

# Chewits begins new life at 40

**Stefan Chomka**

Chewits is celebrating its 40th birthday in a manner typical of those approaching middle age – by trying to regain its youth.

Leaf UK hopes to invigorate the brand by reintroducing old favourites back into the range.

Orange Chewits return to the nation next month after nearly a 20-year absence. Ice cream flavour, which Leaf stopped producing for the UK in the 90s but still sells in Russia, and mint, which was discontinued in the UK at around the same time, are also both set for a return.

The orange version is back for good, while ice cream and mint are likely to be limited editions



Old and new: Orange is back, while Xtremely Hot Lime is to be launched

which will be launched for the autumn.

The company has also introduced new pack designs, with the Chewits logo increased

in size by 30%, and new recipes that include fruit juice. The aim is to grow the brand from £20m to £30m by 2008.

To attract an older age group,

Leaf is also launching Xtremely Hot Lime Chewits next month (rsp: 35p), aimed at 11 to 14-year-olds.

"Children are not loyal to any brand, so NPD has to be cool. Hot Lime gives great flavour sensations in the mouth and give a sense of challenge to attract older kids," said managing director Tony Camp.

The launches are being backed by a TV campaign starting on May 30 for both the standard and Xtremely Sour products. A promotional drive, featuring Chewie the dinosaur, will support the event, visiting 50 Asda and 50 Tesco stores, cash and carries and forecourts.



Berry: new variety of Jaffa Cakes

## Berry cakes a big blast

Jaffa Cakes has moved away from its orange heritage for the first time in its 60-year history with the launch of a limited edition berry variant.

Berry Blast sees the 'orange bit' of Jaffa Cakes replaced with a berry-flavoured jam filling designed to stretch the brand in consumers' minds, according to McVitie's.

"Jaffa Cakes Berry Blast will invigorate the palate of Jaffa Cakes fans across the country by giving them a new berry option for their favourite snack," said McVitie's brand manager Antonia Palmer.

"Consumer tastes indicate that Berry Blast is going to be every bit as popular as the original Jaffa Cakes."

The Berry Blast variant comes in single 12-cake packs (rsp: 89p) and twin packs with an rsp of \$1.67.

## Winders double the fun

Kellogg is revamping its Fruit Winders brand in June by rebranding it as Fruit Winder Doubles.

Fruit Winder Doubles will be available in six variants.

There will be three standard flavours – strawberry, blackcurrant and raspberry; as well as three new double flavours – apple & blackcurrant,

& strawberry and strawberry & apple.

They will come with a tear strip down the middle so that children can separate the flavours or eat them together, which Kellogg said would add 'playability' to the brand.

A TV campaign will coincide with the start of the autumn term to encourage their take-up in lunchboxes.



Fizz Bombs: super-sour sweets

## Fizzy candy comeback

Fizz Bombs, the kids' fizzy sweet, are making a comeback after a decade's absence as the UK's love of 'retro' candy grows.

Zed Candy is turning the clock back with a redesign and relaunch of the supersour candy, at a time when sour sweets are very much in vogue.

It also produces other child-focused candy such as Puss Balls, Blood Suckers and Snot Shots. Fizz Bombs were first launched in 1976, but left UK shelves in the mid-90s.

Donal Kavanagh, sales & marketing director at Zed Candy, said: "Many people will remember Fizz Bombs with great affection and we now have a golden opportunity to delight a whole new generation of kids."

Fizz Bombs come in foil packs (rsp: 30p) and will be supported by PR and consumer sampling campaigns.

## Answering nature's call

If you've ever been stuck in traffic when the call of nature becomes too great, then portable toilets small enough to fit in a car's glove compartment could be just the thing.

TravelJohn UK has developed unisex urinals that use a patented pouch filled with crystals that absorb, deodorise and disinfect waste. They also come with a tissue pack and

antiseptic hand wipes. Three urinals have been launched – standard (rsp: £6.95 for a three-pack), junior (rsp: £8.50 for a six-pack) and solid waste (rsp: £7.95 for a three-pack).

Lindsay Cobbett, sales and marketing assistant at TravelJohn UK, said: "It's not being marketed to replace public toilets, but for emergencies. It's perfect if you're stuck in traffic, stuck up in a glider, sailing or camping."

TravelJohn is also targeting the festival season, with its products available at many outdoor music events.

The urinals have listings in Tesco and are due to be launched in Asda within the next couple of weeks.



TravelJohn: portable toilet pouches