

CATCH THE HIGHLIGHTS

Burton's Foods is launching two snacks into its Cadbury Highlights range. Delights – crumbly biscuits in chocolate and coffee flavours – and Nibbles – circular biscuits in chocolate and honeycomb varieties – each contain less than 100 calories per packet. The entire Highlights range is available for the first time to the convenience sector.

Who it's aimed at: health-conscious consumers

RSP: £1.29

Outers: 12

Contact: 01727 899 700



COWABUNGA

The Cravendale cows are back on TV, once again breaking into supermarkets and homes to retrieve their milk. Cravendale now has listings in Booker and other selected wholesalers. The ads will run until early October and return in January.

Who it's aimed at: families

RSP: 67p (1 litre);

£1.20 (2 litres)

Outers: 12

Contact: 0113 382 7118



PROBIOTIC MAN

TV ads are running now for Yakult as part of a campaign that aims to educate consumers about the brand's properties. Positioning Yakult as a probiotic, rather than a yogurt, the campaign also includes radio and press ads and sampling.

Who it's aimed at: health-conscious consumers

RSP: £2.40 (7-pack)

Outers: 10

Contact: 0208 740 4111



as seen on TV

PACKING A PUNCH

Pepsi Max Punch – a combination of traditional Pepsi Max and Christmas spices cinnamon and ginger – is available from now until Christmas. Featuring festive on-pack graphics, the product is available from cash and carries and wholesalers in larger two-litre and 6x330ml pack sizes only, aimed at family and festive gatherings.

Who it's aimed at: families

RSP: not supplied

Outers: not supplied

Contact: 0845 755 0345



ON THE DOLE

Dole now has government approval to carry a Five A Day logo on its products. Pineapple, Tropical Fruit and Sunny Fruit flavours are available in cash and carries in 198g pots, giving the equivalent of two fruit and veg portions per pot.

Who it's aimed at: health-conscious consumers

RSP: 95p (198g)

Outers: 6

Contact: 0800 537 797

