

[new products]

The latest libations from the nation's beverage makers

| From Nantucket Nectars |

NANTUCKET NECTARS ORGANIC JUICES

Nantucket Nectars has launched a line of organic juices. Available in single- and multi-serve packages and a wide range of flavors, the smoothies, juice blends and juice drinks are available in six flavors: Cloudy Apple, Banana Mango Carrot Smoothie, Blueberry Banana Smoothie, Very Raspberry Juice Drink, Cranberry Orange Juice Drink, and Concord Grape Juice Drink.

Company: Nantucket Nectars
Address: 709 Westchester Avenue, White Plains, NY 10604
Tel: 888/896-8667
Web: www.nantucketnectars.com
SKUs: 15- and 32-ounce glass bottles
Distribution: National
Suggested Retail Price: \$1.99-\$3.25

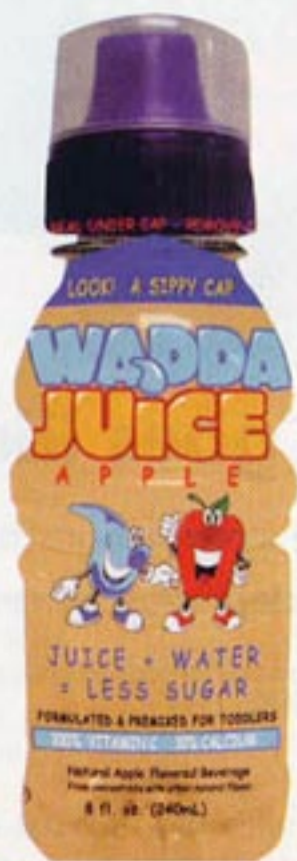


| From Waddajuce |

WADDAJUICE

Waddajuce creates a full line of healthy juices in portable "sippy cup" bottles for toddlers and preschoolers. Waddajuce comes in four flavors: Apple, Wild Berry, Orange and White Grape (Apple and Wild Berry currently available). They are ready-to-serve, and 100 percent natural, with cartoon character graphics. Waddajuce contains up to 75 percent less sugar, calories, carbohydrates, and sodium than pure or 100 percent juice.

Company: Waddajuce
Address: 606 Post Road East, Suite 722, Westport, CT 06880
Tel: 203/227-2227
Web: www.waddajuce.com
Email: info@waddajuce.com
SKU: 8-ounce bottles
Distribution: East Coast
Suggested Retail Price: \$.69-\$1.39



| From Pepsi-Cola |

PEPSI EDGE

Pepsi-Cola North America will launch the first full-flavored cola with 50 percent less sugar, carbohydrates and calories than regular colas. Pepsi Edge delivers its full-flavored cola taste through a unique blend of Splenda (sucralose) and high fructose corn syrup. The national rollout begins late this summer.

Company: Pepsi-Cola North America
Address: 700 Anderson Hill Road, Purchase, NY 10570
Tel: Contact your local Pepsi bottler
Web: www.pepsi.com
SKUs: 20-ounce bottles, 2-liter bottles, 12-ounce cans in 12-packs and 24-pack cubes
Distribution: National
Suggested Retail Price: In line with other Pepsi products.



| From Jones Soda |

SUGAR FREE JONES ENERGY DRINK

Jones Soda Company will add a new 16-ounce Sugar Free Jones Energy Drink to its existing Jones Energy brand line. 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.

Company: Jones Soda Company
Address: 234 9th Avenue North, Seattle, WA 98109
Tel: 206/624-3357
Web: www.jonessoda.com
SKU: 16-ounce cans
Distribution: National
Suggested Retail Price: \$.99-\$1.29

