

GROCERY HEADQUARTERS

December 2006

Drinkable blueberries

Often touted as a "super food," blueberries are now easily accessible to consumers through TrueBlue Blueberry Juice Cocktail. Awarded Best Beverage of 2006 at America's Best Food Show, TrueBlue provides one serving of blueberries in each 16-ounce container.

Packaged in 64-ounce and 16-ounce PET bottles, TrueBlue is available in six flavors: blueberry, blueberry-cranberry, blueberry-pomegranate, blueberry-green tea, blueberry-raspberry and blueberry-blackberry. The all-natural juice is sweetened with cane sugar and is said to contain 25% fewer calories per serving than most cranberry-based products.

A lower-calorie version, LiteBlue, is available. Sweetened with cane sugar and Splenda, it contains half the calories of the original version. Blueberry and blueberry-raspberry varieties of LiteBlue are offered. All juices have an SRP of \$4.99 for a 64-ounce bottle and \$1.89 for a 16-ounce bottle.



Visit www.trueblueberry.com for more information.