

NEW PRODUCTS, TRENDS, AND INNOVATION

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MAGAZINE

BIG SHOTS



A Fistful of Top Fives

ANNUAL POWER ISSUE

WITH THE 2016

NATURAL
BEVERAGE
GUIDE



INNOVATIVE ICED
TEA BRANDS FIND
THEIR NICHE

SPORTS DRINKS:
THE TITANS AND
THE TWO PERCENT

BOOK EXCERPT:
MARK RAMPOLLA &
HIGH HANGING FRUIT

New Products

The newest options for cooler and shelf

Coffee

Caribou Coffee has launched a new line of ready-to-drink iced coffees. **Caribou Premium Iced Coffee** is available in three flavor varieties: Chocolate Mocha, Vanilla and Sea Salt Caramel. The drinks are made with premium ingredients, including real chocolate, caramel and milk. The drinks are packaged in 14 oz. single-serve and 32 oz. multi-serve bottles for a suggested retail price of \$2.99 and \$3.49, respectively. They are available in the dairy case at grocery and convenience stores nationwide, as well as Caribou coffeehouses. For more information, please call Caribou Coffee at (763) 592-2200.

Starbucks has launched a new ready-to-drink bottled cold brew coffee. The coffee is made with a premium blend of Latin American and African coffee beans, created specially to be brewed cold, and is the same blend that Starbucks uses to produce cold brew iced coffee at its retail stores, according to the company. Packaged in a 9.5 oz. bottle, it has a suggested retail price of \$3.29. For more information, please call Starbucks at (206) 447-1575.

WhiteWave Foods has launched **ST^o K**, a new line of RTD cold brew coffees. ST^o K's 48 oz. multi-serve bottles come in Un-Sweet and Not Too Sweet varieties, each with a suggested retail price of \$4.99. ST^o K's single-serve 13.7 oz. glass bottles are available in Mocha, Vanilla (both made with reduced-fat milk and cane sugar) and Not Too Sweet Black (made with cane sugar) flavors, each of which retail for \$3.39. ST^o K's multi-serve package is distributed nationally, with largest placement in Target, Shop-Rite and Kroger. The single-serve products are rolling out nationally and available now in Boston, Denver, New York City and San Diego. For more information, please call WhiteWave at (303) 635-4500.

Califia Farms has introduced **Califia Nitro Cold Brew**, a dairy-free, nitro-infused cold brew coffee latte. The new Califia Nitro Cold Brew line combines almond and macadamia



specially-curated, signature blend of direct-sourced beans, and infuses it with nitrogen. The drinks are vegan, dairy-free, GMO-free, soy-free and carrageenan-free and come in three varieties: Latte, Mocha and New Orleans. The drinks are packaged in 10.5 oz. aluminum bottles and retail for \$4.99. They are available in retailers across the U.S. For more information, please call Califia Farms at (661) 679-1000.

Water

Crystal Geyser Water Company has introduced two new flavors to its sparkling water line: Peach and Pineapple-Mango. The company has also updated the packaging of its sparkling waters with a new clear label designed to highlight the flavor appeal and the nutritional benefits of the beverages. They are available in 1.25 L bottles. Prices vary by market. For more information, please call Crystal Geyser at (530) 340-1000.

The Coca-Cola Co. has added two new varieties to its **Dasani Sparkling** line: raspberry lemonade and tropical pineapple. Along with the brand's four other flavor varieties, the beverages are available for purchase nationwide in 8-packs of 12 oz. slim cans, which have been revamped to feature a more slender profile and refreshed graphics. Prices vary by market. For more information, please call The Coca-Cola Company at (404) 676-1533

Ounce Water is a new bottled water brand with a mission to make healthy habits easier by setting a daily goal to consume 80 ounces of water. The company markets 20 oz. and 40 oz. sizes, each packaged in BPA-free plastic bottles. The water is sourced from the rocky terrain of the Catskill Mountains. The products are zero-calories, sugar free, sodium free, non-GMO and gluten-free. The water retails for \$4.99 for a 2-pack of 40 oz. bottles and a 4-pack of 20 oz. bottles. For more information, please call Ounce Water at (844) DO-OUNCE.

Planet H2O is a new bottled water brand. The water is sourced from an aquifer believed to be the deepest sourced artesian water in the country. The water is slowly filtered through 500-million-year-old rocks and bottled at the source in a newly constructed bottling facility utilizing solar technology. The water contains minerals, including calcium, magnesium, potassium and silica. It is available in a 1 L bottle for \$1.79 and a 500 mL bottle for \$1.25. They are available in Tennessee and Atlanta. For more information please



Zevia has launched **Zevia Sparkling Water**. Available in four flavor varieties, Lime, Blackberry, Cucumber Lemon and Mandarin Orange, the waters are sweetened with stevia and are Non-GMO Project Verified. They are available in 8-packs of 12 oz. cans for a suggested retail price of \$5.99. The products are available in Sprouts Farmers Markets, Puget Natural Markets in Seattle, and Woodman's Foods in Wisconsin. For more information, please call Zevia at (310) 202-7000.



Red Hare Brewing has expanded its craft soda line with a grapefruit variety. The brewery produces all sodas in-house using pure cane sugar. The beverages are available in 6-packs of 12 oz. cans. For more information, please call Red Hare at (407) 920-5639.



Cool Mountain Beverages has launched **Chicago Draft Style** sodas. The line of craft sodas includes Chicago Draft Style Root Beer, Chicago Draft Style Ginger Beer, Chicago Draft Style Black Cherry, Chicago Draft Style Cream Soda and Chicago Draft Style Ginger Ale. The beverages are made with pure cane sugar, naturally caffeine-free and never pasteurized. They are sold at select retailers, prices vary by market. For more information, please call Cool Mountain Beverages at (888) 838-7632.



CSD

Kristian Regale, Inc. has launched a single-serve format for its **FRISA** line of ultra-premium sparkling botanical beverages. The all-natural sparkling beverages are packaged in vintage style 250 mL glass bottles and will be sold in 4-packs. FRISA is lightly sweetened with a hint of natural cane sugar, and each 250 mL bottle has 100 calories. The single-serve bottles will be available in two flavors: Elderflower and Black Currant Rosehip. The suggested retail price per 4-pack is \$6.99-\$7.99. For more information, please call Kristian Regale, Inc. at (201) 587-9800.



Coconut Water

Coconut Beach is a San Diego-based company that markets coconut-based beverages that retail for \$0.99 per 16.5 oz. package. The company sells a 100 percent Pure Coconut Water, Coconut Water with Pulp and a coconut milk drink. All of the products are sourced from and pack-



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