culinary blend of botanicals and natural fruit juices, Kelia cannabis cordials invite you to indulge in yourself. With real fruit juices and extracts. Boosts metabolism, hydration and immunity. Low calorie. Premium cannabis extracts. Less than 7 g of natural sugars.
Ingredients: Grapefruit juice, organic inulin, THC distillate, THCv, prebiotics & fiber.



ENERGY GRAPEFRUIT CARROT ORANGE FRUIT AND VEGETABLE JUICE SMOOTHIE

			
Juices & Nectars	October 2023	3.99 USD 3.63 EUR	United States

Company: Bolthouse Farms
Description: Orange, carrot and grapefruit blend with 4 from, 1 not from concentrate juices with added ingredients. Comes in a 450 ml plastic bottle.
Claims: No sugar added. With B vitamins, caffeine and l-theanine. 100 % fruit and vegetable juice smoothie. Refreshing blend of vitamin A and C-rich grapefruits, paired with sweet carrots and juicy oranges plus balanced energy from caffeine and l-theanine from tea leaves for a boost when you need it most. Keeping you bright and ready with 80 mg of caffeine per serving and B vitamins. Vegan.
Ingredients: Carrot juice, juices from concentrate: orange, apple, grapefruit, pear. Contains 2 % or less: natural flavours, vegetable juice for colour, l-theanine (from tea leaves), caffeine (from green coffee beans), vitamin C (ascorbic acid) as well as the vitamins E, B3, B5, B7, B9, B6, B2 and B12.



ORGANIC SPARKLING JALAPENO LIMEADE SODA

			
Carbonates	July 2023	2.66 USD 2.37 EUR	United States

Company: Fresh Fizz Sodas
Description: Organic sparkling jalapeno limeade soda in a 350 ml aluminium can.
Claims: 60 calories. Sweetened naturally with honey. Flavoured with juice and fresh herbs. No extracts, preservatives or flavours. Pasteurized. Nothing fake. USDA organic. Real food ingredients only. Contains 11 % juice. Certified kosher. Please recycle. Paleo certified.
Ingredients: Carbonated water, organic lime juice, organic honey, organic jalapeno pepper.





GOODBELLY MIXED BERRY FLAVOURED PREBIOTIC SPARKLING WATER



Bottled Water
Flavoured



February
2024



n/a
n/a



United States

Company: Nextfoods

Description: Mixed berry flavoured prebiotic sparkling water, in a 355 ml aluminium can.

Claims: Ripe and full of flavour. Has a tantalizing blend of raspberry and blueberry along with a dose of gut-healthy, prebiotic blue agave fiber. Supports healthy digestion. Contains 5 % juice. Low calorie, zero added sugar and a good source of fiber. USDA organic. Real fruit juice. Flavoured with other natural flavours. Suitable for vegans. Non GMO. Certified kosher.

Ingredients: Carbonated water, organic blueberry juice, organic raspberry juice, organic blue agave fiber, organic flavour.



PITAYA BERRY NECT'R ANTIOXIDANT SPARKLING WATER



Bottled Water
Flavoured



July
2023



5.99 USD
5.61 EUR



United States

Company: Bubbl'r

Description: Six 355 ml aluminium cans in a carton folded box.

Claims: Natural flavour. 0 g sugar. No artificial sweeteners. Antioxidant sparkling water. Boosts, energizes, and restores balance. 5 calories per can. Immune support, low glycemic. Gluten free. Soy free. Suitable for vegans. Please recycle. 1 net carb per can. Natural caffeine.

Ingredients: Carbonated water, erythritol, citric acid, malic acid, enzyme modified stevia extract, potassium benzoate (preservative), pectin, sodium citrate, vegetable juice (colour), caffeine, potassium sorbate (preservative), fruit juice (colour), natural flavour, niacinamide, d-calcium pantothenate, guarana seed extract, vitamin A palmitate, pyridoxine hydrochloride, cyanocobalamin.



TOMORROW THINGS HIBISCUS, YUZU, AND LIME FUNCTIONAL FIZZ DRINK



Carbonates



August
2023



n/a
n/a



United States

Company: Bonbuz

Description: Functional fizz drink with hibiscus, yuzu and lime. Comes in a 237 ml aluminium can.

Claims: Contains 900 mgs adaptogens and nootropics. Only 50 calories. Natural sparkling social tonic with adaptogens and mood enhancer. For energy, focus, connection, and mood. Combining hibiscus, yuzu and lime for a subtly floral, citrus tang, grape juice for sweetness, and grapefruit and rosemary for an enriched aromatic mouth-feel. Low sugar. Lightly caffeinated. Alcohol free.

Ingredients: Carbonated water, turbinado sugar, lime juice, hibiscus extract, grapefruit juice, white grape juice, yuzu juice, ginger extract, balsamic vinegar, guarana extract, l-carnitine, sodium citrate, rosemary extract, elderflower extract, l-theanine, ginseng panax extract, l-tyrosine, gaba, maca extract, 5 htp.

KIDS KOMBUCHA: MANGO FOR IT



Iced Tea

August
2023n/a
n/a

United States

Company:	Tim Tam Tummy
Description:	Mango flavoured kombucha for kids, in a 222 ml easy-to-open aluminium can.
Claims:	3 billion live probiotics. Superfruit vitamin C (70-85 % DV). Great for tummies. Contains 3 % juice. Naturally gluten free. Soy free. Paleo friendly. Dairy free. Loved by kids. Suitable for vegans. Organic, natural kombucha. No alternative sweeteners. With only 3-4 g of sugar per can – we have less than 1/3 of even the healthiest juice box. Gentle pasteurized. Promotes healthy digestion and bowel movements, healthy heart, cholesterol balance, blood flow, and a healthy immune system.
Ingredients:	Organic kombucha, organic mango juice from concentrate, organic mango flavouring, organic acerola berry powder, bacillus subtilis probiotics.



NUOC DANNY LUOI HAT CHIA: MUSK MELON JUICE WITH CHIA SEEDS

Fruit/Flavoured
Still DrinksDecember
20230.68 USD
0.61 EUR

Vietnam

Company:	DannyGreen Corporation
Description:	Musk melon juice with chia seeds in a 320 ml aluminium can.
Claims:	Ensuring to provide Vietnamese consumers with clean, green, fresh and healthy food sources, Danny Green products always undergo a rigorous evaluation process, carefully selected from previous suppliers. Green Dot Certified.
Ingredients:	Water, cantaloupe juice (20 %), rock sugar, hfcs (high fructose corn syrup), chia seeds (3 %), acidity regulator, flavour synthetic cantaloupe, antioxidant (300), synthetic sweetener (956), synthetic colour (tartrazine 102, brilliant blue FCF 133).



In cooperation with Innova Market Insights we are happy to publish new product launches on a global scale. Innova Market Insights is a world leading provider of knowledge solutions for the food and beverage industries. They serve their clients around the world with a full spectrum of solutions built around the professional needs of their individual roles.

The Innova Database is an online, cutting-edge food and beverage product database – created by a dedicated team of industry- leading food and beverage experts that collect the latest data from more than 70 countries. This allows you to instantly track trends and innovations across all food and beverage categories with just the click of a mouse. At Innova, their goal is simple – help you stay ahead of the curve.

For more details and more products please contact:

Marielle Orr, Innova Market Insights BV; marielle.orr@innovami.com and visit www.innovadatabase.com

IMPRINT

Publishing House: confructa medien GmbH
Evi Brennich (publisher)
Westerwaldstrasse 2a
56587 Oberhonnefeld, Germany

Editorial Department: confructa medien GmbH

Design & Layout: confructa medien GmbH

Photos: Cover – <https://www.pixabay.com>
Products – Innova Market Insights
www.innovadatabase.com

Copyright: confructa medien GmbH 2024

