



PRESS RELEASE

The successful trio is now a quartet:

The popular subrange of hohes C “Local Fruits” has been expanded with the addition of a new and unusual fruit combination: apple and plum.

Nieder-Olm, January 2011. “Apple and Plum” is the new variety added by Eckes-Granini Deutschland to its successful **hohes C “Local Fruits”** subrange in January 2011. “Apple and Plum” is not only a newcomer to the hohes C range, it is also unique in the fruit juice market. Thus unusual fruit tandem is a delightful, delicately balanced combination of the flavours of juicy apples and fresh, ripe plums.

hohes C “Local Fruits” offers a selection of healthy, delicious juices made from local fruits harvested at peak ripeness – to preserve both their full flavour and an ideal mix of healthy ingredients as well. Like the established varieties, Apple and Quince, Apple and Blackcurrant and Pear, the fruits processed for the new Apple and Plum variety come from Germany and Austria. The acerola fruit provides additional natural vitamin C. Like all hohes C juices, the four “Local Fruits” varieties contain 100% juice and are rich in natural vitamin C.

“We want to add impetus to the successful development of the range with this new, unusual fruit combination,” says Stefan Müller, Marketing Director at Eckes-Granini Deutschland. More and more consumers today insist on sustainability, natural quality and authenticity when they shop. “With a traditional and trustworthy brand like hohes C, we can satisfy these needs perfectly.”

Since the launch of the “Local Fruits” subrange in January 2010, the company has succeeded in attracting new consumers for hohes C, extending the brand’s reach and generating new growth. And it has become clear along the way that young consumers are especially responsive to efforts to update and modernize the brand..

The popularity of hohes C “Local Fruits” is also documented by awards conferred on the basis of consumer and trade surveys. The range was named “Product of the Year” by the trade journal *Lebensmittel Praxis*, honoured as the most successful new product with the “HIT 2010” award and given the title “Bestseller” by the *Rundschau für den Lebensmittelhandel*.

hohes C “Local Fruits” will also be supported in 2011 (beginning in February) by a large-scale media campaign consisting of TV commercials, posters and Internet activities.