

WholeFoods

MAGAZINE

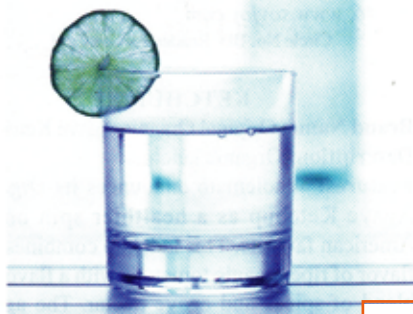
Informing and Educating Natural Products Retailers On Dietary Supplements, Herbs, HBC, Homeopathy, Foods

Grocery Feature

Reevaluating Your Beverage Aisle

A guide to new trends and old friends.

There was a time when the natural and healthy beverage section was limited to herbal teas and freshly squeezed juice, but now it has morphed into an all-encompassing category that includes exotic fruits, functional ingredients, sodas, coffees and even the occasional cocktail. With a continuously expanding category, stocking your shelves with a balance of traditional favorites, as well as new options, will keep customers coming back for staples as well spark their interests in unique alternatives.



Juice. An all-natural juice selection with staples like cranberry, apple, orange and others also must not be overlooked. Retailers, as stated previously, should keep in mind the sugar content of juice offerings. It is also beneficial to pick up kids juice lines that can give your parenting clientele low-sugar alternatives.

IZZE Beverage Company, based in Boulder, CO, has created a sparkling juice line that incorporates taste with health and wellness. Moving along with trends and not fads, explains Kelli McCusker, CMO of the company, is especially important when developing a beverage line. Fads, she says, tend to fade away, but trends like wellness and invigoration stick around for the long term. IZZE recently added Sparkling Peach to its juice flavors. "It is our first stone-fruit flavor," she says, "which basically means the flavor comes from a fruit that has a large seed or pit in the middle—the peach."

What's New Grocery Products



SPARKLING JUICE

Brand Name: IZZE Sparkling Peach

Description: Sparkling juice.

Features: IZZE launches its new flavor of sparkling juice, an all-natural sparkling peach juice drink. The drink contains no artificial colors, flavors, refined sugars, caffeine or preservatives. It is 70% pure fruit juice with a splash of sparkling water for a natural light taste. These beverages come in 12-ounce bottles in packs of four.

IZZE Beverage Co., 2990 Center Green Ct.
South, Boulder, CO 80301, www.izze.com