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 → Heineken planning to build new plant in Sverdlovsk
 → Smithfield Foods gets approval to sell Schneider
 → Cargill Health & Food Technologies (H&FT) president elected to the CHPA's board of directors
 → Wrigley acquires certain confectionery businesses of the Joyco Group
 → P&G selling Sunny D and Punica Brands
 → Kapiti Cheeses awarded
 → Tyson Foods, Inc. planning new Discovery Center
 → Panera Bread's sales figures increase

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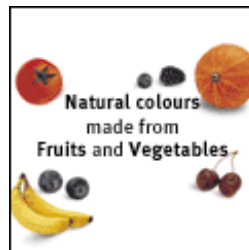
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News



Jones Watermelon Soda launched

The beverage contains 50% less sugar, carbs and calories than regular premium sodas and soft drinks.



26/03/2004 Jones Soda Co, announced that it has launched the first mid-calorie premium soda, with 50% less sugar, carbohydrates and calories than regular premium sodas and soft drinks.

Jones Watermelon flavored beverage is the first mid-calorie premium soda on the market. This beverage contains 90 calories and 21 grams of sugar per 12 ounce serving.

Peter van Stolk, President & C.E.O., stated, "Jones Watermelon Soda provides our consumers with a taste profile that they have come to expect from Jones Soda Co. -- full body, flavor and premium image. The flavor profile has been created utilizing Splenda. We believe strongly in reducing calorie content and this watermelon flavor is the first of many Jones Soda flavors that will follow this profile. We are proud to be the first premium soda company to have launched a mid-calorie beverage."

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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.

Bontex from Solbar

Solbar's soy proteins and soy isoflavones are available from non-GMO Identity Preserved soybeans. The factory is certified ISO 9002 and Kosher.

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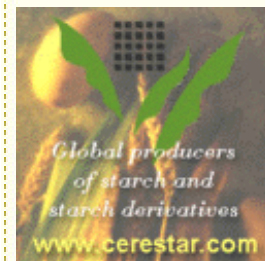
Kapiti Cheeses awarded

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Panera Bread's sales figures increase

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