

shells

aid Graham Walker, Nestlé Rowntree sales communications manager. "This innovation has been driven entirely by consumer demand."

The product will carry the £5m Wonka Golden Ticket promotion, which is running across Nestlé Rowntree's confectionery lines, as part of the company's film tie-in with Johnny Depp's Charlie and the Chocolate Factory, which will be out on July 29.

The promotion will give five lucky ticket finders a tour around the Wonka factory film set and Warner Bros studios, as offered in the Roald Dahl story.

Smarties Big Flavours have an rrp of 35p for a 40g bag and will replace Giant Smarties, which Nestlé Rowntree launched in 1997.

Tiny jars for baby tastes

Tiny appetites are being catered for with Hipp Organic's new 80g jars of baby food.

The First Tastes range has been developed for babies at the initial stage of weaning, who may start off with only a couple of teaspoons of solids with their milk.

The range consists of four blends of fruit and veg: apple puree, apple and banana, pumpkin and rice, and carrots and sweetcorn.

At just 39p a jar, the company hopes to appeal to value-conscious mums who want to avoid wastage.

Communications manager Samantha Mort said: "Mums told us they prefer simple combinations when they start giving their little one solids."



First Tastes: range of four blends



Carpe Diem: seizing the day with its health drinks in three variants

Brighton splash for health drinks

Sonya Hook

An Asian-inspired health drinks brand is splashing out on a £1m campaign to boost its presence in the soft drinks sector.

Carpe Diem, which has listings in Tesco and Waitrose and is seeking to widen its distribution, is investing in a sampling and events-led campaign in Brighton, coinciding with the city's festival this month.

Print adverts will also appear in magazines and newspapers and Asian-style chill-out zones are being created at various cafés and stores within the city.

Rachel Warren, Carpe Diem's marketing manager, said the city was the ideal launchpad for pushing the brand. "We've quickly found that the people in Brighton are some of the most forward-thinking and style conscious in Europe," she said.

The launch of Carpe Diem

comes as industry insiders are predicting growth in drinks based on convenience, health and enjoyment. The energy drinks sector has been strong in the past year with 5% growth year-on-year [ACNielsen Retail Tracking Total Impulse MAT to January 22, 2005].

Carpe Diem comes in three varieties: Kombucha – made with Kombucha mushrooms, which are believed to have been used for more than 2,000 years in ancient Asia for detoxing and internal cleansing; Ginkgo – made from leaves of the Ginkgo Biloba tree and reportedly good for concentration; and Kefir – made with Kefir cultures and elderberries for maintaining a healthy immune system.

The 500ml bottles (rrp: 99p) are available in Tesco and Waitrose, and at selected Brighton outlets.

Aunty's makes Sensational puddings

Ambient steamed pudding brand Aunty's has created a premium range of puddings to compete with offerings found in the chiller cabinets.

The new brand, Aunty's Sensational, consists of three flavours, Butterscotch & Pecan, Mango & Lime and Mocha. It is designed to appeal to consumers looking to trade up to a more premium pudding with a longer shelf life.

"We are confident that the



Sensational: steamed puddings

Planters gets posh on nuts

Planters is hitting the market with a posh range of nuts in an attempt to challenge the dominance of multiples' own-label products in the premium sector.

Trigon Snacks is introducing Planters Premium Nut Range to tap into what it says is a growing consumer appetite for value-added nuts that are perceived as being healthier than salted or dry roasted.

Commercial director Duncan Hill said: "There is no doubt that convenience retailers are not making the most of nuts."

He said sales of nuts had been growing at the expense of crisps and snacks.

The range is packed in see-through bags featuring brand ambassador Mr Peanut. It includes Nut & Fruit Mix with Cranberries (rrp: £1.39 for a 120g bag), Sea Salt & Black Pepper Cashews & Peppers (rrp: £1.29 for 110g), Sea Salt & Malt Crunchy Peanuts (rrp: 99p for 110g) and Salted Pistachios (rrp: £1.49 for 90g).

Focus on Crisps, Nuts and Snacks in The Grocer next week.



Posh nuts: new range of mixes

range will not only inject some much-needed excitement into the category, but will also capture the imagination of consumers who are looking for delicious flavours to explore," said MD Peter Cooney.

The puddings, which are slow-steamed and can be heated in the microwave in 30 seconds, come in a twin-pack of 110g pots and have an rrp of \$1.49. They will be available in Tesco from next month.