

December 2006



NEW PRODUCTS AT RETAIL
OUR TAKE



TrueBlue – Blueberry-Blackberry

TrueBlue introduced a new variety to its line of blueberry beverages. The flavor is Blueberry-Blackberry and furthers TrueBlue's goal of offering healthy, high antioxidant blueberry juices. The new variety is the sixth in TrueBlue's lineup of juices, which include other flavors like Blueberry-Pomegranate and Blueberry-Iced Green Tea. The drink is made with 25 percent juice and contains no high fructose corn syrup or artificial flavors.

Company: Leading Brands Inc., Vancouver, B.C., Canada

Distribution: National

Suggested Retail Price: \$1.89 and \$4.99

Packaging: 16- and 64-ounce plastic resealable bottle

Ingredients: Water, blueberry juice from concentrate (water, blueberry juice concentrate), grape juice from concentrate (water, grape juice concentrate), cane sugar, blackberry juice from concentrate (water, blackberry juice from concentrate), citric acid, natural flavor, fruit and vegetable juice (color), ascorbic acid (vitamin C)



REFRESHING

J.D. WALKER, SHORT ORDER COOK
HEALTH QUOTIENT: ★★★★★

- The downside is there's only 25 percent juice, but no high fructose corn syrup is great
- High antioxidant content of blueberries makes me feel good about drinking this



STRAIGHTFORWARD

NICK ROSKELLY, MANAGING EDITOR
PACKAGING: ★★★★★

- Plays up the fruit imagery well to draw consumers
- Pretty basic, straightforward — not especially unique



DECENT

CHARLES WICKLINE, TRAVELING SALESPERSON

CONVENIENCE: ★★★★★

- Smaller package is a great idea; it's necessary really
- Recommending the juice as part of quick breakfast might help consumers understand exactly how convenient the product can be