

Warsteiner looks to non-alcoholic market

The Warsteiner Group is launching a new initiative to Middle-East Muslim countries with beverages in the non-alcoholic sector. iSi Pure Premium Malt, iSi Apple and iSi Lemon are non-fermented, non-alcoholic soft drinks on a malt basis. The iSi beverages are claimed to have a similar taste to that of soft drinks, but are manufactured differently. The products in the range are produced as a malted drink using an innovative process. The basic ingredients are just water, malt, hops and natural essences of apple and lime. The

Pure variety is isotonic and characterized by a light, malty taste with a discreet hint of hops. With iSi Apple, the smell and taste of fresh apples immediately stand out, as particular importance has been placed on using only natural apple aromas during manufacturing, which easily adapt to the light malt and hops taste. The same applies to the iSi Lemon variety.

Meanwhile in Germany, Warsteiner has revealed that it is launching a Chili and Lime flavored variety of its beer. The flavored beer joins Orange, Lime and Cola



flavored varieties. The drink is formulated with 60% original Warsteiner together with natural chili extracts and the fresh taste of lime. It contains 2.9% alcohol. The drink is being positioned towards consumers between 18-39 years of age. ■

Hibiscus finds soft drinks application

The Hibiscus Drinks Co. has launched what it is calling, “the first super flower drink on the UK and European drinks market.” Hib! is made from the calyx of the Hibiscus Sabdariffa flower bush which gives the drink its taste and health benefits. Hib! is available in four varieties – Hibiscus and Peppermint, Hibiscus and Grape, Lightly sparkling Hib! and Hib! cordial. The range of drinks contains no artificial

additives and are naturally free of caffeine.

Extracts from the hibiscus flower (also known as Indian Sorrel, Rosella or Florida cranberry) contain the naturally occurring antioxidants anthocyanins, which protect cells in the body. Hibiscus has been used for centuries around the world as a natural remedy to treat blood pressure, liver disorders and even cancer, the company writes. Scientists also believe that the

flower’s powerful antioxidants could have the same health benefits as red wine and tea and help control cholesterol levels and improve circulation. ■



Hain Celestial goes organic

The Hain Celestial Group has launched Saphara Whole-leaf teas in the US under the Celestial Seasonings brand, a range of whole-leaf teas and real fruit pieces that “burst with color and enticing aromas.” By combining familiar and emerging ingredients encompassing a spectrum of hues and textures, the line of blends is promoted as being, “as beautiful as they are delicious.” The teas are presented in a specially designed silken pyramid bag, which allows the tea to expand fully, revealing the depth and complexity of the flavors. The teabag is made from PA and is therefore completely biodegradable. The cartons are made from 100% recycled cardboard and vegetable-based biodegradable inks have even been used in printing the cartons.

The Saphara range is available in six varieties. Mango Ginger Green is a

naturally decaffeinated Darjeeling green tea blended with mango-ginger. Gen Mai Cha consists of the delicate sweetness of Sencha green tea, enhanced with the nutty flavor of toasted rice. Premier Estate Assam is based on Assam tea, which is grown near sea level, giving it a robust character and malty flavor.

Brilliant ruby-red safflowers provide a dash of color to the tea. Tropical Rooibos uses the rich, mellow flavor of rooibos, which provides a foundation for tropical flavors like coconut, lemongrass and orange in this naturally caffeine free blend. Saphara Blackcurrant Hibiscus uses rosehips from Chile, hibiscus from Africa and sweet blackcurrants from the Pacific Northwest in a product of global collaboration. The products have a



premium retail price of \$6.99.

Meanwhile Hain Celestial has also moved into the coffee sector, with the launch of a new organic coffee line. The range consists of five pouch packed 340g products: Vanilla Hazelnut, Caramel Mocha, Morning Thunder, French Roastroma and Decaf Morning Thunder. The coffees have been grown in the shade in order to allow them to ripen more. ■