

## Calyпсо signs with Disney

Calyпсо Soft Drinks has launched a range of healthy children's soft drinks that feature Disney characters.

Its range of fruit smoothies includes The Incredibles (strawberry) and Toy Story (tropical) in 150ml bottles.

Each one equates to one portion of fruit.

Finding Nemo features on 250ml sportscap bottles of Welsh natural water.

It also has a joke under the peel-off label.

**Availability:** Now

**Contact:** 01978 668400



## Cadbury Highlights

The Cadbury Highlights 'better for you' range of biscuits has been expanded to include delights and Nibbles. Each 100g portion contains less than 100 calories, less than 10g of sugar and less than 3g of fat.

Cadbury Highlights Nibbles are half-coated circular biscuits available in Chocolate and Honeycomb flavours. Cadbury Highlights Delights are fully-coated crumbly biscuit bars available in two flavours – Chocolate and Toffee.

All four products are available in multi-packs of six mini bags, each of which contains seven biscuits and retails at £1.29.

**Availability:** Now

**Contact:** 0800 298 4467



## PICK OF THE BUNCH

# Pringles prepares for King Kong push

Pringles is gearing up for a King Kong-themed promotion to coincide with the release of the latest blockbuster film on December 14.

Every pack is a winner, offering consumers the chance to win a trip for two to New Zealand (where the film was shot) as well as portable DVD players, cinema tickets, screen savers, ring-tones and collectibles.



A £2m support package includes TV advertising from November 14 to December 31, on-line activity and consumer giveaways of cinema tickets says trade marketing manager Paul Lettice. The advertising strapline is 'So irresistible, you'll want to grab them before Kong does'.

**Availability:** October

**Contact:** 01278

441751

## October DVD releases

### September 26

**Title:** *Sin City*

**Category:** Action

**Certificate:** 18

**Star rating:** Blockbuster



**Title:** *Mean Creek*

**Category:** Drama

**Certificate:** 15

**Star rating:** ★★



**Title:** *American crime*

**Category:** Thriller

**Certificate:** 15

**Star rating:** ★★



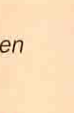
### October 3

**Title:** *Kingdom of Heaven*

**Category:** Action

**Certificate:** 15

**Star rating:** Blockbuster



**Title:** *League of Gentlemen's Apocalypse*

**Category:** Comedy

**Certificate:** 15

**Star rating:** ★★★



**Title:** *House of Wax*

**Category:** Horror

**Certificate:** 15

**Star rating:** ★★★★★

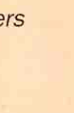


**Title:** *Saints and Soldiers*

**Category:** War

**Certificate:** 15

**Star rating:** ★★



### October 10

**Title:** *Alone in the Dark*

**Category:** Horror

**Certificate:** 15

**Star rating:** ★★



**Title:** *Crow: Wicked Prayer*

**Category:** Horror

**Certificate:** 15

**Star rating:** ★★



**Title:** *Jolly Roger: Massacre at Cutter's Cove*

**Category:** Horror

**Certificate:** 18

**Star rating:** ★★



### October 17

**Title:** *Batman Begins*

**Category:** Action

**Certificate:** 12A

**Star rating:** Blockbuster



**Title:** *Mindhunters*

**Category:** Thriller

**Certificate:** 15

**Star rating:** ★★



**Title:** *Dominion*

**Category:** Horror

**Certificate:** 15

**Star rating:** ★★



**Title:** *Shallow Ground*

**Category:** Horror

**Certificate:** 18

**Star rating:** TBC



Source: Choices UK Local 0870 400 3841

## In brief

■ Alpro soya has just launched a national TV advertising campaign which highlights the 'rejuvenating qualities' of its Soya & Fruit. The move is supported by national posters and sampling. 01536 720605

■ Swizzels Matlow has launched a range of sugar-free sweets under the Go Zero label. On offer is an 80g Lolly Mix bag retailing at £1.49, a 15p Cyber Stick chewy lollipop and a 20p Cyber Chew. 01663 744144



■ Grace Kennedy has introduced three lines to its range of Caribbean foods. There are four styles of Caribbean Combos available in 175g packs which retail at under £1. Simply Caribbean offers three cook-in sauces with 350g jars retailing at around £1 while Salted Cod Fish is available in a 195g can and retails at about £1. 020 8318 9244



## Fight for Real Food

Birds Eye wants to educate consumers on the fact that its frozen products do not contain any artificial colours or flavours. It has launched an on-pack promotion which offers consumers the chance to find a real £5 note inside the pack.

The idea is that consumers wouldn't accept a fake £5 note, so why accept food that has artificial colours and flavours in it.

**Availability:** Now

**Contact:** 01293 648000

