

Resealable cap boosts active life enjoyment of Liqui-Fruit

Liqui-Fruit Vitality, with Superseed, is now available in an on-the-go 330ml carton pack size, with an innovative re-sealable DreamCap, ideal for those with busy and active lifestyles.

The flavours include Red Grape & Pomegranate, Strawberry & Blackcurrant and Blueberry & Blackcurrant. The range is made from super fruit with added Superseed, the company's trademarked name for grape seed extract, a powerful antioxidant. They are preservative free and high in Vitamins A, C and E.

The DreamCap 26 is one of the latest innovations from global packaging solutions company Tetra Pak and was developed after thorough research with a focus on consumer habits and needs. It was created to meet parameters such as easy to open and close, comfortable and convenient to drink from and the design won a Scanstar award in 2012 at the Scanpack fair in Gothenburg, Sweden.

"It made sense to introduce the range in a new 330ml carton pack size with an ergonomically designed re-sealable cap for on-the-go consumption," says Liqui-Fruit brand manager, Karen Veysey. "The new pack format is not only ideal for its active target market but will appeal to consumers seeking functional beverages."

The new 330ml packs join the existing 200ml pack, which is ideal for lunch boxes, and the 1 litre at home pack. To coincide with the launch of the 330ml pack, the whole range is sporting a fresh new look designed by Stellenbosch based agency, Just Design. The use of Tetra Pak allows for a 12-month shelf life.

The new 330ml Tetra Prisma pack will retail for approximately R9.49 and will be available at all leading supermarkets and convenience stores countrywide from April 2013.