

Soft Drinks **Focu**

nity. If they have variety and choice, they are likely to stay in your pub longer."

Premium

Belvoir Fruit Farms has just launched Fruit Crush – a 'premium' 100 per cent juice produced in response to demand for soft drinks that are tasty, high quality and naturally additive-free. The four flavours are Pear and Raspberry, Apple and Blueberry, Apple and Elderflower, plus a new Blackcurrant and Apple variety.

Belvoir, which supplies the Met Bar in London and the Ha! Ha! Bar & Grill outlets, has seen sales rise 38 per cent in pubs as consumers upgrade.

"Consumers are no longer satisfied with run-of-the-mill soft drinks. Fruit Crush ticks all the boxes – a natural product,



which tastes delicious and doesn't contain any artificial additives or preservatives," says Pev Manners, managing director of Belvoir Fruit Farms.

This is backed up by recent Mintel research, which condemned high prices and poor quality draught products within the soft drink arena.

The Publican's own research shows that the price of the same soft drink in pubs very close to each other varies by as much as 200 per cent. A straw poll in Brighton, taken within the past month, showed that a pint of lime and soda varies between 75p and £1.55 in the same city.

And a fifth of customers, Mintel says, believe pubs "actively discourage" people from ordering soft drinks.

With this in mind, licensees might want to look at new and different products to excite consumers.

However, as many licensees are tied for soft drinks they will not be able to take on products beyond those supplied by the market

leaders. This hands an advantage to freetraders and others free of the soft drinks tie.

One niche new launch, pitched as a summer drink or an ingredient for fruity cocktails, is Cherrygood. It claims a range of health benefits, including antioxidants, melatonin to improve sleep and properties which reduce uric acid build-up and reduce muscle inflammation.

Indeed, another trend coming to the fore with soft drinks are those with health benefits. Appletiser has long promoted itself on its all-natural fruit juice ingredients that

