

Non-Dairy Beverage Trends



Water, water everywhere

Sparkling and vitamin-enriched water also is a growing non-dairy trend, especially as consumers drink and shop smarter.

For example, Hint Essence Water offers zero calories, sweeteners or preservatives and is positioned as a healthy alternative to most sugar-filled juices and soda. Introduced in April 2005, the San Francisco-based company recently expanded its U.S. distribution and was selected as the official water sponsor for the Women's Professional Soccer League, which kicked off in March. The product comes in Hibiscus Vanilla, Watermelon, Honeydew Hibiscus and Blackberry, Mango-Grapefruit, Pomegranate-Tangerine, Lime, Raspberry-Lime, Peppermint, Pear, Tropical Punch, Cucumber and Strawberry Kiwi.

Additionally, Coca-Cola's Glacéau Vitaminwater last month launched a low-calorie line called Vitaminwater10, which contains 10 calories in each 8-ounce serving compared to the 50 calories of regular versions.

Others pushing the envelope include Arizona's Vapor Water, a vapor-distilled water infused with a blend of electrolytes to create clean, soft-tasting water. SOL Elixirs offers Solixir, a line of all-natural sparkling botanical beverages that blend sparkling spring water, pure fruit juice and more than 1,700 milligrams of standardized natural botanicals in each 12-ounce can "to hydrate the body and soul." The no-sugar-added lineup includes Blackberry Chamomile, Orange Mate and Pomegranate Ginger.

The juice is loose