



Flora's Pro.aktiv range is aimed squarely at the health market

more natural products.

This soft drink from Barr was launched in the summer and is half sparkling spring water and half fruit juice. It comes in orange and apple.

With the number of UK dieters doubling in the past 18 years, Diet Inn-Bru offers an alternative for those wanting to shun the sugar but still needing their fix. Barr is also targeting children with the Simply range of soft drinks in flavours such as kiwi, cranberry juice, blackcurrant and blackberry.

Another manufacturer jumping on the health bandwagon is Britvic. In response to a demand for healthier drinks, Britvic has ensured that its top performing brands like Pepsi, Robinsons and Tango all have diet, low sugar and no sugar variants.

"By stocking a choice of lines of regular and low sugar drinks, retailers can expect to see improved sales and profits," says Andrew Marsden, Britvic's category director.

Another launch for January 2006 is Drench, the first water brand to be targeted at young adults on the go.

Britvic is hoping to grab the attention of 16 to 24-year-olds with this still spring water in contemporary packaging.

Drench is being supported by a £2m marketing campaign and Britvic labels it the 'ultimate 21st century bottled water'.

Britvic is also relaunching its Pennine Spring brand, which is being backed by an extensive marketing campaign in 2006.

Pepsi Max Cino is another launch for Britvic in the new year. This latest variant combines no sugar with the taste of

Pepsi Max and a shot of cappuccino flavour. In addition to this, no sugar cola is now available for Pepsi Max, Pepsi Max Twist.

This category is now growing faster than regular cola and accounts for 52% of all cola sales, according to AC Nielsen.

Healthy drinking is in vogue at Coca-Cola too, which is giving a major push to its sugar-free and Z ranges this month, giving away 3.5 million cans in a nationwide sampling campaign with the message 'Love the Taste, Lose the Sugar'.

SWEET TREATS

Cadbury Highlights biscuits, designed to appeal to weight-conscious consumers with a penchant for biscuits, were launched this year in the multiples. The range includes Cadbury Highlights Mallows, Wafers, Delights and Nibbles. Independents can now get their share, as they are being distributed through the channel in the new year. Each pack carries the promise that a portion has less than 100 calories, less than 10g of sugar and less than 3g of fat.



"The 'better for you' biscuit segments continue to drive the growth in the biscuit market. Healthier biscuits are now worth £298m and they are forecast to be the largest segment in biscuits in the next two years," says Julia Monoyoudis, Burton's Foods innovation manager.

For the health-conscious parent, Nestlé Rowntree has also come up with the goods.

Its Rowntrees 'Got Real' range is now made of real fruit juice and has no artificial colours or flavours.

Mr Kipling has similarly found its market affected by the increased emphasis on healthier eating. In a bid to boost falling sales, Rank Hovis McDougall is launching a range of healthier cakes this month.

As well as launching the 'Delightful' range of cakes with lower calories and fat, the company is also removing all additives and preservatives from the Mr Kipling range.

SAVOURIES

Within the savoury market, UBUK is concentrating its efforts on the healthier bagged snacks market, which is growing year on year by 31%.

This month, it is launching Go Ahead! Crinkly Crisps, which are free from artificial additives, flavours and MSG, and Go Ahead! Crispy Bites, light potato and rice snacks.

UBUK is also adding a Strawberry variant to its Go Ahead! Yoghurt Breaks and is introducing new Go Ahead! Apricot Fruit Tops Cereal Bars.

Consumers are buying nuts more often and increasingly eating them as a healthy snack.

UBUK is capitalising on this by launching KP Nuts 'Simply', a range of unsalted nuts mixed with fruit.

Ryvita has always been seen as a diet brand but with the rise in healthy eating it has become a mainstream health food.

To further cement its position in the healthier snacking market, Ryvita is launching Ryvita goodness bars. These chewy wholegrain, rye bars are packed with fruit and contain pumpkin seeds and are available in mixed berry, apple and sultana and cranberry and raisin.

"With a proven track record, Ryvita is keen to reinforce its position within the healthier snacking market and fulfil con-



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**Andrew Marsden,
category director,
Britvic**

sumer demands for healthier on-the-go options," says Rob Murray, Ryvita's marketing director.

The bars will be available in packs of six for £1.79 or individually for 39p.

SPREADABLES

Health is also one of the main drivers in the butter and margarine category.

Last year, Unilever relaunched Flora, the UK's number one healthy spread brand. Championing heart health was an integral part of the repositioning.

It is important for retailers to stock key brands in this category for the 'need it now' consumer who runs out of spread and needs to buy more straight away. Key brands include Flora Original, Flora Light, I Can't Believe It's Not Butter and Bertolli.

So there is a huge range of products and new launches for the healthier customer out there for the taking. Armed with these products, retailers can make start the new year with a health kick too – and a nice, healthy profit margin.