

What could be more topical?



UBEVCO DISTRIBUTORS – The latest variety to join the Tropical Rhythms range of fruit drinks is June plum. With a high vitamin C content, it is blended with lime and ginger.

Other flavours in the selection are sorrel ginger, mango carrot, pineapple ginger, fruit punch and reggae medley.

All come in 474ml glass bottles and 330ml PETs.

Made by Grace Kennedy, which claims to be the largest food producer in the English-speaking Caribbean,

Tropical Rhythms is sold and marketed in the UK by Ubevco Distributors, whose brand manager Zoe Smith said: "The introduction of June plum is part of our continuing programme of expanding the selection to provide a choice of highly distinctive flavours.

"In the coming months we shall be supporting the brand with consumer advertising, promotions, PR activity and trade incentives."

Tel: Ubevco Distributors (01306) 880028.

Limited-edition pack

PHILIP MORRIS – The company is introducing a new 'Marlboro Racing Edition for 2005' on its Marlboro reds king size 20s. The packs, available this month, feature racing car imagery.

The cigarette brand's links with motor racing go back to the '70s in the UK, when the late James Hunt was world champion.

The limited-edition packs are being distributed in the UK by Imperial Tobacco.

Supporting the cigarettes is a direct mail and trade advertising campaign to

alert independent retailers and other trade channels.

Philip Morris' trade marketing manager Clare Walker said: "Marlboro Racing Edition, with its unique pack design, is set to generate interest in the brand among its consumers."

Tel: Philip Morris 020-7284 1985.

For babies

PROCTER & GAMBLE – A major programme has been arranged for the Pampers Baby-Dry range, the latest descriptive being 'protection', designed for babies from birth until they no longer need nappies.

Supporting the brand is a £2.2 million budget. The activity takes in a just-concluded 'Big Sleep Walk' in association with *Mother & Baby*, with experts advising on babies' sleep patterns.

Point-of-sale material carries the P&G claim: 'Protects baby's sleep up to 12 hours'.

Pampers Baby-Dry also now comes in a small £2.99 price-marked pack for the independent sector.

Tel: Procter & Gamble (0800) 013 0200.

What makes you happy?

CADBURY TREBOR BASSETT – The confectionery manufacturer wants to discover what makes people happy, so it has launched the Cadbury Dairy Milk Happiness Factory – part of the centenary celebrations for the chocolate brand.

The most innovative suggestions – through website www.cadburydairymilk.co.uk – will be turned into reality.

The promotion is being supported by *Coronation Street* credits and national press and radio ads.

CTB has also introduced limited-edition Dairy Milk bars in old-style replica packs.

The brand is being supported by a £20 million budget throughout the year.

Tel: Cadbury Trebor Basset (0870) 191 7343.

Nut range for independents

TRIGON SNACKS – The company is introducing the Planters premium nut range, specifically for the independent trade.

The selection includes: nut & fruit mix with cranberries, rsp £1.39, 120g; sea salt & black pepper cashews & peanuts, £1.29, 110g; sea salt & malt flavour crunchy peanuts, 99p, 110g; salted pistachios, £1.49, 90g; and authentic Bombay mix, 89p, 90g.

Commercial director Duncan Hill said: "The convenience range is made from premium quality products that deliver on taste and look appealing, so we decided to use a packaging format that lets consumers actually see what they are buying, using see-through bags."

He added that he felt c-stores were not making the most of nuts, and he cited data from AC Nielsen (MAT to June 2004) showing that while crisps & snacks income fell by 0.6%, nut sales grew by 7%.

Tel: Trigon Snacks 0151-523 8700.

