

# cream the top of dairy innovation

## Skimming



### New dessert drinks

#### Mars Consumer Drinks

has launched two new innovative Super Thick Shakes – Twix and M&M's. The company claims the new shakes are set to revolutionise the flavoured milk and dairy desserts market, by establishing a new dessert drinks category in the UK.

The Twix Super Thick Shake is a rich, velvety caramel shake, served with a bag of baby Twix Mini Stix. The M&M's Super Thick Shake is a creamy, real chocolate milk shake, served with a bag of crunchy chocolate M&M's.

Both shakes are packaged in a frappuccino style cup, with the confectionery stored in the lid, to be stirred in or eaten first. A special straw spoon delivers the cross over from shake into dessert drink category and enables consumers to eat them on the go.

### A refreshed look

Mars Consumer Drinks has refreshed the packaging for its UK fresh chocolate milk drink, Mars Family Refuel and extended the



range with the introduction of a larger 475ml sports cap bottle.

It has also relaunched its popular Bounty drink with an

enhanced recipe and a new look larger bottle. The drink contains 6% real coconut and the bottle has increased from 25cl to 31cl.



## Russian revolution with first beauty drink from Wimm-Bill-Dann

**Wimm-Bill-Dann Foods** has launched Neo Beauty, an innovative dairy drink, containing the unique 3D Regeneo formula with aloe vera. Neo Beauty is the first functional food product of its kind on the Russian market with a proven impact on the overall health and particularly the state of skin, nails and hair.

The 3D Regeneo formula contains aloe vera, anti oxidants, minerals and vitamins. It was created by scientists at Wimm-Bill-Dann's Research and Development Centre together with their Swiss colleagues. The unique recipe of Neo Beauty dairy drink provides a healing, strengthening and regenerating effect on the skin, hair and nails. The effectiveness of Neo Beauty has been confirmed successfully by clinical tests.



The range consists of a functional probiotic drink and a drinking yogurt in a variety of flavours both with aloe vera.



"The launch of Neo Beauty demonstrates once again that Wimm-Bill-Dann is the leader among health food producers in Russia," said Wimm-Bill-Dann Director for Marketing and Innovation Grant Winterton.

"We believe that the market for functional products in Russia will grow in value terms by around 40 to 50% per year over the next three years, as consumers seek tasty and healthy products that help them manage busy lifestyles."

## Themed milk touches down in US schools and grocery stores

The **Midwest Dairy Association** has introduced a new Gridiron Milk branded product line to schools and retail grocery stores for the 2007 National Football League (NFL) season. Nebraska based processor **Roberts Dairy Company** is distributing the product line.

Gridiron Milk is packaged in 8oz plastic resealable containers and features all 32 NFL team logos, as well as highlighting NFLRush.com interactive website for kids.

"Kids know milk helps athletes play well. Drinking Gridiron Milk at school and at home is one way kids can



get the same nutritional benefits for their own growing bodies," said Midwest Dairy Retail Marketing Manager Lori Lackner.

Gridiron Milk is available in a variety of flavours, including fat free, 1% and 2% white; fat free and 2% chocolate; and fat free strawberry.

Midwest Dairy believes Gridiron Milk will help increase the number of schools offering New Look of School Milk, a programme that presents milk prominently in attractive plastic containers that appeal to students.

## Old Home Foods goes organic with locally produced US milk

Minnesota, US based **Old Home Foods** has added a locally produced organic milk to its portfolio. The company believes that by sourcing the milk locally, it is able to reduce the carbon footprint on the environment and provide consumers with the freshest milk possible without using ultra pasteurisation techniques to extend shelf life.

Old Home's Organic milk cartons are also made with renewable energy and are 100% recyclable.

"Organic products are in high demand from today's consumers who care more about health, community and



environment," says Old Home Vice President of Sales and Marketing Dave Holdsworth. "The timing is perfect to offer locally produced organic milk for those individuals and families seeking the pure and wholesome benefits of milk without the worry of antibiotics, synthetic hormones or pesticides."

Old Home Organic milk is certified by the **Midwest Organic Services Association (MOSA)**. It is available in gallon and half gallon sizes in whole, 2%, 1% and skim varieties.

## WheyUP goes national in US and moves from cans to plastic

**WheyUP**, the Original Protein Drink with Energy, launched its nationwide campaign with a distribution deal with retail giant **GNC**. WheyUP is the first product of its kind that combines a protein drink with an energy drink.

WheyUP represents a breakthrough in the sports drink market. It combines 20 grams of whey protein with an energy formula in a sugar free, non carbonated beverage. WheyUP is sold in ready to drink,



resealable 16oz plastic bottles. Previously, the sports beverage was sold in 16oz cans in the test market.

WheyUP has introduced a new flavour, tropical citrus, which complements the company's popular wild berry flavour. Both flavours will make their debut in the new plastic bottles and two more flavours are planned for later this year.