

# New berry juice range for SA

 By [ActivRetail](#)

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Stafford Bros & Draeger has been appointed as the official distributor for The Berry Company, a British company that has found success with berry juices aimed primarily at health and fitness enthusiasts.



The ambient range of juices are 100% pure flash pasteurized juices and are free from artificial preservatives, sweeteners or colourings which ensures a freshly-squeezed taste.

Khaled Yafi, founder of the company, began with raspberry, blueberry and blackberry before adding goji and acai berry juices. Goji, which grows in China, is also known as the Duke of Argyll's Tea Tree. Acai is a palm that grows in South America; the berry juice is claimed to have antioxidant properties and a long list of health benefits from increased energy to reduced cholesterol.

Tanya Wucherpennig, senior brand manager for Stafford Bros & Draeger comments, "We believe that the brand's unique selling point is the brand image. The packaging is modern, trendy and clean cut. It immediately registers with consumers and grabs their attention. The brand is iconic and we trust that as a key brand attribute it will distinguish it from its competitors."

There are five berry juices available in South Africa - Blueberry, Acai berry, Goji berry, Superberries Purple and Simplyberry Red, available in one-litre packs, for approximately R39.00 from leading retail outlets across the country.

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