

# water

fast enough. They are hindering themselves through their structure and lack of speed.”

One beat off competition from major players in the \$270m UK mineral water market, who would have been able to pay lucrative sums for a presence at Live 8, to win support from organisers Bob Geldof and Harvey Goldsmith.

Debbie Scoria, marketing manager for Live 8, said: “We could have had a major brand, but we wanted to support One’s aim of helping the Roundabout Playpumps project.”

Goose gave up an advertising career at JWT to start the brand, which is bottled at Radnor Hills mineral water company in Powys, Wales, after learning that one billion people do not have access to clean water.



Indian sauces with provenance

## Patak offers ethnic tastes

Patak’s is targeting growing consumer interest in food provenance with a range of sauces inspired by different Indian regions.

Regional Sauces features six recipes from Kerala, Bombay, Kashmir, Jaipur, Goa and the Punjab. The range consists of Jaipuri Tikka Masala, Kashmiri Rogan Josh, Punjabi Saag Masala, Bombay Mango & Shallot Masala, Keralan Cashew & Chilli Masala and Goan 7 Spice Masala (rsp: £1.99 for a 425g jar).

Patak group marketing director Fiona Mannion said: “Educating consumers about authentic regional choice will encourage experimentation and ultimately drive them to expand their food repertoire.”



Weetaflakes: Weetabix has launched whole-grain wheat and rice flakes

# Weetabix goes the whole way

**Stefan Chomka**  
Weetabix enters the battle of the wholegrain cereals this month with the launch of Weetaflakes, a wholegrain cereal that it claims is high in fibre and lower in salt and sugar than other brands.

Weetaflakes combines the health benefits of Weetabix with the convenience of a flake-style product. It was developed after consumer research showed category growth being driven by healthier products.

The company has also added Alpen No Added Sugar with apricots, dates and pistachios to its wholegrain-rich muesli range.

“The launch is the latest step in the company’s move to

ensure we are able to provide healthy and tasty products, underpinned by whole-grain goodness, for all UK breakfast cereal consumers,” said CEO Ken Wood.

Weetabix is the latest cereal company to pin its hopes on wholegrain in an attempt to reaffirm cereal’s image as a healthy breakfast choice.

Kellogg led the most recent charge in the form of Kashi, a blend of seven whole grains, which was launched into the multiples and health stores in April.

From the start of this month all Nestlé cereals, including Cheerios, Shredded Wheat and Shreddies, are being made from whole grains.

# Vimto lets rip with fizzy sweets

Leaf UK is releasing a fizzy Vimto-branded sweet and promising a radical new packaging concept for its Chewits brand as part of its plan to double in size in the next few years.

Vimto Tongue Ticklers come in stickpacks of six (rsp: 25p) and are designed to make the tongue tingle in the same way as sparkling Vimto. They are aimed at teenagers, as part of the company’s strategy of gaining an older audience for



Tongue Ticklers: fizz appeal

its sweets. Chewits have recently been revamped to bring back retro flavours, as well as to add Xtremely Hot Lime flavour, and

# Warburtons gets friendly

Warburtons is raising the health profile of the bakery category with the launch of what it claims is the first UK prebiotic bread.

The 400g wholemeal loaf, called Healthy Inside, contains the added natural prebiotic ingredient inulin. According to Warburtons, inulin stimulates the growth of friendly bacteria in the gut and can lead to improved digestion.

Prebiotic ingredients are already found in cereals in the UK, such as Kellogg’s Rice Krispies Multi-Grain, although the majority of prebiotic products are found in Europe and Asia.

Sarah Miskell, category marketing controller at Warburtons, said: “The launch of Healthy Inside is another example of Warburtons bringing genuine innovation to the bakery category, and will capitalise on the growing consumer interest in both probiotics and prebiotics.”

The bread will be launched into the multiples on Thursday, June 30, with an rsp of 75p.



Healthy Inside: prebiotic bread

MD Tony Camp said he was planning to introduce a bag format for the brand in 2006 which was “entirely new” to the market. The bags will be aimed at young adults.

“Chewits is a well regarded brand but it needs waking up, a bit like Rip Van Winkle,” he said. “It can be difficult to get listings. You need a format that is completely different, with creative twists that make the consumer sit up, and that’s what we are developing.”