

New SpongeBob SquarePants from Liqui-Fruit

Liqui-Fruit has introduced the new 200ml fruit juice range, featuring SpongeBob SquarePants, designed by Cape Town-based agency, Calibre Brand Solutions.



"As South Africa's leading market innovator, it made sense to introduce excitement to the juice category with the launch of this range, which will give moms a fun lunchbox option for their tweens," says Liqui-Fruit's marketing manager, Beverly Wilson.

The range has apple, tropical, cherry and pineapple flavours that are free of colorants, preservatives and contain no added sugar. It is available in case configurations of 4 x 6 x 200ml and will retail for approximately R32.95 per six pack. It has a 12-month shelf life and will be available at all leading supermarkets and convenience stores countrywide from end June 2014.

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