

Cereal

ain and in June
k launched Weetaflakes,
sugar and salt.
s represent 62% of all
s breakfasts, according
nd health is a deciding
food choices.
g decided to launch the
nder its Frosties brand,
an include wholegrain
s portfolio, to give
ers more choice. "What's
uccessful is that we do
oice for everybody",
Fulton, Kellogg's
e communications
"Consumers eat a
cereals and like to mix
ch products."
g produces 40 brands
ut a third of them
varying levels of
ain. A TV campaign from
th supports the launch.



Danone: launching a probiotic range of cereals under its Activia brand

Getting proactive on the fibre front

Claire Hu

Danone is building its functional foods empire further with a new probiotic range of cereals under the Activia brand.

Activia Fibre includes strawberry, kiwi and natural variants of cereal in four single-serve pots (rsp: £1.48). It has a similar format to the Activia yoghurt range, and is aimed at attracting the same type of health-conscious customer.

It contains the live culture Bifidus Digestivum, which is a good source of fibre and can aid slower digestion. One pot provides 15% of the RDA of fibre.

Brand manager Blandine Stefani said: "Fibre is an important part of a healthy diet, but more than 70% of people in the UK do not consume enough [National Diet and Nutrition Survey 2003]. We have been

successful in communicating Activia's digestive transit message to the consumer, and fibre is a clear consumer need that fits perfectly with Activia."

Activia has benefited from an advertising spend of more than £7m since being relaunched in October 2004.

Along with Actimel, Shape, and more recently Danacol, Activia is one of Danone's key brands, which are at the core of its focus on providing functional foods, with benefits ranging from weight control to cholesterol control. Danone MD Marc Gosselin has pledged to come up with more functional benefits in the healthy yoghurt and drinks arena, including possibly an energy product.

Recent innovations have included a 0.1% fat version of Actimel and solo pots of Shape.



ng: deodorants for men

Porty, even the couch

ant brand Sure is
ing up the growing
letries market with a
ub brand.
for Men Sport will see
nd enter into shower
the first time, in Blast,
and Ultimate
ces (rsp: £2.50), and it
include an anti-
ant (rsp: £2.50) and a
eodorant (rsp: £1.70).
ange does not only
athletic types, however.
ch potato can also
benefits. Unilever
nd Personal Care says
ducts help combat
nal' sweat generated
atching sport at home.

Virginia harvests Omega oils, seeds

The Omega-3 bandwagon is gathering pace, with the latest development the launch of a range of oils and seeds containing essential fatty acids.

Virginia Harvest is behind the products, which contain Omega-3, 6 and 9 and are going on shelf in Waitrose next month.

The company has developed three speciality oils to be used as salad dressings and for cooking – a cold-pressed Styrian pumpkinseed oil, rich in Omega 3 and 6, a hemp seed oil and



Omega oils and seeds in pouches

Omega 3.6.9, an oil which combines the full benefits of all three fatty acids.

The speciality oils are all

Nestlé set for Easter

Nestlé Rowntree is the first major confectionery company to unveil its Easter 2006 innovations.

The sugar and chocolate confectionery lines, which will start hitting shelves almost immediately after Christmas, include Rowntrees Fried Eggs – orange and lemon-flavoured egg-shaped jelly sweets – and a filled chocolate Easter bar in three variants – Hop O Late, Chick Choc and Quack Snack.

Nestlé is also focusing on added-value products, with chocolate eggs containing games for children and a return of the popular collection mug.

Game products include a Milkybar Buckaroo egg and a Yorkie Subbuteo egg (rsp: \$4.99). The Yorkie egg has a wall chart for the 2006 World Cup. Mug-and-egg combos are Aero latte, KitKat Keeper, with a special holder for a KitKat two-finger biscuit, and Smarties Colour Changer, with a mug that changes colour when filled with a hot drink.



Easter games: Milkybar Buckaroo

packaged in 250ml pouches for easy pouring.

Speciality oils are driving growth in the \$178m cooking oils market, according to TNS, growing in value by 33% year-on-year [52 w/e April 24, 2005].

In the seeds category, the company is launching crushed sunflower & pumpkin seeds and shelled hemp seeds, both in 100g bags and containing essential fatty acids.

All products will hit the shelves on September 26.