



FUZE In The News

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COOL NEW PRODUCTS

Revolutionizing the carbonated beverage category, Dr Pepper/7 Up Inc. will introduce **7 Up Plus**, the first fortified carbonated beverage from a major brand. Fortified with calcium, vitamin C and real fruit juice, the new soda will also be sweetened with Splenda, allowing for approximately 10 calories and 3 grams of carbohydrates per serving.

Additionally, a 12-ounce serving will be a good source of calcium and vitamin C, according to the U.S. RDI (reference daily intake) guidelines. As for availability, the company reports it is finalizing marketing and distribution plans for the product launch.



In other beverage news, Coca-Cola and Pepsi are at it again, only this time it's over carbs. In June, Coca-Cola launched **C2**, with half the carbohydrates, calories and sugar of regular cola, with a full advertising campaign and point-of-sale merchandising for retailers. The new product is available in 20-ounce bottles and 12-ounce cans as well as eight and 18 multi-packs. The company also plans to add it to its fountain lineup.

Pepsi introduced its own low-carb soda called **Pepsi Edge** during the same time period, launching only 20-ounce and 12-ounce sizes. Hitting the shelves now are the 2-liter bottles and 12-packs of the product.

Fuze Beverage LLC added two new flavors to its line of beverages — **Strawberry Melon** is now available in the Slenderize line and **Strawberry Guava** in the Refresh line. The Slenderize line now has four flavors offered in total, including Cranberry Apple, Cranberry Raspberry and Tropical Punch along with Strawberry Melon. This line offers low-carb beverages with only 10 calories per serving. The Refresh line is fortified with seven vitamins — A, C, E, B3, B5, B6 and B12, plus calcium — and is also available in four flavors: Mixed Berry, Peach Mango, Banana Colada and the newly added Strawberry Guava.

Mountain Dew will be pulling its Livewire beverages this Labor Day, after releasing it for the second summer in a row, but will be launching an item called **Pitched Black**, according to Russ Quick, marketing manager at FasMart Convenience Stores. It's reported to hit the shelves in mid- to late August, and will offer a grape-flavored Mountain Dew similar to the summer Livewire launch.

