

Sweetly by Nomu, Loxtonia's baobab cider and new Squish products

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In #FreshOnTheShelf, we round up some of our favourite food and beverage products that have hit the shelves recently.

Sweetly sugar substitute

Nomu has launched a low kilojoule granulated sugar substitute called Sweetly that promises to look, taste and smell just like real sugar. Notably, it's being marketed as having no cooling or bitter aftertaste, a common issue with sweeteners on the market.



The new sugar replacement is entirely plant-based, formulated with a blend of non-nutritive sweeteners and flavouring that make for a sweet taste and golden colour. According to Nomu, it's free from chemicals, is fully Kosher and Halaal and is endorsed by Diabetes South Africa.

Sweetly can be used to sweeten hot or cold drinks, or to sprinkle over yoghurt, cereal or fruit. Sweetly is available in a 400g resealable pouch at a RRP of R134.95 or in a box of 36 x 4.5g sachets available at a RRP of R75.95.

Loxtonia's African Sundowner Baobab Flavoured Apple Cider

South African cidery, Loxtonia, is officially launching its newest cider, the African Sundowner Baobab Flavoured Apple

Cider, in March this year.

The newest edition is made primarily from sundowner apples and extracts from the fruit of the baobab tree. Known as the 'tree of life', baobab fruits are bursting with antioxidants, electrolytes and essential minerals. It presents a slight tart flavour that complements the sweetness of the sundowner apple.



With fresh apple aromas and tropical fruit flavours, the cider pours a clear pale copper colour and is best served in a tall glass filled with ice.

Loxtonia's African Sundowner Baobab Flavoured Apple Cider will retail at a recommended selling price of R22.00 to R25.00 per 340ml bottle and is available to purchase on www.loxtonia.co.za.



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Squish yoghurt pouches and ready-to-eat jellies

Rhodes Food Group, producer of convenient baby and toddler food brand Squish, has added fruit and veg puree pouches with full cream yoghurt, and ready-to-eat fruit jellies to the range. Squish products are designed to provide parents with a range of convenient, quality products to help them on their weaning journey, from starting solids right through to childhood. The offering now comprises 30 product variants in total, including purees and pressed juices.

The thinking behind the new yoghurt pouches, according to the company, is that yoghurt is the second most popular infant food puree flavour and thus provides parents with a meal-time offering that extends the weaning journey for their young ones as they start to introduce dairy into their diets. Squish yoghurts are made from 100% fruit and vegetables with double cream yoghurt, not yoghurt powder. As with the rest of the range, the yoghurt purees are free from preservatives, colourants, flavouring and starch and come in four flavours.



The new Squish ready-to-eat jellies are also made with fruit, and free from gelatine, colourants, flavourings or preservatives. They serve as a convenient snack for both toddlers and parents.

Squish products are available nationwide at top end retail, wholesale and specialist chains – find the fruit and veg purees with yoghurt and the ready-to-eat jellies in the baby food section on shelf.

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