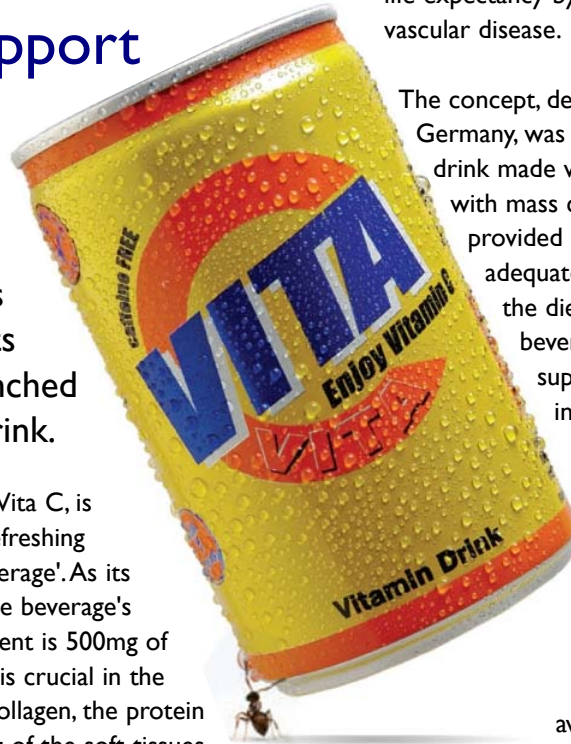




New drink offers vital support

Australian company **Health Heart Australia** is promoting its recently launched vitamin C drink.

The drink, called Vita C, is described as a 'refreshing multi-vitamin beverage'. As its name suggests, the beverage's key active ingredient is 500mg of vitamin C, which is crucial in the maintenance of collagen, the protein which holds most of the soft tissues of the body together. It is also vital in the utilisation of amino acids and enhances the absorption of iron from vegetable sources. The company also cites research evidence that substantial doses of vitamin C taken regularly



over the course of years can prolong a person's life expectancy by lowering the probability of vascular disease.

The concept, devised and developed in Germany, was to produce a carbonated soft drink made with German sourced ingredient, with mass consumer appeal, which also provided a simple approach to ensuring adequate vitamin and mineral intake in the diet. The caffeine- and taurine-free beverage is intended as a daily supplement due to the body's inability to produce or store vitamins C and B. It also contains vitamins B12, B6, B2, B3 and the minerals calcium and magnesium.

The beverage has initially been launched across the Middle East region and is available through a range of outlets including retailers, convenience stores, petrol stations, chemists, schools and sports clubs. The company hopes to extend distribution to target key markets across the European Union, Asia, North and Latin America.

www.healthyheartme.com



Nutritious kick-start for Australian consumers

Dairy Farmers launches its first fresh fruit and dairy smoothie, Rise. Introduced to the market in the autumn, Rise is made with Dairy Farmers' award-winning milk sourced from farms across Australia, and is available in three flavours: Mango, Banana and Honey, and Berry Tropical.



The beverage contains ten essential nutrients to sustain energy levels: protein, calcium, carbohydrates, magnesium, pantothenate, phosphorous, vitamins B1, B2, B12, and zinc. Rise has a low glycaemic index (GI) rating, is 99% fat free, contains no artificial colours, flavours or preservatives, and is gluten free.

The product provides an all day snacking solution, which consumer research indicated will

be consumed most frequently for breakfast or mid morning and mid afternoon during typical energy drop-off times. John Wardley, Dairy Farmers General Manager for Marketing and Innovation, commented, "Rise is designed for busy young men and women who juggle work, study, family and social lives and don't have time to sit down for a meal but still want to eat healthily and maintain energy levels."

To spearhead the launch of Rise, Dairy Farmers developed 30 second and 15 second television commercials which have aired nationally. This was augmented by magazine advertisements, bus side posters, floor media and scrolling eyelites. In addition, Dairy Farmers has undertaken a sampling campaign to raise awareness. Rise is packaged in a convenient 260ml sipper cup format - similar to a takeaway coffee cup - meaning it can be consumed on the go. The beverage is currently available in Australian supermarkets, convenience stores, local milk bars and corner stores with a recommended retail price (RRP) of AU\$3.49.

www.dairyfarmers.com.au