

New-look Ceres juices now with fruit cells

Ceres has enriched eight flavours in its 100% premium fruit juice range with fruit cells that enhance the flavour and adds texture, while the entire range is being simultaneously presented in sleek new packaging.



The new 1L prisma packs from Tetra Pak include an easy one-step opening that requires a simple twist of the screw-on cap - no pull-tabs or spillage. Keeping the environment in mind, the cartons are predominantly made from paperboard, a recyclable renewable resource.

Ceres' new 1L range with added fruit cells in prisma packs is available in eight selected flavours: Peach, Orange, Medley of Fruits, Full Moon Harvest, Whispers of Summer, Cloudy Apple & Pear, Ruby Grapefruit and Mango. The range contains no added sugar, preservatives or colourants and is rich in Vitamin C and minerals. It has a shelf life of 12 months.

The new packaging was designed by Just Design and Creative Performance and the printing was done by Tetra Pak.

The recommended retail price is R19.49 for 1L and the range will be available from 1 January 2015. The case configuration is 12 X 1L. An extensive national campaign will kick-off in February 2015 and will be supported by a national in-store launch campaign.