

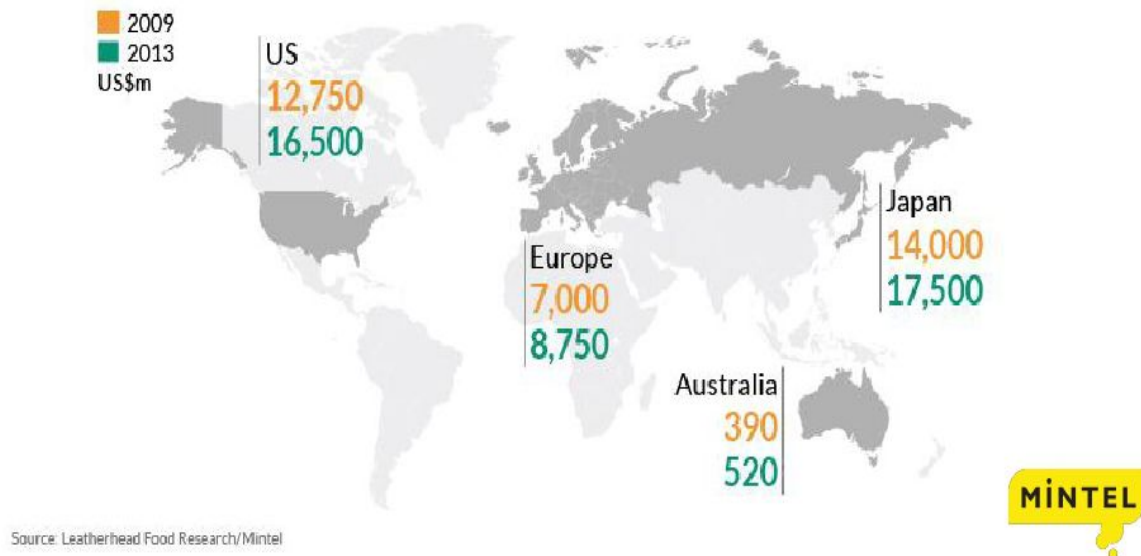
Global Trends Influence Asia-Pacific Food and Beverage Innovation & Innovative Products Presentation

Part One : Forecast of Future trends in the global food & drink

一、 Consumers like health benefits food & drink

1、 Consumers are prepared to invest in the health benefits offered by functional foods

Global functional foods market by value, 2009 and 2013



2、 Most market attractive product features in the following areas:

- (1) Gastrointestinal health care
- (2) Improve immunity
- (3) Contribute to bone health
- (4) Antioxidant
- (5) Conducive to cardiovascular health
- (6) Promoting or maintaining the function of the brain and nervous system
- (7) Slimming or Beauty

3、 Three major trends in the functional food innovation

(1) Consumer favour functional food products that deliver health benefits through natural food

Consumers tend to have the health benefits of natural food, so companies often add some natural & having a specific effect of the ingredients to satisfy customers, such as ginseng, green tea extract, milk protein

(2) Focus on the health needs of a particular sub-groups, targeted development of new products tend to make the product more competitive advantage, such as for

women's slimming or beauty effect;

(3) Innovative functional food evolved from a single function in the direction of complex functions.

4.Examples of innovative products

on the global market

V1000 Energy Drink

Company:	Besta International
Brand:	Dr. Tobi Vitamix
Category:	Sports and energy drinks
Subdivisions:	Sports drinks
Country:	Thailand
Shop Name:	7-Eleven
Shop Type:	Convenience Store
Shop Address:	Samutprakarn 10270
Date of publication:	April 2015
Price in local currency:	THB15.00
Price in USD:	0.49
Prices in Euros:	0.38



Product Description

Dr. Tobi Vitamix V1000 Energy Drink contains 12% white grape juice concentrate, vitamin B complex and ginseng extract. The mixed fruit flavoured drink is high in vitamin B1 and vitamin B12, which together with vitamin B6 helps the correct function of the brain system and muscles. The product is suitable for vegetarians and retails in a 120ml bottle.

Products Series	Flavor	Health Function
<u>V1000 Energy Drink</u>	Fruits Flavor	Brain and nervous system

Chocolate Malt Flavoured

UHT Milk

Company:	FrieslandCampina
Brand:	Enfaschool A+ 360° Mind Plus
Category:	Dairy
Subdivisions:	Flavored milk
Country:	Thailand
Shop Name:	Tesco Lotus
Shop Type:	Supermarkets
Shop Address:	Samutprakarn 10270
Date of publication:	April 2015
Price in local currency:	THB54.00
Price in USD:	1.79
Prices in Euros:	1.38



Product Description

Enfascchool A+ 360° Mind Plus Chocolate Malt Flavoured UHT Milk is said to provide 20 kinds of vitamins, minerals, fatty acid and choline. The formula is high in vitamin B12 and contains 3mg DHA per 180ml. It contains calcium and phosphorus that aid strong bones and teeth; zinc to help with body growth; vitamin B12 for maintaining the brain; iodine, which is the key component of thyroid hormones; and vitamin A that helps the eyesight. This halal certified product retails in a 3-ct. pack, with each unit weighing 180ml. The pack features a Marvel's Avengers Assemble design.

Products Series	Flavor	Health Function
Chocolate Malt Flavoured UHT Milk	Chocolate (not specified) & Malt	Bone Health Brain and nervous system
Barley Malt Flavoured UHT Milk	Barley & Malt	

Chocolate Sandwich Biscuit

Company:	Pepsi-Cola Far East Trade
Distributor:	DKSH
Importers:	PepsiCo
Brand:	Quaker
Category:	Bakery
Subdivisions:	Sweet biscuits / cookies
Country:	Malaysia
Country of manufacture:	Philippines
Importation:	Imported Products
Shop Name:	Aeon
Shop Type:	Supermarkets
Shop Address:	Kuala Lumpur 59200
Date of publication:	April 2015
Price in local currency:	MYR7.90
Price in USD:	2.30
Price in Euro:	1.78



Product Description

Quaker Chocolate Sandwich Biscuit is made with the goodness of Quaker Oats and is high in fibre, with wholegrain oats that can help keep the customer on the go. It is a source of protein, essential for growth and development and helps in tissue building and growth; as well as a source of calcium, which aids in the development of strong bones and teeth. The halal certified product retails in a 180g pack containing 6 x 30g sachets.

Products Series	Flavor	Health Function
Chocolate Sandwich Biscuit	Chocolate (not specified)	Bone Health

[Vanilla Flavour Sandwich Biscuit](#) Vanilla

Orange Blast Flavoured Drink

Company: Heinz
Brand: Glucon-D
Category: Sports and energy drinks
Subdivisions: Energy Drinks
Country: INDIA
Shop Name: Apollo Pharmacy
Shop Type: Pharmacy
Shop Address: Gurgaon 122001
Date of publication: April 2015
Price in local currency: INR115.00
Price in USD: 1.98
Price in Euro: 1.53



Product Description

Glucon-D Orange Blast Flavoured Drink contains real orange powder and nutrients for an active and healthy lifestyle. When mixed with water, the drink contains glucose which is the fastest energy source for the body and only energy source for the brain; vitamin C which helps in iron absorption and building immunity; minerals like phosphorus that is essential for energy production and storage, and calcium that helps build healthy bones and teeth. The vegetarian product is marketed for children and retails in a 500g pack and makes 20 glasses of drink.

Products Series

[Orange Blast Flavoured Drink](#)

Flavor

Orange

Health Function

Bone Health

Brain and nervous system

Improve immunity

[Rose Splash Flavoured Drink](#)

Rose

Taro Flavour Yogurt Jelly Cup

Company:	Thai Binh Duong
Brand:	Ami
Category:	Candy
Subdivisions:	Other Candy
Country:	Vietnam
Country of manufacture:	Vietnam
Importation:	Non-import
Shop Name:	OceanMart
Shop Type:	Supermarket
Shop Address:	Hanoi 100000
Listing Type:	New Product
Price in local currency:	VND12200.00
Price in USD:	0.62
Price in Euro:	0.48



Product Description

Ami Thach Sua Chua Huong Khoai Mon (Taro Flavoured Yogurt Jelly Cup) is made with *L. bulgaricus* and *S. thermophilus* which are said to be good for the digestive system. The product is claimed to beautify the skin and relieve skin disorders; make hair healthy and smooth; strengthen the immune system; reduce cholesterol levels; be good for treating arthritis; release stress; and help consumers gain a slim figure. The product retails in a 300g pack.

Products Series

Products Series	Flavor
Taro Flavour Yogurt Jelly Cup	Taro & Yogurt

Health Function
Favorable cardiovascular health
Gastrointestinal health care
Beauty
Improve immunity
Slimming

Melon Flavour Yogurt Jelly Cup	Melon & Yogurt
Fruit Flavour Yogurt Jelly Cup	Fruits

Sweetened Yogurt

Company: SMPL
Brand: Anhaar
Category: Dairy
Subdivisions: Spoon to eat yogurt
Country: Pakistan
Shop Name: Al-Fatah Shopping
Mall (DHA)
Shop Type: Supermarket
Shop Address: Lahore 54810
Date of publication: April 2015
Price in local currency: PKR85.00
Price in USD: 0.91
Price in Euro: 0.70



Product Description

Anhaar Sweetened Yogurt is made from fresh milk and contains probiotics for a healthy digestive system. It is an ultimate source of calcium, and contains high biological value protein, vitamin A to improve eyesight and vitamin B2 to strengthen immunity. This rich, creamy, healthy and nutritious yogurt is described as an ideal meal supplement, and makes food tastier. The product is free from added preservatives and retails in a 400g pack, featuring the Facebook logo.

Products Series	Flavor	Health Function
Sweetened Yogurt	No flavor Added/ Original Taste	Gastrointestinal health care Improve immunity
Mint Yogurt	Peppermint	
Plain Yogurt	No flavor Added/ Original Taste	

Peach Juice Drink

Company:	Al-Hilal Industries
Brand:	Fresher
Category:	Juice
Subdivisions:	Fruit / flavored drink
Country:	Pakistan
Shop Name:	Hyperstar
Shop Type:	Supermarket
Shop Address:	Lahore 54810
Date of publication:	April 2015
Price in local currency:	PKR100.00
Price in USD:	1.06
Price in Euro:	0.82



Product Description

Fresher Peach Juice Drink is made from carefully selected fresh and fully ripened peaches with no preservatives, artificial colourings and flavourings. According to the manufacture, peaches help to reduce cholesterol in blood, and prevent cardiovascular and renal diseases, anemia, abdominal colic pins and rheumatism. They also charges and regenerates energetic reserves through its rich contents of sugar and carbohydrates. The peach contains 10-14% sugar, 2% proteins, ascorbic acid, iron, calcium, phosphorus, vitamin A, vitamin B1 and vitamin B2 to protect the nervous cells, to strengthen the natural immune system, to regulate intestinal and hepatic functions, and to regenerate the skin tissue. The low in sodium juice provides respectable amounts of the antioxidant and vitamin C in addition to the potassium and fiber. This product retails in a 1000ml recyclable pack.

Products Series

[Peach Juice Drink](#)

Flavor

Peach

Health Function

Antioxidant

Favorable cardiovascular health

Gastrointestinal health care

Bone Health

Brain and nervous system

Improve immunity

[Falsa Juice Drink](#)

[Mango Juice Drink](#)

Mango

Indian Gooseberry Candy

Company:	Natural Farms
Brand:	Natural's Bite
Category:	Candy and Gum
Subdivisions:	Medicinal Candy
Country:	India
Country of manufacture:	India
Importation:	Non-import
Shop Name:	Apna Bazaar
Shop Type:	Supermarket
Shop Address:	Mumbai 400058
Date of publication:	April 2015
Price in local currency:	INR50.00
Price in USD:	0.86
Price in Euro:	0.67



Product Description

Natural's Bite Meetha Amla (Indian Gooseberry Candy) is now available. The product is high in vitamin C, rich in antioxidant, reduces inflammation in joint pain, perfect fibre diet on constipation and helps in treatment of hair fall and scalp problems. It is suitable for vegetarians and retails in a 100g pack.

Products Series	Flavor	Health Function
Indian Gooseberry Candy	Indian gooseberry	Antioxidant Gastrointestinal health care

Avocado Juice

Company:	Adelphi TransAsia
Brand:	Mama Roz
Category:	Juice
Subdivisions:	Juice
Country:	Indonesia
Shop Name:	All Fresh
Shop Type:	Supermarket
Shop Address:	Jakarta Selatan 12160
Date of publication:	March 2015
Price in local currency:	IDR34400.00
Price in USD:	2.79
Price in Euro:	2.16



Product Description

Mama Roz Avocado Juice is made only from all natural ingredients, and is rich in natural fibre, vitamin and antioxidant to help strengthen the immune system and neutralise toxin. This fresh fruit juice is enriched with calcium, is free from fat and preservatives, and is described as ideal to serve as a nutritious breakfast. The product retails in a 600ml pack.

Products Series	Flavor	Health Function
Avocado Juice	Avocado	Antioxidant Improve the immune system (functional)
Soursop Guava Juice	Soursop & Guava	
Veggie Magic Juice	Veggie	
Orange Mango Juice	Orange & Mango	
Apple Blackberry Juice	Apple & Blackberry	
Veggie Power Juice	Veggie	

Tomato Juice

Company:	Diamond Cold Storage
Brand:	Diamond
Category:	Juice
Subdivisions:	Fruit / flavored drinks
Country:	Indonesia
Country of manufacture:	Indonesia
Importation:	Non-import
Shop Name:	All Fresh
Shop Type:	Supermarket
Shop Address:	Jakarta Selatan 12160
Date of publication:	March 2015
Price in local currency:	IDR34200.00
Price in USD:	2.78
Price in Euro:	2.14



Product Description

Diamon Jus Tomat (Tomato Juice) is rich in antioxidants and high in lycopene. The red pigment in tomatoes is said to be good for health with anti-ageing benefits. It also contains vitamin A, vitamin C and vitamin E to improve immunity and heart health. Other benefits include controlling blood pressure and blood sugar levels, decreasing lactic acid levels, reducing fatigue after exercise, is suitable for diets, reduces hunger pangs, eliminates wrinkles, reduces pigmentation, protects skin from UV damage, and is suitable for women during pregnancy, children of school age, adolescents, adults and the elderly. The halal certified product retails in a 946ml pack.

Products Series	Flavor	Health Function
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Products Series	Flavor	Health Function
Tomato Juice	Tomato	Antioxidant Anti-Aging Favorable cardiovascular health Beauty Improve immunity Slimming

Healthy Energy Drink

Company:	Ichi More Beverage
Brand:	Ichi More
Category:	Sports and energy drinks
Subdivisions:	Energy drink
Country:	China Mainland
Country of manufacture:	China Mainland
Importation:	Non-import
Shop Name:	darunfa
Shop Type:	Membership Stores
Shop Address:	nanchang 330002
Date of publication:	March 2015
Price in local currency:	CNY38.50
Price in USD:	6.47
Price in Euro:	5.00



Product Description

Ichi More Bao Jian Gong Neng Yin Pin (Healthy Energy Drink) is made using water, white granulated sugar, guarana seed extract, taurine, L-lysine hydrochloride, glycine, aspartic acid, leucine, isoleucine, valine, tryptophan, phenylalanine, threonine, methionine, citric acid, malic acid, sodium citrate, acesulfame-K, aspartame, edible citrus flavouring and concentrated natural mango juice as main ingredients, and is said to ease fatigue and strengthen immune system. This carbon neutral product is suitable for on-the-go, and retails in a 720ml multipack containing six 120ml units.

Products Series	Flavor	Health Function
Healthy Energy Drink	No flavor Added/ Original Taste	Improve immunity

Milk Chocolate Easter Egg with a Mini

Milk White Chocolate Lolly

Company:	KCL
Brand:	Wall's Mini Milk
Category:	Chocolate Candy
Subdivisions:	Chocolate festival loaded
Country:	United Kingdom
Country of manufacture:	United Kingdom
Importation:	Non-import
Shop Name:	Asda
Shop Type:	Supermarket
Shop Address:	London SW15 3DT
Date of publication:	March 2015
Price in local currency:	£1.85
Price in USD:	2.96
Price in Euro:	2.29



Product Description

Wall's Mini Milk Milk Chocolate Easter Egg with a Mini Milk White Chocolate Lolly is now available. This vegetarian product comprises a hollow milk chocolate egg and a chocolate lollipop with a soft and calcium enriched filling containing 270mg per lolly. It contains no artificial flavours or hydrogenated fat and provides 30% of the daily recommended calcium allowance, which is good for growing teeth and bones. The product retails in an 80g pack featuring a children's game.

Products Series	Flavor	Health Function
Milk Chocolate Easter	No flavor Added/	Bone Health
Egg with a Mini Milk	Original Taste	
White Chocolate Lolly	Milk Flavor (not specified)	

Organic Black Rice Milk

Company: Shinta Rama
Brand: Hotel
Category: Dairy
Subdivisions: Rice/ nuts / grains
and seeds made
Drink
Country: Indonesia
Shop Name: Lotte Mart
Shop Type: Supermarket
Shop Address: Jakarta 12940
Date of publication: March 2015
Price in local currency: IDR63000.00
Price in USD: 5.13
Price in Euro: 3.96



Product Description

Hotel Susu Beras Hitam Organik (Organic Black Rice Milk) is free from dairy, soy, nut, cholesterol, lactose and gluten, and is suitable for vegans. It is said that this milk is good for autism and cancer patients as it has a high antioxidant level. It is safe for people with high cholesterol and allergy to milk and nuts. The product retails in a 300g recyclable pack containing 10 x 30g sachets.

Products Series

[Organic Black Rice Milk](#)

Flavor

No flavor Added/
Original Taste

Health Function

Antioxidant

[Vanilla Flavour White Rice Milk](#)

Vanilla

[Chocolate Flavour Red Rice Milk](#)

Chocolate (not specified)

Chocolates with Stevia

Company: Steviasun
Brand: Steviasun Korysna Kondyters'ka
Category: Chocolate Candy
Subdivisions: Bulk chocolate
Country: Ukraine
Shop Name: MegaMarket
Shop Type: Supermarket
Shop Address: Kiev, str. Gorkogo, 50
Date of publication: March 2015
Price in local currency: UAH20.78
Price in USD: 0.83
Price in Euro: 0.64
Bar code: 4820035540465



Product Description

Steviasun Korysna Kondyters'ka Tsukerka Hlazurovana Shokoladom Zheleyna Nasoloda (Chocolates with Stevia) are made with stevia extract and agar-agar. Stevia extract is a 100% natural calorie-free sweetener that is known to regulate metabolism and normalize blood pressure as well as sugar and cholesterol levels in blood. Agar-agar is a seaweed rich in minerals and known for its beneficial properties. The GMO-free product retails in 150g pack.

Products Series	Flavor
Chocolates with Stevia	No flavor Added/ Original Taste

Health Function
Favorable cardiovascular health

Indian Gooseberry & Aloe Vera

Juice with Litchi Flavour

Company: Patanjali Ayurved
Brand: Patanjali
Category: Juice
Subdivisions: Fruit / flavored drinks
Country: India
Country of manufacture: India
Importation: Non-import
Shop Name: Patanjali
Chikitsalaya And
Swadeshi Utpad
Kendra
Shop Type: Health food store
Shop Address: Gurgaon 122011
Date of publication: March 2015
Price in local currency: INR5.00
Price in USD: 0.08
Price in Euro: 0.06



Product Description

Patanjali Indian Gooseberry & Aloe Vera Juice with Litchi Flavour is new to the range. This ayurvedic juice drink is suitable for vegetarians and can help support those suffering from anaemia, skin diseases, urinary problems, constipation and immunodeficiency, as well as increasing the body's immunity. This product retails in a 65ml pack.

Products Series Flavor

[Indian Gooseberry & Aloe Vera Juice with Litchi Flavour](#) Indian gooseberry & Aloe & litchi

Health Function

Gastrointestinal health care
Improve immunity

Almonds-n-Oats Cookies

Company:	Grainny's
Brand:	Grainny's Hearty Bakes
Category:	Bakery
Subdivisions:	Sweet biscuits / cookies
Country:	India
Shop Name:	Needs Gourmet
Shop Type:	Supermarket
Shop Address:	Gurgaon 122103
Date of publication:	March 2015
Price in local currency:	INR120.00
Price in USD:	2.00
Price in Euro:	1.55



Product Description

Grainny's Hearty Bakes Almonds-n-Oats Cookies are organic, 100% natural and healthy cookies made from 100% wholegrain. These vegetarian cookies are said to feature the delicate crispness, and subtle sweet flavours of almonds and oats. They also are full of vitamins, proteins and soluble fibre, which nourishes well, keeps one full longer, and is good for the skin and heart. The calorie smart and eco-positive product retails in a 120g pack.

Products Series	Flavor	Health Function
Almonds-n-Oats Cookies	Almonds & Oats	Favorable cardiovascular health
Finger Millet Cookies	No flavor Added/ Original Taste	
Sorghum Cookies	No flavor Added/ Original Taste	
Wheat-O-Nuts Cookies	Nut	
Banana Cake Biscotti	Banana	

Fruit Flavour Yogurt Jelly Cup

Company: Thai Binh Duong
Brand: Ami
Category: Candy & Gum
Subdivisions: Other Candy
Country: Vietnam
Country of manufacture: Vietnam
Importation: Non-import
Shop Name: Fivimart
Shop Type: Supermarket
Shop Address: Hanoi 100000
Date of publication: Feb 2015
Price in local currency: VND15400.00
Price in USD: 0.77
Price in Euro: 0.58
条形码: 8936033731845



Product Description

Ami Thạch Rau Cau Huong Vi Trai Cay (Fruit Flavour Jelly Cup) is now available. The product is claimed to beautify the skin and relieve skin disorders; make hair healthy and smooth; strengthen immune system; reduce cholesterol levels; to be good for treating arthritis; release stress; help consumers gain a slim figure; and for the digestive system. The ready-to-eat product retails in a 300g pack.

Products Series	Flavor
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Fruit Flavour Yogurt Jelly Cup	Fruits
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Health Function

Favorable cardiovascular health
Gastrointestinal health care
Beauty
Improve immunity
Slimming

Melon Flavour Yogurt Jelly Cup	Melon & Yogurt
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Taro Flavour Yogurt Jelly Cup	Taro & Yogurt
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Lingzhi Oolong Tea

Company:	Tan Hiep Phat
Brand:	Không Dô O°
Category:	Ready to drink beverages
Subdivisions:	Ready to drink (ice) tea
Country:	Vietnam
Shop Name:	Fivimart
Shop Type:	Supermarket
Shop Address:	Hanoi 100000
Date of publication:	Feb 2015
Price in local currency:	VND48200.00
Price in USD:	2.40
Price in Euro:	1.82



Product Description

Không Dô O° Tra Olong Linh Chi (Lingzhi Oolong Tea) is said to be a perfect combination of oolong and lingzhi extract for a refreshing drink. The product is claimed to detoxify the body, quench the thirst, enhance alertness, reduce cholesterol level, support a healthy heart, and enhance immune system. It retails in a 6 x 500ml pack.

Products Series	Flavor
Lingzhi Oolong Tea	Lingzhi

Health Function

Favorable cardiovascular health
Gastrointestinal health care
Brain and nervous system
Improve immunity

Energy Drink

Company:	Loi Hein
Brand:	Red Horse
Category:	Sports and energy drinks
Subdivisions:	Energy drinks
Country:	Myanmar
Country of manufacture:	Myanmar
Importation:	Non-import
Shop Name:	City Express - York Street
Shop Type:	Convenience Store
Shop Address:	Yangon 11111
Date of publication:	Feb 2015
Price in local currency:	MMK450.00
Price in USD:	0.47
Price in Euro:	0.35



Product Description

Red Horse Energy Drink revitalizes body and mind. It replenishes the body energy, revitalizes body function, relieves fatigue and improves concentration. The product retails in a 250ml can.

Products Series

[Energy Drink](#)

Flavor

No flavor Added/
Original Taste

Health Function

Brain and nervous system

Anpanman Chocolate on Stick

Company: Fujiya
Brand: Fujiya
Category: Chocolate Candy
Subdivisions: Chocolate festival
loaded
Country: Japan
Shop Name: Sanwa
Shop Type: Supermarket
Shop Address: Kohoku-ku,
Yokohama
222-0002
Date of publication: Jan 2015
Price in local currency: JPY270.00
Price in USD: 2.44
Price in Euro: 1.85



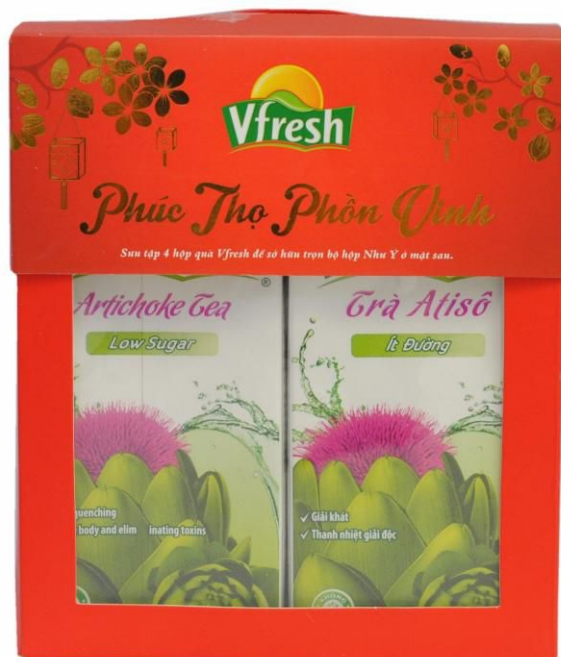
Product Description

Fujiya Anpanman Chocolate on Stick has been repackaged for Valentine's Day 2015. The limited edition product comprises one big Anpanman chocolate and individually-wrapped small Anpanman chocolates. It is formulated with added calcium and green tea polyphenols for dental health. It retails in a 42g pack. Launched on December 22, 2014 with an RRP of 270 yen.

Products Series	Flavor	Health Function
Anpanman Chocolate on Stick	No flavor Added/ Original Taste	Bones Health
Assorted Anpanman Chocolate on Stick	No flavor Added/ Original Taste	

Low-Sugar Artichoke Tea

Company:	Vinamilk
Brand:	Vinamilk Vfresh
Category:	Ready to drink beverages
Subdivisions:	Ready to drink (ice) tea
Country:	Vietnam
Shop Name:	Lotte Mart
Shop Type:	Supermarket
Shop Address:	Hanoi 100000
Date of publication:	Jan 2015
Price in local currency:	VND37800.00
Price in USD:	1.87
Price in Euro:	1.40



Product Description

Vinamilk Vfresh Tra Atiso It Duong (Low-Sugar Artichoke Tea) has been repackaged in a newly designed 2 x 1L pack bearing the FSC logo to celebrate Lunar New Year 2015. The product is described as a thirst quenching and detoxified drink that cools the body from inside and eliminates body's toxins. This tea is free from preservatives, and contains cynarine agent.

Products Series	Flavor
Low-Sugar Artichoke Tea	Artichoke

Health Function
Antioxidant

Sugar Free Mint Flavoured

Dark Chocolates

Company:	Diat Foods
Brand:	Sugarless Bliss
Category:	Chocolite
Subdivisions:	Chocolate Candy
	Individually wrapped chocolate
Country:	India
Shop Name:	Le Marche
Shop Type:	Department Stores
Shop Address:	Gurgaon 122001
Date of publication:	Dec 2014
Price in local currency:	INR190.00
Price in USD:	3.20



Price in Euro: 2.39

Product Description

Sugarless Bliss Chocolite Sugar Free Mint Flavoured Dark Chocolates have been relaunched from the former brand Sugarless Bliss Logl-i Chocolite. These chocolates contain 20% less calories than standard chocolates and are sweetened with Splenda, making them suitable for diabetics and dieters. They contain artificial sweetener and are fortified with zinc, magnesium and chromium. These chocolates are a good source of fibre and are free of cholesterol and trans fat, helping to improve insulin and glucose utilisation. This vegetarian product contains DHA to support cardiovascular health and retails in a 100g pack, featuring the Facebook and Twitter logos.

Products Series Flavor

[Sugar Free Mint](#)
[Flavoured Dark](#)
[Chocolates](#)

Health Function

Favorable cardiovascular health
Slimming

[Sugar Free Orange](#)
[Flavoured Dark](#)
[Chocolates](#)

Green Tea

Company: Omilk
Brand: OMilk
Category: Ready to drink beverages
Subdivisions: Ready to drink (ice) tea
Country: U.S.A
Shop Name: Whole Foods Market
Shop Type: Health food store
Shop Address: New York 10003
Date of publication: Nov 2014
Price in local currency: \$6.99
Price in Euro: 5.22



Product Description

OMilk Green Tea is made with creamy cashews, which are low in saturated fat and cholesterol that may reduce the risk of heart disease; and the highest quality organic matcha powdered green tea, which is claimed to have over 137 times the antioxidants of brewed green tea, and to provide mild, all-day energy and a great metabolism boost. The refreshing and invigorating product is made in small batches with all-natural ingredients, and has been treated with pressure, not heat. It is certified kosher, is free from gums, stabilizers and preservatives, and retails in a 16-fl. oz. recyclable bottle, featuring the links to the manufacturer's Twitter and Facebook pages.

Products Series[Green Tea](#)**Flavor**No flavor Added/
Original Taste**Health Function**Antioxidant
Favorable cardiovascular health**Kick-Ass Lemongrass Iced Tea**

Company: BayaniBrew
Brand: Bayani Brew
Category: Ready to drink beverages
Subdivisions: Ready to drink (ice) tea
Country: Philippines
Shop Name: Purple Nook
Shop Type: Traditional retail stores
Shop Address: Makati 1235
Date of publication: Oct 2014
Price in local currency: PHP80.00
Price in USD: 1.81
Price in Euro: 1.35

**Product Description**

Bayani Brew Kick-Ass Lemongrass Iced Tea is brewed from all-natural lemongrass and pandan. This product contains no artificial colours or flavours, is rich in vitamin C and other antioxidants that are said to be awesome for the health. It also contains the ideal blend of fruit and herb in every refreshing gulp and is made using local ingredients, which helps support organic farming communities and promotes countryside development. The iced tea contains less than 40 guilt-free calories per serving and retails in a 400ml recyclable bottle, bearing Twitter, Instagram and Facebook logos. The label is printed on rock paper, which is waterproof and treehugger-friendly.

Products Series[Kick-Ass Lemongrass Iced Tea](#)**Flavor**

Lemon Grass

Health Function

Antioxidant

[Purple Leaf Iced Tea](#)No flavor Added/
Original Taste

Chocolate Milk

Company:	I-Mei Food
Brand:	I-Mei
Category:	Dairy
Subdivisions:	Flavored milk
Country:	Chinese Taiwan
Country of manufacture:	Chinese Taiwan
Importation:	Non-import
Shop Name:	South Taiwan Supermarket Group-Wang Lai Chang
Shop Type:	Supermarket
Shop Address:	Tainan 70463
Date of publication:	Oct 2014
Price in local currency:	TWD119.00
Price in USD:	3.70
Price in Euro:	2.76



Product Description

I-Mei Chocolate Milk contains added vitamins B1, B2 and A and calcium, together with over 50% fresh milk. The manufacturer states that vitamin B1 and vitamin B2 help to keep the skin, heart, nerve system and metabolism healthy; vitamin A aids in skin and mucous membrane health; and calcium aids in bone and teeth development and blood coagulation. This product is suitable for lacto-vegetarians, and retails in a 2000ml pack.

Products Series

[Chocolate Milk](#)

Flavor

Chocolate (not specified)

Health Function

Favorable cardiovascular health
Bone health
Brain and nervous system

Hibiscus Green Tea

Company:	Langers Juice
Importer:	Jumax
Brand:	Langers
Category:	Ready to drink beverages
Subdivisions:	Ready to drink (ice) tea
Country:	Korea
Country of manufacture:	Korea
Importation:	Korea
Shop Name:	Lotte Department Store
Shop Type:	Department Stores
Shop Address:	Kyunggi-do 463-825
Date of publication:	Sept 2014
Price in local currency:	KRW2800.00
Price in USD:	2.60
Price in Euro:	1.94



Product Description

Langers Hibiscus Green Tea contains 104mg polyphenol antioxidants per serving and is sweetened with cane sugar. Hibiscus is a natural way to help get rid of excess salt and fluid, which may reduce high blood pressure, and help the heart pump more efficiently and jump start the diet. The kosher certified product is added with sencha green tea which is high in polyphenol antioxidants to help fight free radicals. It is said to help heart, kidney, liver and eye healthy, and retails in a 414ml BPA-free recyclable pack featuring Facebook code.

Products Series	Flavor
Hibiscus Green Tea	Hibiscus

Health Function
Antioxidant
Favorable cardiovascular health
Slimming

[Mango Black Tea with Mango](#)
[Oolong Tea](#)

Part Two: Containing Homology of Medicinal and Edible natural ingredients food & beverage emerged

1、TCM INGREDIENTS SPRANG UP IN CPG MARKET IN RECENT YEARS
DRIVEN BY ITS PROPERTIES COGNIZED BY CONSUMERS

2、Not only In order to increase consumer confidence in the product, but also from consumer awareness of Chinese medicine efficacy phase, Food companies tend to choose some "Medicinal and Edible" of Chinese medicine as a key ingredient.
Phase.

3、Product innovation trend is to add two or more herbal ingredients, through scientific compatibility, to enhance the function of the product.

4、Global Innovation Product Presentation:

Coca-Cola Karada Meguricha Blended

Oolong Tea

Company: Coca-Cola

Country: Japan

Date of publication: March 2015

Subdivisions: Ready to drink (ice) tea

Price in local currency: JPY159.00

Prices major currencies: \$1.39 / €1.07

Coca-Cola Karada Meguricha Blended Oolong Tea has been repackaged in an easy-to-pour, collapse-and-stack bottle. It is claimed to aid in general circulation and beauty. It retails in a recyclable 2L bottle. Launched on February 23, 2015 with an RRP of 335 yen.



Ingredients: Oolong tea, green tea, Houttuynia, bamboo shoots, eucommia tea, tea, lotus leaf, yellow tea, medlar, Satsuma orange peel, Chinese Hawthorn, ginseng, Reishi Mushroom, Vitamin C

Health Function: Beauty

Vi-one Phyllanthus Urinaria Tea Drink

Company: Vital

Country: Vietnam

Date of publication: March 2015

Subdivisions: Ready to drink (ice) tea

Price in local currency: VND11800.00

Prices major currencies: \$0.59 / €0.45

Vi-one Diep Ha Chau (Phyllanthus Urinaria Tea Drink) is made with fresh Phyllanthus urinaria tree extract, honey, lo han kuo, camomile, and mineral water. The product is claimed to help refresh the body, improve liver function, detoxify liver, reduce fat in blood and support a healthy digestive system. This drink retails in a 375ml pack.



Ingredients: Mineral water, Chamberbitter, honey, Mangosteen, licorice, chamomile, White Sugar, vitamin C

Health Function: Gastrointestinal health care

Ito En Densho No Kenkocha Healthy Ginseng Tea

Company: Ito En

Country: Japan

Date of publication: Nov 2014

Subdivisions: Ready to drink (ice) tea

Price in local currency: JPY128.00

Prices major currencies: \$1.15 / €0.86

Ito En Densho No Kenkocha Healthy Ginseng Tea combines green tea, Chinese golden oolong tea, three types of ginseng and six types of Japanese herbs. It is said to support everyday energy, and retails in a recyclable 350ml bottle. Launched on October 6, 2014 with an RRP of 162 yen..



Ingredients: Green tea, oolong tea, jujube extract, ginger extract, Korean ginseng extract / essence, Siberian Ginseng Extract, denshichi carrot (Panax notoginseng) extract, licorice extract, cinnamic bark extract, vitamin C

Health Function: Improve immunity

Kio Honey Pear Flavoured Black Tea

Company: Gidance Inter

Country: Thailand

Date of publication: July 2014

Subdivisions: Ready to drink (ice) tea

Price in local currency: THB20.00

Prices major currencies: \$0.56 / €0.42

Kio Honey Pear Flavoured Black Tea has been relaunched and is now available in a newly designed pack. This herbal refreshment is freshly brewed with 3G ingredients: ginseng; ginkgo; and goji berry that are grown without using chemicals. It is specially formulated with herbal extracts and other natural supplements to enhance the health benefits. The pasteuris...



Ingredients: Tea, fructose syrup, White Sugar, citric acid, Korean ginseng extract / essence, ginkgo biloba extract, Goji Extract, natural incense

Health Function: Antioxidant & improve immunity

Vosges Haut Chocolat Super Dark Pomegranate &

Goji Super...

Company: Vosges

Country: USA

Date of publication: Jan 2014

Subdivisions: Chocolate Block

Price in local currency: \$6.99

Prices major currencies: €5.22

Vosges Haut Chocolat Super Dark Pomegranate & Goji Super Foods & Dark Chocolate combines deep, dark chocolate with fellow super food ingredients. It contains goji berries, which have the highest protein concentration of any fruit with more amino acids, beta carotene, iron and vitamin C. It also contains glyconutrients, polyphenols, flavonoids and powerful an...



Ingredients: Dark chocolate (cocoa liquor, White Sugar, Cocoa Butter, Soy Lecithin, Vanilla), medlar, pomegranate powder, sea salt

Health Function: Brain and nervous system, anti-oxidation, favorable cardiovascular health, gastrointestinal health care

Vitacost Super Cacao Coconut Flavored Chocolate

Tablet ...

Company: Vitacost

Country: USA

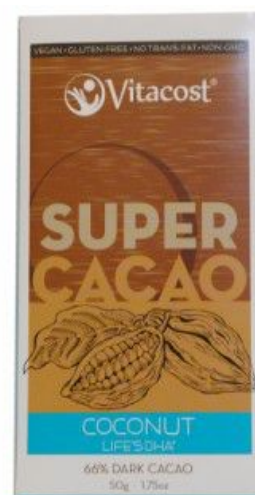
Date of publication: Dec 2013

Subdivisions: Chocolate Block

Price in local currency: \$2.39

Prices major currencies: €1.78

Vitacost Super Cacao Coconut Flavored Chocolate Tablet with Life's DHA is made with delectable, handcrafted Ecuadorian cacao blended with Madagascar vanilla, and then carefully infused with evidence-based and patented nutraceuticals, including lutein and probiotics which are good for healthy brain, eyes, heart, digestive and immune system, and it also contains...



Ingredients: Dark chocolate (cocoa liquor, cocoa liquor, White Sugar, Cocoa Butter, Soy Lecithin), life's DHA (32mg **) (algal omega-3 DHA (docosahexaenoic acid)), vanilla, cocoa, coconut butter, egg yolk fruit, coconut, CocoaNOURISH proprietary botanical blend (100mg **) (cocoa powder, cocoa extracts, Coffee Fruit Extract, green tea extract, **cinnamon extract**, Kuba prime, Aphanizomenon flos-aquae (phenethylamine, peas), rooibos tea extract, curcumin, resveratrol, pine bark extract, natural incense), GanedenBC30 probiotic Bacillus coagulans, coconut flavors, **Peruvian ginseng**, **cinnamon**, Kuba prime, sea salt, PalmNURISH proprietary antioxidant blend (10mg **) (Red Palm Oil, coconut oil, astaxanthin, Tocomin palm tocotrienols, lutein, lycopene, zeaxanthin, rosemary, cinnamon oil), almond flavor, vanilla oil
** organic ingredients ** amount per bar

Health Function: Antioxidant & improve immunity

Zhen Xin 7-Appetizer Hawthorn Drink

Company: Zhen Xin Canned Food

Country: China mainland

Date of publication: March 2015

Subdivisions: Fruit / flavored drinks

Price in local currency: CNY88.50

Prices major currencies: \$14.87 / €11.49



Zhen Xin Qi Ke Shan Zha (7-Appetizer Hawthorn Drink) is made using fried malt, Chinese yam and dried tangerine peel. This product is said to increase appetite and retails in a pack containing 15 x 150g bottles.

Ingredients: Water, Hawthorn, White Sugar, **Citrus, malt, yam**

Health Function: Gastrointestinal health care

Marks & Spencer Spiced British Apple Juice

Company: Marks & Spencer

Country: France

Date of publication: Jan 2015

Subdivisions: Juice

Price in local currency: €2.59

Prices major currencies: \$3.47

Marks & Spencer Jus de Pomme d'Origine Britannique (Spiced British Apple Juice) is a source of vitamin C, which increases iron absorption. It is made with hand picked best British apples in early autumn to create a crisp and refreshing juice, blended with fragrant clove, cinnamon, cassia, nutmeg, bay, allspice and juniper berries for a seasonal twist. The ve...



Ingredients: Apple juice, herbal extracts (clove extract, **cinnamon extract**, senna extract, **nutmeg extract**, bay extract, fragrant fruit extract, juniper), vitamin C

Health Function: Improve immunity & gastrointestinal health care

Ito En Daichi No Super Food Ginger & Apple

Cinnamon Con...

Company: Ito En

Country: Japan

Date of publication: Feb 2015

Subdivisions: Juice

Price in local currency: JPY151.00

Prices major currencies: \$1.36 / €1.03

Ito En Daichi No Super Food Ginger & Apple Cinnamon Concentrated Drink is a new variety. It features rich concentrated formula with 15g ginger and 5cc apple vinegar. It is said to aid in circulation. It has a 93% fruit juice content and retails in a recyclable 100ml pack. Launched on December 1, 2014 with an RRP of 205 yen.



Ingredients: Fruits and fruit products (apples, peaches), apple cider vinegar, **ginger**, **ginger extract**, Chinese Cinnamon Extract, Maltodextrin

Health Function: Beauty

Meiji Lime & Herb Flavour Refreshing Soda Throat

Lozeng...

Company: Meiji

Country: Japan

Date of publication: April 2015

Subdivisions: Medicinal Candy

Price in local currency: JPY188.00

Prices major currencies: \$1.68 / €1.30



Meiji Lime & Herb Flavour Refreshing Soda Throat Lozenges features a slightly fizzy texture and a fresh flavour to refresh the mind and clear the throat. It is made with lime juice and herbs including fennel, plantago and peppermint. This product retails in an 85g pack. Launched in April 2015. RRP not available.

Ingredients: White Sugar, glucose syrup, concentrated lime juice, herbal extracts (Chinese Plantain, fennel, mint), sorbitol, acidifier, sodium bicarbonate, flavors, colouring (dandelion flavonoids, gardenia yellow pigment)

Health Function: Throat Care

Dr. Weiss HerbalMed Original Swiss Herbal Pastilles

Company: Simply You

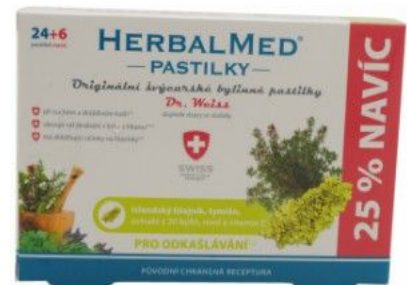
Country: Czech Republic

Date of publication: April 2015

Subdivisions: Medicinal Candy

Price in local currency: CZK106.00

Prices major currencies: \$4.49 / €3.47



Dr. Weiss HerbalMed Originální Svýcarské Bylinné Pastilky (Original Swiss Herbal Pastilles) are made according to the original recipe in Switzerland. The pastilles are formulated to provide relief from dry and irritating cough and sore throat, and have a calming effect on vocal chords, and help expectoration. The product contains Icelandic moss, thyme, extra...

Ingredients: White Sugar, glucose syrup, water, vitamin C, Iceland Moss Extract, honey, licorice extract, plantain leaf extract, blackberry leaf, peppermint extract, chamomile extract, eucalyptus extract, fennel extract, elderberry flower essence, Cornflower, Linden flower extract, lungwort leaf extract, mallow plants, Marigold, sage extract, yarrow, primrose flower extract, star anise extract, thyme extract, Verbascum plants, Pine Bud Extract, mint flavor, peppermint oil, eucalyptus oil, thyme oil, honey flavor, colouring (Spinach Extract, nettle extract)

Health Function: Enhance immunity, Throat Care

Xing Hai Clementine & Lemon Flavoured Throat

Lozenge

Company: Xing Hai Pharm

Country: Chinese Taiwan

Date of publication: April 2015

Subdivisions: Medicinal Candy

Price in local currency: TWD149.00

Prices major currencies: \$5.10 / €3.94

Xing Hai Clementine & Lemon Flavoured Throat Lozenge is made with multiple herbal extracts to help quench thirst, freshen breath and soothe the throat. This product retails in a 120g pack.



Ingredients: White Sugar, maltose, DL-Malic Acid, orange children Paris, lemon flavor, mint flavor, honey, **herbal extracts** (Mangosteen, leaves, grass jelly genus)

Health Function: Throat Care

Daiichi Sankyo Healthcare Lulu Orange Flavour

Throat Lo...

Company: Daiichi Sankyo Healthcare

Country: Japan

Date of publication: Jan 2014

Subdivisions: Medicinal Candy

Price in local currency: JPY288.00

Prices major currencies: \$2.60 / €1.94

Daiichi Sankyo Healthcare Lulu Orange Flavour Throat Lozenges are said to alleviate sore and swollen throat. The sugar-free product is formulated with four herbs and retails in a pack containing 2 x 6 lozenges. Launched on September 9, 2014 with an RRP of 288 yen.



Ingredients: cherry bark extract (12g), licorice extract, bellflower root, **ginger extract**, additives (MSG, acesulfame potassium, salt, L-menthol, Sodium DL-malate, hydrogenated glucose syrup, glycerol esters of fatty acid, orange flavor, in chain triglycerides, flavors)

Health Function: Gastrointestinal health care

Kanro Healthy Plum Throat Lozenge

Company: Kanro

Country: Japan

Date of publication: Oct 2014

Subdivisions: Medicinal Candy

Price in local currency: JPY204.00

Prices major currencies: \$1.92 / €1.43

Kanro Healthy Plum Throat Lozenge is reformulated and repackaged.

It now features a more refreshing flavour, and is now free from colouring. It is made with plum from Kishu, plum honey and herbs.

The product retails in an on-the-go 80g pack. Launched in mid-September, 2014 open-priced.



Ingredients: White Sugar, glucose syrup, plum extracts (plum sauce (apple), plum sugar extract, glucose syrup), concentrated plum juice, herbal extracts, plum syrup honey, plum extract, acidifier, edible spices, basil extract

Health Function: Dispersing heat

Dr. Tobi Vitamix V1000 Energy Drink

Company: Besta International

Country: Thailand

Date of publication: April 2015

Subdivisions: Sports drinks

Price in local currency: THB15.00

Prices major currencies: \$0.49 / €0.38

Dr. Tobi Vitamix V1000 Energy Drink contains 12% white grape juice concentrate, vitamin B complex and ginseng extract. The mixed fruit flavoured drink is high in vitamin B1 and vitamin B12, which together with vitamin B6 helps the correct function of the brain system and muscles. The product is suitable for vegetarians and retails in a 120ml bottle.



Ingredients: White grape juice concentrate, White Sugar, glucose, vitamins (vitamin A, vitamin C, vitamin E, vitamin B1, riboflavin, vitamin B6, vitamin B12, niacin, pantothenic acid, biotin, folic acid), calcium, magnesium, fine leucine, Korean ginseng extract / essence, citric acid, sodium benzoate, bright blue FCF, artificial flavor

Health Function: Brain and nervous system

Bode Hemaviton Jreng T8 Energy Drink

Company: Tempo Scan Pacific

Country: Indonesia

Date of publication: Oct 2014

Subdivisions: Energy Drink

Price in local currency: IDR4100.00

Prices major currencies: \$0.34 / €0.26



Bode Hemaviton Jreng T8 Energy Drink contains vitamin and is said to boost the stamina during hard work or sport activity. The product retails in a pack with six 4g sachets.

Ingredients: Taurine, 1,3,7 trimethylxanthine, **Korean ginseng extract / essence (Korean ginseng)**, niacinamide, pantothenic acid, pyridoxine hydrochloride, biotin (inositol), vitamin B12, lemon, mixed fruit flavors

Health Function: Improve immunity, brain and nervous system

XS Grapefruit Blast Energy Drink

Company: Amway

Country: Japan

Date of publication: Aug 2014

Subdivisions: Energy Drink

Price in local currency: JPY1730.00

Prices major currencies: \$15.53 / €11.59



XS Grapefruit Blast Energy Drink is fortified with four B vitamins and vitamin C added. It has zero calorie, sugar and carbohydrate, preservatives and colourants. It has less than 10% fruit juice content, and retails in a 6 x 250ml can. Launched on May 23, 2014 with an RRP of 1,900 yen.

Ingredients: Juice (lemon juice, grapefruit juice), **American ginseng extract**, **Korean ginseng extract / essence**, **Siberian Ginseng Extract**, litchi extract, flavors, malic acid, vitamin C, citric acid, L- glutamine, sweetener (Ann acesulfame, sucralose), caffeine, carrots, niacin, calcium pantothenate, vitamin B6, vitamin B12

Health Function: Relieve fatigue, brain and nervous system

Glucon-D Cool Mango Panna Flavoured Instant Energy Drink

Company: Heinz

Country: India

Date of publication: April 2014

Subdivisions: Energy Drink

Price in local currency: INR27.00

Prices major currencies: \$0.42 / €0.31

Glucon-D Cool Aam Panna Flavoured Instant Energy Drink (Mango Panna Flavoured Instant Energy Drink) comes with mint and khus to provide extra cooling power. According to the manufacturer, the product contains real fruit and herbs that are known to cool the body. It also contains pure glucose to keep one energized through summer. Raw mango is beneficial for h...



Ingredients: Glucose, White Sugar, citric acid, calcium phosphate, Green Mango Powder, natural food flavoring equivalents, black salt, salt, **herbal extracts (Khas-Khas Grass, perilla extract, peppermint extract, fennel extract)**, vitamin C, mango flavor, permitted natural colour (chlorophyll copper complex salt, turmeric pigment), nature-identical food flavorings

Health Function: Dispersing heat

Zipfizz Fruit Punch Flavored Healthy Energy Drink Mix

Company: ZipFizz

Country: USA

Date of publication: Dec 2013

Subdivisions: Energy Drink

Price in local currency: \$27.99

Prices major currencies: €20.90

Zipfizz Fruit Punch Flavored Healthy Energy Drink Mix contains 10 calories, no sugar and 2 net carbs per serving. This high electrolytes product provides 41.677% of vitamin B12, four to six hours of energy and is gluten free. It can be prepared by mixing with 16 to 20 fl. oz. of water and is said to transform water into a healthy sport/energy drink mix. The ...



Ingredients: proprietary blend: arginine, taurine, caffeine from guarana seed extract, grape seed extract, green tea extract, α - lipoic acid, **ginger, ginseng extract** other ingredients: citric acid, malic acid, potassium, glucose, ascorbic acid calcium, natural incense, magnesium glycinate, beetroot, potassium bicarbonate, sodium bicarbonate, silicon dioxide, sucralose, β - carotene, potassium citrate, ...

Health Function: Improve immunity, replenish energy, brain and nervous system

Baichen Golden Queen Tang Lobster, Abalone and Lily Biscuits

Company: Baichen Food

Country: China mainland

Date of publication: Sept 2014

Subdivisions: Savory biscuits

Price in local currency: CNY46.80

Prices major currencies: \$7.25 / €5.41



Baichen Golden Queen Tang Long Xia Bao Yu Bai He Bing (Lobster, Abalone and Lily Biscuits) are made with traditional Chinese medicine including wheat and Chinese yam. The biscuits are claimed to help maintain a good health. This product retails in a 120g pack.

Ingredients: Wheat flour, vegetable oil, White Sugar, potato, potato, **lilies**, lobster, abalone, salt, seasoning (protein, meat extract, White Sugar, algae, salt), food additives (ammonium bicarbonate, sodium bicarbonate, Calcium Bicarbonate, sodium metabisulfite, β - carotene, flavors)

Health Function: Improve immunity, gastrointestinal health care

TD ThaicoFc Bavina LotSee Butter Cookies

Company: Thai Duong

Country: Vietnam

Date of publication: August 2014

Subdivisions: Sweet biscuits / cookies

Price in local currency: VND26500.00

Prices major currencies: \$1.16 / €0.87



TD ThaicoFc Bavina LotSee Banh Cookie Hat Sen (Butter Cookies) have been relaunched under a new brand name, having previously been known as TD ThaicoFc LotSee. The product features lotus seed, which is claimed to be good for health. The product is said to be of a special quality and retails in a 350g pack containing individually wrapped cookies.

Ingredients: Wheat flour, White Sugar, vegetable oil, eggs, soybean meal, sodium carbonate, **lotus seeds**, corn starch, **sesame seeds**, emulsifier, butter, salt, porous substance, artificial flavor

Health Function: Favorable cardiovascular health

Doctor in the Kitchen Flackers Cinnamon & Currants

Flax...

Company: Dr. In The Kitchen

Country: USA

Date of publication: Oct 2014

Subdivisions: Savory biscuits

Price in local currency: \$5.69

Prices major currencies: €4.25

Doctor in the Kitchen Flackers Cinnamon & Currants Flax Seed Crackers are now available with a newly designed 5-oz. recyclable pack featuring Facebook, Twitter and YouTube logos. The kosher certified, vegan raw product is made from organic currants and organic flax seeds, which are sprouted making them easier to chew, digest and absorb. This product is free ...



Ingredients: Flaxseed, Zante Currant Raisins, cinnamon, apple cider vinegar, Mangosteen Extract

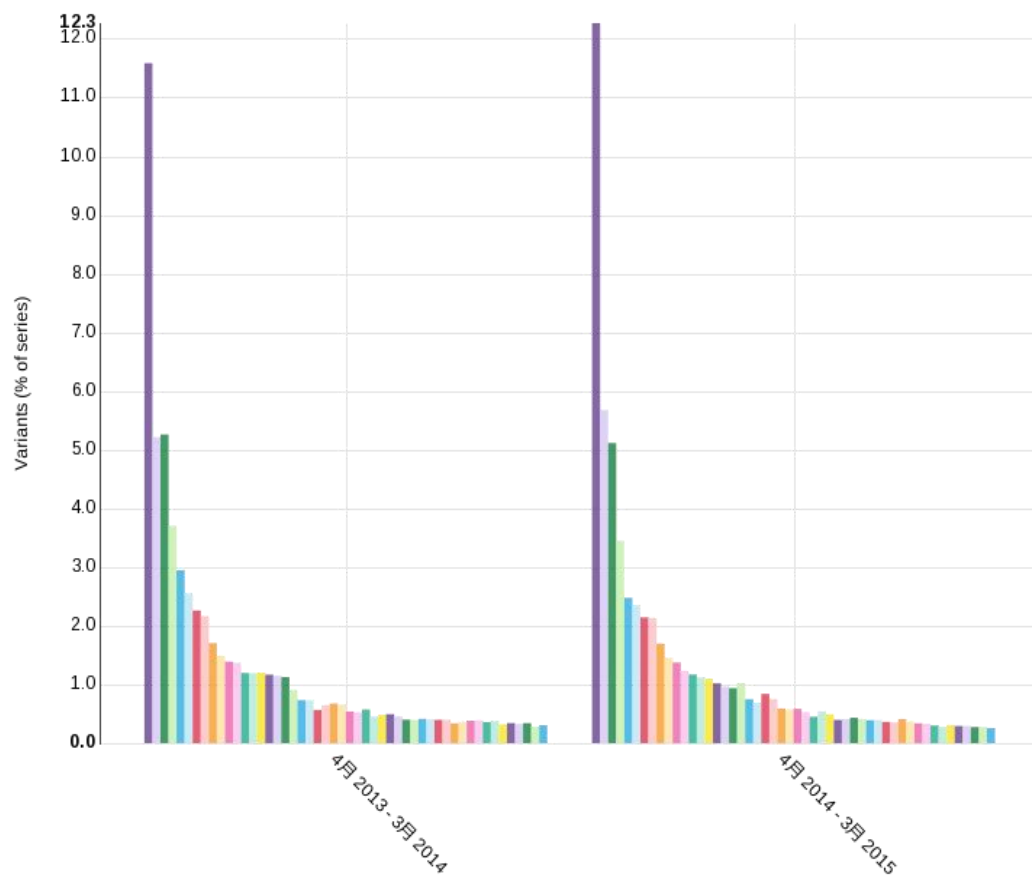
Health Function: Antioxidant, beneficial to cardiovascular health, gastrointestinal health care

Part Three: Delicious attraction-Consumers tend to taste more flavors innovative & combination of food & beverage

1. Analysis of Global New Products Database in recent two years, the top 50 flavors are as follows:

Date range: April 2013 - March 2015

Date of Publication VS Flavors (including Mixed Flavors)



- 未加香/原味
- 巧克力(未注明)
- 草莓
- 橙
- 水果
- 柠檬
- 苹果
- 香草
- 桃
- 椰子
- 芒果
- 葡萄
- 蓝莓
- 覆盆子/树莓
- 菠萝
- 黄油
- 牛奶巧克力
- 樱桃

- 焦糖
- 花生
- 可乐
- 榛果
- 蜂蜜
- 梨
- 蔓越莓
- 多种口味
- 芝麻(未注明)
- 石榴
- 西瓜
- 杏
- 椒样薄荷
- 咸味
- 青柠
- 番石榴
- 奶酪(未注明)
- 黑加仑/黑醋栗

Additional data points cannot be displayed

Flavors (including Mixed Flavors)	Apr 2013 - March 2014	Apr 2014 - March 2015	Total Sample
Original Taste	11.6%	12.3%	11.9%
Chocolate	5.2%	5.7%	5.5%
Strawberry	5.3%	5.1%	5.2%
Orange	3.7%	3.5%	3.6%
Fruits	3.0%	2.5%	2.7%
Lemon	2.6%	2.4%	2.5%
Apple	2.3%	2.2%	2.2%
Vanilla	2.2%	2.1%	2.2%
Peach	1.7%	1.7%	1.7%
Coconut	1.5%	1.5%	1.5%
Mango	1.4%	1.4%	1.4%
Grape	1.4%	1.2%	1.3%
Blueberry	1.2%	1.2%	1.2%
Raspberry	1.2%	1.1%	1.2%
Pineapple	1.2%	1.1%	1.2%

Butter	1.2%	1.0%	1.1%
Milk chocolate	1.2%	0.97%	1.1%
Cherry	1.1%	0.95%	1.0%
Mint	0.9%	1.0%	0.95%
Almonds	0.7%	0.76%	0.75%
Berries	0.74%	0.70%	0.72%
Milk	0.58%	0.85%	0.72%
Cocoa	0.66%	0.76%	0.71%
Banana	0.69%	0.6%	0.64%
Dark chocolate	0.67%	0.58%	0.62%
Flavors (including Mixed Flavors))	Apr 2013 - March 2014	Apr 2014 - March 2015	Total Sample
Caramel	0.55%	0.6%	0.57%
Peanut	0.53%	0.54%	0.54%
Coke	0.58%	0.46%	0.52%
Hazelnut	0.46%	0.55%	0.51%
Honey	0.5%	0.50%	0.50%
Pear	0.5%	0.41%	0.45%
Cranberry	0.47%	0.42%	0.44%
Mixed Flavors	0.41%	0.44%	0.43%
Sesame	0.40%	0.42%	0.41%
Pomegranate	0.42%	0.40%	0.41%
Watermelon	0.41%	0.40%	0.41%
Apricot	0.41%	0.37%	0.39%
Peppermint	0.41%	0.36%	0.39%
Savory	0.3%	0.42%	0.39%
Lime	0.4%	0.38%	0.37%

Guava	0.4%	0.35%	0.37%
Cheese	0.4%	0.3%	0.37%
Blackcurrant / cassis	0.4%	0.3%	0.34%
Passion Fruit	0.4%	0.3%	0.34%
Coffee	0.33%	0.32%	0.32%
Green Apple	0.35%	0.30%	0.32%
Composite tropical fruits	0.32%	0.32%	0.32%
Ginger	0.35%	0.28%	0.32%
Cream	0.3%	0.3%	0.3%
Strawberry & Banana	0.3%	0.3%	0.3%
Total Sample	100.0%	100.0%	100.0%

2、 In addition to the original flavor, chocolate, strawberry, orange, peach, etc. These traditional taste, we note coconut, mango maintained for two consecutive years in the tenth and eleventh , And 2014 compared to 2013 were same, indicating that these two very distinctive taste Southeast Asia being liked and accepted by consumers around the world.

3、 Mixed flavors, complex tropical fruit, strawberry & banana flavors,these three flavors together reached 1.0% in proportion , this figure can be ranging among the top 20.And 2014 compared to 2013 years are nearly same or increased slightly, indicating that consumers are more expectations and recognize flavors mixed product.

Ogale - Alphonso Mango Barfi

Company: Ms Shridhar Purushottam Ogale

Country: India

Date of publication: March 2015

Subdivisions: Other Candy

Storage:Stored at room temperature

Taste /Flavor:Mango



Lotte I° D - Tropical Fruit Flavoured Sugar Free

Chewing Gum

Company: Lotte Confectionery
Country: Chinese Taiwan
Date of publication: Nov 2014
Subdivisions: Chewing Gum
Storage: Stored at room temperature
Taste /Flavor: Tropical fruits



Diamond - Mango Juice

Company: Diamond Cold Storage
Country: Indonesia
Date of publication: March 2015
Subdivisions: Juice / flavored drinks
Storage: cold storage
Taste /Flavor: Mango



SisiBash - Mango Fruit Drink

Company: Channel International
Country: Malaysia
Date of publication: March 2015
Subdivisions: Juice / flavored drinks
Storage: Stored at room temperature
Taste /Flavor: Mango



Half - 100% Tropical Juice

Company: IN's Mercato
Country: Italy
Date of publication: March 2015
Subdivisions: Juice
Storage: Stored at room temperature
Taste /Flavor: Tropical fruits



I am SuperJuice - Coconut Water with Bits

Company: Grant Solutions

Country:United Kingdom

Date of publication: March 2015

Subdivisions: Juice

Storage: cold storage

Taste /Flavor:Coconut



Vital Fresh Smoothie - Strawberry & Banana Smoothie

Company: Jeronimo Martins

Country:Poland

Date of publication: March 2015

Subdivisions: Juice

Storage: Stored at room temperature

Taste /Flavor:Strawberry,Banana



V8 V-Fusion Vegetable & Fruit - Strawberry Banana 100% Juice

Company: Campbell Soup

Country:USA

Date of publication: Feb 2015

Subdivisions: Juice

Storage: Stored at room temperature

Taste /Flavor:Strawberry,Banana



V8 V-Fusion Vegetable & Fruit - Strawberry Banana

Juice

Company: Campbell Soup
Country: Peru
Date of publication: Feb 2015
Subdivisions: Juice
Storage: Stored at room temperature
Taste /Flavor: Strawberry, Banana



Peek Freans Farm House Cookies - Coconut Crunch

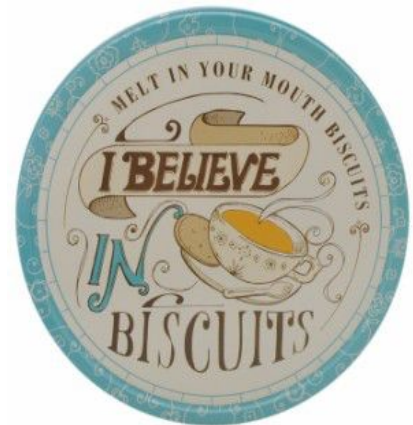
Cookies

Company: English Biscuit
Country: Pakistan
Date of publication: March 2015
Subdivisions: Sweet biscuits / cookies
Storage: Stored at room temperature
Taste /Flavor: Coconut



Jacobsens Bakery - Danish Cookies

Company: Jacobsens Bakery
Country: Belgium
Date of publication: March 2015
Subdivisions: Sweet biscuits / cookies
Storage: Stored at room temperature
Taste /Flavor: Mixed Flavors



Matilde Vicenzi - Assortment of Italian Traditional Pastries

Company: Vincenzi Biscotti

Country: Brazil

Date of publication: Feb 2015

Subdivisions: Sweet biscuits / cookies

Storage: Stored at room temperature

Taste /Flavor: Mixed Flavors



Little Lion - Karutha Kolumban Wafers

Company: Little Lion Associates

Country: Sri Lanka

Date of publication: Jan 2015

Subdivisions: Sweet biscuits / cookies

Storage: Stored at room temperature

Taste /Flavor: Mango



Kee Wah Bakery - Christmas Box Set

Company: Kee Wah Bakery

Country: HK

Date of publication: Dec 2014

Subdivisions: Sweet biscuits / cookies

Storage: Stored at room temperature

Taste /Flavor: Pineapple, mango, chocolate, raisins, oatmeal, nougat, almonds, cranberries, pumpkin seeds



Nabisco Honey Maid Teddy Grahams - Strawberry and Banana Graham Cookies

Company: Mondelez

Country: Mexico

Date of publication: Sept2014

Subdivisions: Sweet biscuits / cookies

Storage: Stored at room temperature

Taste /Flavor: Strawberry, Banana



ITC Candyman Fruitee Fun - Fruit Flavoured Candy

Company: Prayagh Nutri Products

Country: India

Date of publication: March 2015

Subdivisions: Hard candy

Storage: Stored at room temperature

Taste /Flavor:Banana, mango, orange, pineapple



Red Bull The Yellow Edition - Tropical Energy Drink

Company: Red Bull

Country: USA

Date of publication: March 2015

Subdivisions: Energy Drink

Storage: Stored at room temperature

Taste /Flavor: Tropical fruits



The Jelly Bean Factory - Gourmet Jelly Beans

Company: Aran Candy

Country: Netherlands

Date of publication: March 2015

Subdivisions: Soft candy and QQ candy

Storage: Stored at room temperature

Taste /Flavor:Coke, cotton candy, marshmallows agents, grape, bubblegum, red orange, pomegranate, kiwi, strawberry, Wild Cherry, iced fruit juice rum, cinnamon, caramel, popcorn, sour, lemon, pear, butter, hard candy, bananas half-sectional strip, licorice, mango, latte, raspberry, blackberry, lemon, lime, blueberry, watermelon, tropical fruit, punch alcohol, green apple, pineapple, cranberry, apple, peach, Vanilla (French), strawberries, grapefruit (pink), mint, passion fruit / passion fruit, coconut



Kino Candy - Mango Flavoured Chewy Candy

Company: Morinaga Kino

Country: Indonesia

Date of publication: March 2015

Subdivisions: Soft candy and QQ candy

Storage: Stored at room temperature

Taste /Flavor:Mango



Clover Valley - Tropical Fruit Flavored Snack

Company: Dolgencorp

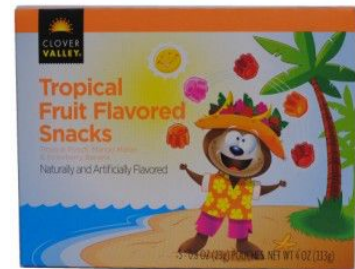
Country: USA

Date of publication:Feb 2015

Subdivisions: Soft candy and QQ candy

Storage: Stored at room temperature

Taste /Flavor:Mango, melon, tropical fruit punch alcohol, strawberry, banana



AriZona - Half Iced Tea & Half Tropical

Company:Arizona Beverage

Country: Columbia

Date of publication: March 2015

Subdivisions: Ready to drink (ice) tea

Storage: Stored at room temperature

Taste /Flavor:Tropical fruits



Pokka - Mango Milk Drink

Company: Pokka

Country: Malaysia

Date of publication: March 2015

Subdivisions: Flavored milk

Storage: Stored at room temperature

Taste /Flavor:Mango



Riska - Coconut Flavoured Milk

Company: Alföldi Tej

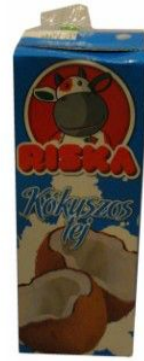
Country: Hungary

Date of publication: March 2015

Subdivisions: Flavored milk

Storage: Stored at room temperature

Taste /Flavor:Coconut



Iögo Probio - Strawberry-Banana,

Raspberry-Cranberry, Blackberry-Blueberry,

Peach-Mango Probiotic Yogurt

Company: Ultima Foods

Country: Canada

Date of publication: April 2015

Subdivisions: spoon to eat yogurt

Storage: cold storage

Taste /Flavor:Strawberry, banana, raspberry, cranberry,
blackberry, blueberry, peach, mango



Dutch Mill Dutchie - Blue Hawaii Yoghurt

Company: Dutch Mill

Country: Thailand

Date of publication: March 2015

Subdivisions: spoon to eat yogurt

Storage: cold storage

Taste /Flavor: Rambutan, pineapple, coconut



Jalna - Pure Yogurt with Mango

Company: Jalna Dairy Foods

Country: Australia

Date of publication: March 2015

Subdivisions: spoon to eat yogurt

Storage: cold storage

Taste /Flavor: Mango



Chobani - Strawberry Banana Low Fat Greek Yogurt

Company: Chobani

Country: USA

Date of publication: March 2015

Subdivisions: spoon to eat yogurt

Storage: cold storage

Taste /Flavor: Strawberry,Banana



Yoplait Greek 100 Calories Whips! - Tropical Fat

Free Yogurt Mousse

Company: Yoplait

Country: USA

Date of publication: Feb 2015

Subdivisions: spoon to eat yogurt

Storage: cold storage

Taste /Flavor: Tropical fruits



Elovi - Mango Flavored Yogurt

Company: Elovi Food & Beverage

Country: Vietnam

Date of publication: Jan 2015

Subdivisions: spoon to eat yogurt

Storage: cold storage

Taste /Flavor: Mango



Fruité P'tit Yaourt - Tropical Fruit & Kiwi-Pear-Apple

Flavoured Yogurt

Company: Fruité Entreprises

Country: France

Date of publication: Dec 2014

Subdivisions: spoon to eat yogurt

Storage: cold storage

Taste /Flavor: Tropical fruits, kiwi, pears, apples



Emmi Aktifit - Exotic Multi Fruits Drinking Yogurt

Company: Emmi

Country: Switzerland

Date of publication: April 2015

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: Tropical fruits



Yogurt Gloria Licuado - Strawberry and Banana

Flavored Partially Skimmed Yogurt

Company: Peru

Country: Switzerland

Date of publication: April 2015

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: Strawberry, Banana



Danone Actimel + - Strawberry-Banana Drinking

Yogurt

Company: Danone

Country: Switzerland

Date of publication: March 2015

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: Strawberry, Banana



Tirol Zero - Skimmed Yogurt with Coconut Pulp

Company: Lacticínios Tirol

Country: Brazil

Date of publication: March 2015

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: Coconut



Danone Actimel - Blueberry & Blackberry Drinking

Yogurt with L. Casei Imunitass

Company: Danone

Country: Russia

Date of publication: March 2015

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: Blueberry & blackberry



Candia Smoo'zy - Tropical Smoothie Fermented Milk

Drink

Company: Candia

Country: Morocco

Date of publication: Feb 2015

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: Tropical fruits



Laive Sbelt Bio Fibra Light - Passionfruit and

Linseed Yogurt with Probiotic Cultures

Company: LAIVE

Country: Peru

Date of publication: Dec 2014

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: passion fruit, flax



Marks & Spencer Active Health - Fat Free Tropical

Yogurt Shot Drinks

Company: Marks & Spencer

Country: United Kingdom

Date of publication: Oct 2014

Subdivisions: Yogurt drinks and liquid yogurt

Storage: cold storage

Taste /Flavor: Tropical fruits



4、Global Markets Innovative Products Presentation:

A、Biscuits:

1— Angelica Red Dates Biscuit

Biscuits embryo added a special natural angelica extract

Sandwich with natural red dates extract

Angelica dates synergistic compatibility with up blood, improve immune function

2— Hericium Crisp biscuit

with natural Hericium extract

Hericium with significant stomach stomach function

B、Candy:

1— Herbal Tea Hard Candy

Herbal tea containing plant extracts, herbal tea is the major component of honeysuckle, immortality, chrysanthemum, frangipani, paniculata with clearing and nourishing throat, clearing summer heat Anti-Thirst fuction.

2— Ginger Jelly Candy

with ginger extract

Ginger has the spleen and stomach, refreshing, antioxidant function

C、Yogurt:

1— Hericium mango yogurt

with Hericium extract and mango fruit

Sweet taste of ripe mango

Hericium Nourishing the stomach, mango skin whitening and contribute to cardiovascular health

2— Rose Red dates Wolfberry Yogurt:

Specially with roses, wolfberry and Red dates extract

with fresh roses special sweet flavor

Rose improve endocrine disorders, adjusting blood, promote blood circulation, Wolfberry

nourish liver and kidney, Smart head and nourishing,

Red date refresh and soothe the nerves and enrich the blood

D、 Lactobacillus Yoghurt Drinks:

1— coconut & pineapple & mango & yoghurt drink pumpkin & dates Yoghurt Drinks

with natural pumpkin and red dates juice

Mellow taste sweet and delicious

cardiovascular health, gastrointestinal health care and improve immune function

2— Brown Original taste yoghurt drinks (including tea extract):

with black tea extract

with gastrointestinal health care and antioxidant function

E、 Rose Pu'er Tea drinks

Flowers fragrant among Pu'er tea, Moist and Soft flowers fragrance diffuses gradually in mouth

Antioxidant, maintaining cardiovascular health, care for gastrointestinal health and function of fat digestion

F.- Functional drinks:

1— Ginseng energy drinks

Including expensive herbal containing ginseng extract

Quick energy, improve immunity, maintain cardiovascular health

2— Maca Energy Drink

Including a special "natural hormones engine" of the plant Maca extract

Maca contains two active plant ingredients, macamides) and macaenes, These two substances have a significant role keep the balance of body hormones

Maca is also nourishing the physical, drinking the product has energetic, exuberant spirit and anti-fatigue features.

G、 Juice:

1— Blackcurrant, Blackberry & Purple grape juice

Three kinds of delicious berries mix, giving the product a rich berry taste with pleasant

North America taste.

Have lower blood pressure, Antioxidant, care of eye health, maintain bone health function

2— Grapefruit & mango & pineapple & orange juice

It is a highly tropical fruit flavor of mixed fruit juice, sweet and sour taste fit

Antioxidant, improve immunity, maintain cardiovascular health

Ms.Ze Ke & Mr.James Yao

Guangzhou Flower Flavours & Fragrances Co., Ltd

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