

InterBev 2002

(Companies listed alphabetically)

InterBev held in Atlanta, Georgia on Oct. 20-22, 2002 with about 500 exhibitors. Below is a sampling of products and offerings.

Part I: Beverages

Bio Essentials, Reno Nevada. Shows "Motion Potion Rx." CSD product contains 1500 mg of glucosamine sulfate. Claims to reduce joint pain and stiffness. Enhanced CSD aimed at consumers 40+ years old. Contains no caffeine or other stimulants.

Brooklyn Bottling, Brooklyn, New York. Producer of Squeeze'r line of beverages introducing "Squeeze'r White Soda" in Red Bull-like 8.5-oz cans. Is carbonated milk-based beverage in three flavors. Aimed at 5-12 year-olds. Company also adding pouch packaging to its "Nature's Own" juice/juice drink line. Plus company says it is actively seeking to expand beyond metro-NYC core area.

Carolina Beverage Co, Salisbury, North Carolina. Company is both producer of Cheerwine CSD and independent system bottler. Says Cheerwine now distributed in Carolinas, Georgia, Florida, Virginia, West Virginia and Tennessee. Most recently moved into most of Florida via Southeast-Atlantic. Seeks wider distribution and will use new 12-oz non-returnable glass bottle in "traditional Cheerwine shape"; sweetened with cane sugar; set for spring 2003 introduction. Will be produced by co-packers who can handle cane sugar formulation. Will position Cheerwine in new markets as premium CSD. Company also produces/franchises Cool Moon citrus soda and Blue Mist purified water; plus licenses Cheerwine brand and flavor to Food Lion supermarkets for ice cream.

Cocia, Esbjerg, Denmark. Producer of line of chocolate dairy drinks, sold selectively in U.S. via A/S Imports in Philadelphia, plans 2003 introduction of "light" line flavored with ace-K. Company says its products are now sold in NYC, Florida, mid-Atlantic.

Cott Corp., Toronto, Canada. Large private label CSD producer has big booth in center of display floor. Literature handed out features recently-acquired RC International brands. Revives RC Draft Cola and Kick brands for non-U.S. markets. Also renames Nehi "Royal Crown Flavors." Cadbury owns RC brands in U.S.; sold international and concentrate units to Cott last year.

Egg Cream America, Northbrook, Illinois. Producer of Jeff's Soda line of carbonated dairy drinks now introducing non-carb version under "Jeff's" brand. Company also says it is expanding private label efforts.

Energy Brands, Whitestone, New York. Maker of Glacéau enhanced waters rolls out new tea-flavored line; 50 calories per 8-oz serving; three tea-blend flavors: raspberry, lemon and peach. Also introduces new 32-oz PET bottle for Glacéau in NYC; plans broader distribution next year.

Energy Shots LLC, Seattle, Washington. Company founded by Matt Hughes, formerly with Jones Soda and All-American. Introduces "Whoop Ass Energy Shot." "Whoop Ass" is name of Jones Soda energy drink; Hughes has licensed name for new product which is 1-oz of concentrated energy drink in small plastic container. Product literature says ounce equals "2 cans of leading energy drink" re caffeine, etc. Contains caffeine, taurine, guarana, etc. Distributed in 12 western/midwest states. Retail: \$1.49-\$1.69.

Fatigue Fighter Industries, Webster, Texas. Introduces "Fatigue Fighter" isotonic drinks; five flavors; claims to have more fatigue-reducing minerals than leading sports drinks plus uses crystalline fructose instead of HFCS. Seeks distributors.

Fuze Beverages, Englewood, New Jersey. Company produces line of juice drinks, teas and dairy drinks. Says its products contain 50%-100% of vitamin RDA; now introducing Banana Colada. Also says it has distribution in parts of 39 states, mainly East Coast and West Coast, though not NYC. Says "75% of our distributors" are former SoBe distributors. Mid-sized Coke bottler now considering adding Fuze. Production via two co-packers. Says UK-based Pentland is "majority" owner.

Hobarama Corp, Miami, Florida. Producer of Bawl's guarana CSD says it is now rolling out nationally in 153 of 240 Comp USA stores. Company's booth features product presence in company-funded shoot-em-up video game.

Land O' Pines, Lufkin, Texas. Introduces 6-packs of "Chiquita Sports Blast" sports drink aimed at children; in 8-oz sports-top bottles.

Leading Brands, Vancouver, Canada. Shows "Trek" sports drinks and "Pez" 100% juice drinks in foil pouches.

Le Nature's Inc., Latrobe, Pennsylvania. Unveils "Aqua Xtra" vitamin/mineral-enhanced water in 8- and 20-oz PET; 4 flavors.

Long Island Lemonade Company, Melville NY. Introduces "Citrus Bay" lemonade line made with non-concentrate lemon juice.

Monarch Beverage Co, Atlanta, Georgia. Introduces new 24-oz bottle for All Sport with foam insulator wrap; package is called, "Chill-In" bottle; has 38 mm closure for flat or sport cap. All Sport still cold-filled, but now without carbonation. Company says new 24-oz wrap bottle intended to sell \$1.19 to \$1.29 at retail. Acknowledges new package has higher floor cost.

Suntory Water Group, Atlanta, Georgia. Shows 12-oz "vend-bottle" water package, which works in can vending machines.

TeamNRG, Carol Stream, Illinois. Showed "AquaPro" sugar-free sports drink mix. Uses sucralose sweetener. Individual pouches formulated to mix with 20-oz of water in any empty sports bottle.

Plus. Multiple energy drinks seen at show, including: 1) Aphrodite "red sexual energy drink" from Eros Drinks, Dallas. 2) Base from Base Concepts, Montreal. In 8.4-oz cans; made with guarana, without added caffeine or taurine. Canada prohibits addition of caffeine. Now sold in U.S. in northern Michigan. 3) Red Stallion, based in Providence Rhode Island. 4) Rox "original Austrian" brand, offers 2-liter package for energy drinks.

Part II: Packaging

ITW Hi-Cone, Itasca, Illinois. Introduces "Slim Pack" plastic top-lift 6- and 12-pack carriers for PET bottles. Allows suitcase-style carrying of water/CSD/non-carb bottle multi-packs.

MAGGI spa, Calolziocorte, Italy. Demonstrates prototype of recently-patented "safe drinking" can-top "bib." Device is factory-inserted around and over can pop-tops; part over pop-top flips forward when can is opened, thus providing clean surface for mouth-can contact. Company envisions printed plasticized paper with promotional or advertising messages.



Owens-Illinois, Toledo, Ohio. Shows clear PET/aluminum hybrid can (photo); evocative of former Continental PET "plastican." Will use company's barrier protection, affording can-like shelf-life. Also sized to modern 202 end. Company executives say, if interest from bottlers develops, it will develop version to run on any modern can line.

Pechiney Global Bottles Group, France. Shows new Welch's polypropylene bottle using company's "Gamma" barrier technology, allowing filling temperatures of up to 210 degrees F and multilayer oxygen barrier. Also shows pasteurizable PET bottles, able to withstand up to 151 degrees F for 20 minutes.

PPC World Inc., Casselberry, Florida. Demonstrates "Glo Drinkware" cups and cupholders with integrated "lightstick" technology. When chemicals in glow-chamber are mixed, container glows yellow, green or blue.

Strong Worldwide, Seattle. Introduces "Bottle Shark" adjustable/reusable water bottle carrier. Plastic "shark" attachment grips bottle neck, adjustable nylon strap allows over-shoulder portability.

Top Com Products, Cypress, California. Shows bottle caps with sealed compartment for flavor concentrate or powder. Produced in Korea, caps embody valve which, when twisted, release compartment contents into liquid in bottle. Company envisions uses ranging from tea-and-lemon to gin-and-tonic.

Part III: Equipment/Ingredients

Ajinomoto, Tokyo, Japan. Japanese aspartame producer introduces new sweetener, still unnamed, which is 20,000x sweeter than sugar. Company says its has not yet begun approval process. Also touts aspartame use with nutritional sweeteners.

Automatic Products International, St. Paul Minnesota. Shows "Robo Quencher" glass front beverage vendor using mechanical system to retrieve and deliver bottles or cans in upright position without shaking them. Accommodates 12-oz and 20-oz packages.

Dixie Narco, Williston, South Carolina. Shows glass-front robotic multi-package vendor licensed exclusively to Coca-Cola Co. Elevator/conveyor system delivers beverage to output shoot. Exclusively for Pepsi system is gravity-drop glass-front vendor made one-third narrower than standard width, allowing use in smaller spaces.

Ultra Lift Corporation, San Jose, California. Company's "performance powered" handtrucks can "climb" up and down stairs with vending machine onboard.