

## BEVERAGES

### A Healthy Alternative

Lassi Drinks debuts La Yoghi, a healthy alternative to sodas and other beverages. Inspired by the ancient yogurt drink called "lassi," La Yoghi is a yogurt-based smoothie made with fresh fruit and specially selected probiotics. Three flavors are available, including strawberry, mango and banana.



**Contact:** Lassi Drinks LLC, 4199 Campus Drive, #550, Irvine, CA 92612; (949) 798-5008; fax (949) 760-8212; [www.layoghi.com](http://www.layoghi.com).

### Premium On-the-Go Drinks

Florida's Natural® Brand is on the move with a new premium, single-serve product. Perfect for grab-and-go, the Florida's Natural® Brand Not-From-Concentrate products are available in a 100% Orange Juice, 100% Ruby Red Grapefruit Juice, 100% Apple Juice and a Homestyle Lemonade. With the taste of a not-from-concentrate juice, these refrigerated products are available in a 10.1 oz., 16 oz. and a 1-liter (33.8 oz.) size. They offer a long shelf life while maintaining the quality of a premium juice.



**Contact:** Florida's Natural Brand, 20205 Highway 27 North, Lake Wales, FL 33859; (863) 676-1411; fax (863) 678-0652; [www.floridasnatural.com](http://www.floridasnatural.com).

### For Added Energy

Impulse Energy USA offers Impulse Energy Drinks that combine great taste, functionality and modern packaging. Impulse Extreme Energy is the newest addition to the line.



**Contact:** Impulse Energy USA, 3553 NW 50th Street, Miami, FL 33142; (305) 634-1334; [www.impulseeenergy.com](http://www.impulseeenergy.com).

### Water Beverages Enhanced

Sportables LLC is partnering with the Enjoy The Game sportsmanship organization to launch a new line of enhanced water beverages under its SportWave brand specifically developed for kids active in sports.

SportWave Vitamin Infused Water is available in kid-size 12-oz. bottles in an attractive new 12-ct. multi-pack. The 12-pack comes in two flavors, Berry Bash and Cherry Slam, and is fortified with eight vitamins and nutrients. SportWave is also enhanced with natural flavors and sweeteners and contains no high fructose corn syrup or artificial colors. SRP is \$5.99. Beverage racks, coolers and signage are available as part of a comprehensive merchandising program.



**Contact:** Sportables LLC, 16814 NE 126th, Kearney, MO 64060; (816) 628-1229; [www.sportables.net](http://www.sportables.net).

### True Decadence

Bravo! Brands offers new DOVE Decadent Chocolate Milk, featuring the rich, silky smooth taste of DOVE Chocolate in a bottle. Available in both milk and dark chocolate, the line is 100 percent real milk in single-serve, 8-oz. bottles.



**Contact:** Bravo! Brands, Inc., 11300 U.S. Highway #1, #400, North Palm Beach, FL 33414; (561) 625-1411; fax (561) 625-1413; [www.bravobrands.com](http://www.bravobrands.com).

### Blueberry with Benefits

Eurobubbles offers all-natural traditional French sparkling lemonade that is low in sugar and combines the crispy taste of lemon with the benefits of pomegranate and blueberry. It balances sourness from the pomegranate and the sweetness of the blueberry for a refreshing taste. It is available in the company's signature 25.4-oz. embossed glass bottle with a swing top as well as a convenient 11.2-oz. single serve glass bottle with twist off top.



**Contact:** Eurobubbles, Inc., 58 Union Street, Ashland, MA 01721; (508) 881-9900; fax (508) 881-9918; [www.eurobubbles.com](http://www.eurobubbles.com).