

beverage aisle

...Ahead of what's next!

APRIL 15, 2004 | VOLUME 13 NO. 4 |
www.beverageaisle.com

[newsbits]



> RIBOSE

VITAMINWATER TO FEATURE RIBOSE AS KEY INGREDIENT

Whitestone, NY-based **energy brands inc.** has reformulated the "endurance" variety in its **Glaceau VitaminWater** line, making it the first mainstream beverage to offer **Bioenergy Ribose**, a primary source of cellular energy, as a key ingredient.

Bioenergy Ribose increases energy reserves and recovery, improves physical performance and relieves muscle soreness after exercise. Often used by world-class athletes—including premier cycling teams, Olympians, pro and college athletes—it is

JONES DEBUTS MID-CALORIE PREMIUM SODA

Jones Soda Co. has launched a mid-calorie premium soda with 50 percent less sugar, carbohydrates and calories than regular premium sodas and soft drinks. **Jones Watermelon Soda** contains 90 calories and 21 grams of sugar per 12 ounce serving.

"Jones Watermelon Soda provides our consumers with a full-body-flavor taste profile they have come to expect from Jones Soda Co., along with a premium image," says Peter van Stolk, president and CEO of Jones Soda Co. "The flavor profile has been created by 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."



FUZE, SPEEDO TEAM UP

Fuze Beverages has announced a partnership with **Speedo** with the launch of **Speedo Sportswater**. **Performance Waters LLC**, a division of Fuze Beverages, has been

created to market Speedo Sportswater. Bob Miller, a SoBe veteran, has been named COO of the new company. By aligning itself with Speedo, Fuze hopes to capture the imaginations of the active consumers in an Olympic year, when Speedo sportswear will be extremely visible.

Speedo Sportswater is low in carbohydrates and calories, and enhanced with folic acid and electrolytes. Available in 18-ounce bullet-shaped light blue PET bottles, Speedo Sportswater offers 50 percent RDA of vitamins B₃, B₅, B₆, B₁₂, C and E, and contains potassium and sodium to help replenish the body after exercise. It also contains no artificial players or high-fructose corn syrup. Available in four flavors (Orange Passionfruit, Fruit Punch, Lemon and Apple Starfruit), Speedo Sportswater retails for \$1.29-\$1.49.

POWERWATER HOPES TO MAKE WAVES IN US



PowerWater Systems Inc. (Markham, Ontario) has announced the launch of **PowerWater**, a distilled, super-oxygenated water into the US market. "We are confident that PowerWater will create a new super-premium water category," says Duncan Cleworth, PowerWater's chairman and CEO.

Mike Weir, a Canadian native and the defending **Masters**