



PRESS RELEASE

hohes C introduces the new “Local Fruit” concept:

Line of healthy, delicious juices made from local fruits extended

Nieder-Olm, 5th January 2010. With its new **hohes C “Local Fruits”** sub-range, juice producer Eckes-Granini Deutschland will be introducing another innovative, timely product concept to the market in January 2010. hohes C “Local Fruits” offers a selection of healthy, delicious juices made of local fruits harvested at peak ripeness to preserve both the full fruit flavour and the optimum combination of nutritious natural ingredients.

hohes C “Local Fruits” is available in three new fruit combinations: apple and quince, apple and blackcurrant and apple and pear. The apples, quinces, pears, blackcurrants and elderberries used to make these juices are grown in Germany and Austria. Acerolas provide additional natural vitamin C. Like all hohes C fruit juices, these three varieties of the new sub-range contain 100 percent juice and are rich in natural vitamin C.

“With these new juices we are responding to increasing consumer demand for local products”, explains Stefan Müller, Marketing Director at Eckes-Granini Deutschland GmbH. Such aspects as sustainability, authenticity and natural quality are becoming more and more important for many consumers today. “A trustworthy brand backed by more than 50 years of tradition like hohes C is ideally equipped to meet this demand.”

By upgrading and modernizing its successful brand, the fruit juice producer aims to address new consumers and thus to expand its customer base and generate new potential for further growth. The new hohes C “Local Fruits” sub-range will be supported by a major media campaign comprising TV commercials, print ads, Internet advertising and PoS activities beginning in March 2010.



Product data: hohes C “Local Fruits”	
Varieties	Apple and Quince Apple and Blackcurrant Apple and Pear
Recipe/ Ingredients	100 % juice Rich in natural vitamin C
Packaging units	1.0 litre PET bottles

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