

Liqui-Fruit splashes out with two new flavours

Liqui-Fruit is introducing two new flavours to its 2L range - Tropical and Mango. All Liqui-Fruit packs will also be participating in the juice brand's summer promotion, where one person will win a week holiday to the Rio Carnival in Rio de Janeiro.



This promotion runs from 15 October 2008 until 15 January 2009, which will increase brand awareness throughout the summer and holiday season when fruit juice sales are typically at their peak.

The two new flavours join the range of Breakfast Punch, Clear Apple, Mango Orange and Red Grape varieties, all of which are available in the 2L screw-top Tetra Paks.

Made using 100% fruit juice and containing no preservatives or added sugar, the new 2L range aims to offer consumers the versatility of both innovative flavours and a convenient, value for money packaging size.

Reinforcing its popularity in the fruit juice sector, Taki Tsanwani, Liqui-Fruit Senior Brand Manager, said the following: "More families are seeing the convenience and cost-effectiveness of buying bigger to suit their lifestyle needs. As Liqui-Fruit is the preferred choice of in-home and on-the-go refreshment, it is important that we adequately cater for both these consumer drinking occasions."

The Liqui-Fruit 2L packs come in a case configuration of 6 x 2000ml with eight cases per pallet. The packaging was designed by Cape Town based agency, Creative License and manufactured by Tetra Pak. The Liqui-Fruit 2L range is available in all leading supermarkets and convenience stores countrywide in the long-life juice aisle at a retail price of R22,99.

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