



US beverage has it all!

Having entered the US functional drinks market in May 2008 with two Andean-inspired functional beverages, Simply Originals has been working hard on maintaining the momentum by bringing its range bang up to date and adding two new line extensions.

The range has been given a new lease of life with

updated labelling, following feedback from customers. functional drinks spoke to Simply Originals' Meghan Varas about the changes and what the company hopes to achieve. She commented, "We hope to increase brand recognition as well as delivering a clearer overall communication to the consumer about what's inside the bottle. For instance, instead of just referring to our drink as 'Purple Corn beverage,' we are now first and foremost bringing forward the true traditional name of the beverage, Chicha Morada, with secondary identifier as 'A Purple Maize Infusion.'" Similar changes have been made to the Flaxseed beverage, with a secondary identifier, 'An Herbal Infusion', whilst the labels on both products have been rejigged with contrasting colours to make it easier for the end

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consumer to read the label.

In addition to these changes to the existing line-up, the company has also been working on two new line extensions of the original Flaxseed Herbal Infusion: Simply Originals Flaxseed Green Tea Infusion and Simply Originals Flaxseed Green Tea Mandarin Infusion. Varas commented, "It was a common sense next move, as many consumers already know what our original Flaxseed Infusion tastes like and/or enjoy flaxseed as a natural additive to their daily diet. We've been testing the Flaxseed line extensions in local markets with a

soft launch, and are now getting ready to roll them out to our main distributor to reach our customers like Whole Foods Market."

Ensuring that the company has a clear understanding of consumer requirements and that consumers have a clear understanding of the range itself is paramount to Simply Originals, as Varas added, "We will have more extensive feedback following our full roll-out throughout the Northeast of course, but preliminary feedback supports our decision as being the right next move for our Brand."

Varas concluded, "We still hold true to our original premise that good for you can also taste good. Surprisingly, Simply Originals' line of beverages is one of the few brands in the US that offer this. The American consumer is still largely under the misconception that good taste and good for you cannot be one in the same; we disagree."

Purple maize has higher antioxidant levels than other 'purple' super fruits thanks to its anthocyanin C3G content, one of the most potent antioxidants in existence, whilst flaxseed is valued for its plant derived omega-3, fibre and antioxidant content.

www.simply-originals.com

