

# Mageu gets smooth

 By [ActivRetail](#)

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Traditional African energy drink Mageu Number 1 is introducing the latest addition to the family, Mageu Number 1 Smooth, a smoother, creamier drink available in three new flavours: Lemon & Lime, Strawberry Cream, and Banana Custard.



Based on the Mageu Number 1 fermentation process but using a finer quality maize meal, the Smooth range is targeted at the black diamond female market.

This food beverage is low in fat, loaded with essential vitamins and contains added Vitamin C for an energy boost.

Mageu Number 1 Smooth is packaged in convenient 330ml containers in soft feminine colours with resealable caps.

The initial launch in July 2009 is concentrated on the Gauteng region and will be supported by sampling at select events over the July/ August 2009 period, including mall activations, advertorial in print media and in-store point-of-sale promotion.

“The launch of Mageu Number 1 Smooth is a natural extension of Foodcorp's popular Mageu Number 1 range, supported by the brand equity achieved through the original products. We noticed a demand for a smoother maize-based product, aimed at the female consumer, which the market identified with from their childhood. The product needed to highlight the health and energy benefits of a convenient tasty ‘meal’ for the women-on-the go,” concluded Mageu Number 1 marketing manager, Karin Fritz.

Mageu Number 1 Smooth will be positioned in the refrigerated section of major supermarkets and other retail outlets at a recommended launch price of R4.49 valid until the end of October 2009.

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