

HEALTHY RELAUNCH FOR ST CLEMENTS FRUITS

Established still juice drinks brand St Clements Fruits is re-launching in July with a new 'healthier' formula, new label design and a new wide mouth 500ml pack presentation.

Shoppers buy £660m worth of juice drinks per year but they are increasingly looking for more premium quality juice drinks at everyday pricing which are not artificial.

Adrian Troy Head of Marketing said:

'St Clements Fruits has performed well in the market with over 7,000,000 bottle sales to-date. This re-launch targets a clear consumer preference for 'healthier' juice drinks but at competitive pricing. This new presentation of St Clements Fruits and the excellent taste delivery of the new products will ensure that the brand continues to grow and bring incremental sales to the category.'

St Clements fruits new formulation contains no artificial additives (no colours, flavours or sweeteners) and has a 13.5% juice content. But what makes the brand special is Aseptic filling which means there is no need for preservatives.

The brands new wide mouth 500ml screw cap bottle will make it easier to drink as well as delivering great on-shelf impact. The new label design will also communicate clear healthy juice drink cues to shoppers.

The St Clements Fruits range will be available in 3 great tasting flavours, Orange & Lemon, Strawberry & Lime and Blackcurrant Apple & Blueberry with an RRSP of 85p for a 500ml pet bottle.

*** Source: Nielsen, Total Take Home MAT 16th May 2009.**

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