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NewsMakers **News**

Jones Soda Co. to launch sugar free 16-ounce energy drink

Jones Soda Co. announced that it would add a new 16-ounce Sugar Free Jones Energy Drink to its existing Jones Energy brand line.



15/03/2004 The original 16-ounce Jones Energy Drink was launched to the Company`s distributor network in March 2003. The packaging of the new 16-ounce Jones Sugar Free Energy Drink is both bold and aggressive with metallic blue flames. The new 16-ounce Sugar Free Jones Energy Drink is sweetened with Splenda, a sweetener that has been recognized as one of the best "zero calorie" sweeteners available in the market today.

Peter van Stolk, President & C.E.O., stated, "We are very excited about the launch of our new 16-ounce Sugar-Free Jones Energy Drink in 2004. We are confident in the sweetener Splenda, and the taste it delivers to our customers. Sugar Free Jones Energy is a `zero calorie, zero carbohydrate beverage` with full flavor. The sugar-free addition to our existing energy drink platform will allow us to reach a larger audience which is becoming increasingly more health-conscious."

http://www.happyhours.com/pressRelease_story.htm?&itemid=215

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HIGHLIGHTS

Feelfine energy drink

Feelfine is packaged in two joined sachets with a total weight of 20g. Both sachets are emptied into a glass of cold water at the same time. The product has a passion fruit flavour and is said to provide an optimal effect on an empty stomach.

Chr. Hansen`s Probiotics and Phytonutrients

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▶ Absolut Spirits introduces Level

▶ EU considering approval of Second Type of GM Maize imports

▶ Nestle's new chocolate brands reach Ukraine`s market

▶ ACNielsen announces enhancement to LiquorTrack(TM) information service

▶ Continental Mills rolling out Krusteaz® CarbSimple(TM)

▶ SEC investigates Tyson Foods on Executive perks

▶ Slim-Fast(R) and eDiets.com(TM) announce launch of The Slim-Fast Plan

▶ Degussa Food Ingredients sets new quality standard for its branded creatine monohydrate CREAPURE™

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