

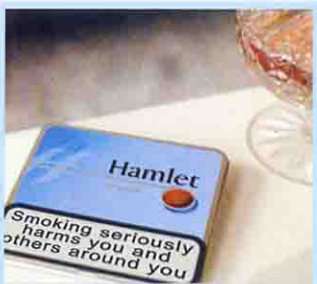
# appeal

less "laddish" image of the brand while benefiting from all its weight. It comes after the launch this month of Diet Coke with Lime. In January, Pepsi, which is distributed by Britvic, rolled out Pepsi Max Twist, a sugar free lemon and lime variant.

Britvic's carbonates controller, Adam Troy, said: "Our research has shown that there is an opportunity in the diet fruit carbonates sub-category."

Britvic managing director Paul Moody said that with over 400 new entrants to the take-home soft drinks market in 2004, finding new ways to make brands appealing to consumers was becoming more important.

He said: "Responding to consumer trend towards health and well-being will be key drivers of growth in the future."



Hamlet: start of a new look

## Of Hamlet and women

Hamlet cigars have been given a Smooth addition in a bid to attract younger adult smokers, including more women.

Hamlet Smooth has been designed to offer a smoother taste, after research by brand owner Gallaher found demand was high for such a product.

The cigars come in miniature form to appeal to smokers put off by the size of traditional cigars, in a similar approach to rival Imperial Tobacco's Castella (The Grocer, March 19, p62).

Hamlet Smooth, launched on April 1, heralds the start of a new packaging design across the entire portfolio.



Danone: low-calorie single pot entry

# Danone in Shape for singles battle

Danone is shaking up the diet yoghurt market by cutting the calories in Shape and launching a low-calorie single pot brand to challenge Müller's dominance.

Shape Solo, which is available from April in strawberry, raspberry and blackberry flavours, is aimed at capitalising on growth in the single pot market which accounts for 45% of all diet yoghurt sales [ACNielsen, MAT February 26, 05].

Solo, which will be the first real challenger to Müller in the category, is primarily aimed at 25 to 45-year-old women. It will be sold in 175g pots (rsp: 38p).

From next month, Danone is cutting calories across the Shape portfolio by 30%, resulting in 43 to 46 calories per 100g. The multipack brand, which will be marketed as

Shape 0.1% in reference to its fat content, will get a more fruity flavour after research among consumers showed they wanted low-calorie products that did not sacrifice on taste.

A £5m TV advertising campaign from May to October, based on a 'Shape. Love your own' theme will support the changes. Packaging on both products will sport a bold yellow flash saying 'lowest ever calories' and 'best ever taste.'

Shape marketing manager Jo Jordan said: "We have listened to what consumers say they want from a weight management product and responded in a market that has had very little NPD."

New variants for the Shape 0.1% range include mango, nectarine & passionfruit, wild strawberry and wild berries.

# Heinz focus on nutrition

Heinz is using a fresh tactic to boost the health profile of its tinned spaghetti for kids by using multigrain pasta for the first time.

The company's three new shaped spaghetti products, Funky Fish, Space Spaghetti and Spaghetti Head, are made using the new pasta. Heinz says it has the same taste and texture of the standard spaghetti but contains oatmeal, rye and maize flours plus wheat bran for a more nutritionally balanced meal.

If the products are a success, the company hinted it might even roll the new pasta out across its entire spaghetti range.

At the same time, to make the range more appealing to kids, the company has also increased the size of the shapes compared to its other products.

As part of the company's more sensible approach to children's nutrition, Heinz is cutting lines which may appeal to children under the age of four years old.

It is scrapping tie-ins with Fimbles, Sabrina and Clifford the Dog to focus on Spiderman and the Simpsons for older children.



Multigrain is funky

# Marlboro in smoother territory

Marlboro is trying to show a more sophisticated side with the launch of a new brand aimed specifically at the UK smoker.

Blend 28 is a combination of three tobacco types - Burley, Oriental and Virginia - but its taste is dominated by Virginia. This gives cigarettes a smoother taste than traditional US blends and makes it more suitable for the UK, said Marlboro.

According to trade marketing manager Clare Walker, UK smokers have tastes not

completely fulfilled by the Marlboro brand.

"There are two main different types of tobacco, Virginia and blended. Blended is preferred



First Marlboro launch since 2000

by two thirds of the world, but makes up less than 10% of UK sales, so UK smokers have a different taste palate," she said.

Blend 28 is the first launch under the Marlboro brand since Marlboro Menthol in 2000, and is an attempt by Philip Morris to convince smokers there is another side to the brand's tough Marlboro Country image.

The ad ban means marketing is limited to sales at the British Grand Prix and concerts. It is targeted at 18-25 year olds.