

FaVe Shakes Up Juice Sector

Why are you introducing FaVe Juice now? What major dietary trends in this country does it respond to?

We created FaVe to respond to three specific major trends: First, the need to increase daily vegetable and fruit intake; second, the need to reduce calorie intake; and third, the desire to avoid artificial sweeteners or other artificial ingredients.

What have you observed about these dietary trends?

Research done to support the U.S. Department of Agriculture's "MyPlate" shows that nine or 10 servings of fruit and vegetables a day is optimal to support good health. But most Americans are consistently failing to reach even half that level.

At the same time we have an obesity epidemic: Two-thirds of Americans are now overweight or obese. In 2010, 38 states had an obesity rate above 25%, while in 1991 no state had an obesity rate above 20%!

We've placed all these details and more in our free white paper, available on our website: www.favejuice.com/whitepapers.

What are the main ingredients in FaVe Juice and what flavors are available?

- Each 8-ounce serving contains:
- All-natural, 100% fruit and vegetable juice.
 - Three daily servings of vegetables.
 - Only 60 calories.
 - The antioxidant power of vitamins A and C.
 - No preservatives and no added sweeteners of any kind.

FaVe Juice comes in three delicious flavors: strawberry-banana-kiwi, pomegranate-blueberry-goji and orange-tangerine-pineapple. All are available in 46-ounce recyclable PET bottles at a suggested retail price of \$3.99.

Aren't there other juices on the market that combine high vegetable-juice content with fruit flavors?

Today, the best fruit-vegetable blends offer only one daily serving of vegetables. The best all-vegetable blends offer only two daily servings. FaVe Juice, on the other hand, provides three full servings of vegetables.

In addition, the leading fruit-vegetable blends have between 110 and 170 calories per serving. The "light" versions available contain artificial sweeteners and reduce their daily vegetable servings to just one half serving. By comparison, FaVe Juice contains just 60 calories, with no added sweeteners of any kind.

Do you expect FaVe Juice to overcome the aversion of many American consumers to vegetables or vegetable juices?

Our focus group members have regularly said they know they need more vegetables and fruit in their diets, but they have to be in a form that tastes good.

We listened, and we made the formulas for FaVe lightly sweet and delicious. In taste tests, consumers have been delighted that they can enjoy this great taste while increasing their daily vegetable intake. Participants have said, "I expected vegetable juice to be gritty or thick, and instead this was light, smooth and tasted great."



David Kirkpatrick, Chief Marketing Officer, FaVe Juice Co.

How will you support FaVe Juice at retail and how will you educate the American consumer about not only its benefits but its appeal?

We will offer retailers aggressive introductory and ongoing promotional support for FaVe Juice, and we will do everything we can to make it easy for them to add FaVe to their shelf-stable juice assortment.

We have a full schedule of consumer support as well, including Web-based and social marketing, couponing, traditional print and broadcast advertising. We are finding huge interest in FaVe Juice across communities focused on children, nutrition, diet and health.

What are your plans for the future? Are you considering additional flavors or blends going forward?

We have several additional flavors in test. Our goal is to increase the size and value of the shelf-stable juice category for our retailers, while providing consumers with a delicious way to reduce their calories and increase their daily vegetable consumption.

FaVe Juice is a very unique product, offering innovation that is truly meaningful to consumers. As a result, it has also been a compelling product for high-performing retailers. We're excited about the future for FaVe and the total juice category.



As seen February 20, 2012:

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FEBRUARY 20, 2012

NEW YORK — Innovation is changing the face of beverage aisles as manufacturers respond to shifting consumer tastes.

For example, the nation's two largest brewers, Anheuser-Busch and MillerCoors, are moving aggressively to tap into the growing popularity of hard cider. MillerCoors has acquired Crispin Cider Co., the fifth-largest cider maker,

while Anheuser-Busch is preparing to launch its own Michelob Ultra Light Cider in early May.

According to MillerCoors, sales of cider rose 26% last year, while Crispin's sales skyrocketed about 200%.

The refrigerated juice category is also being shaken up. PepsiCo, Inc., maker of the leading orange juice brand Tropicana, last month announced that it would resume using only Florida oranges in its Tropicana Pure Premium orange juice, a practice it had followed until 2007, when problems with the Florida orange crop forced it to look abroad.

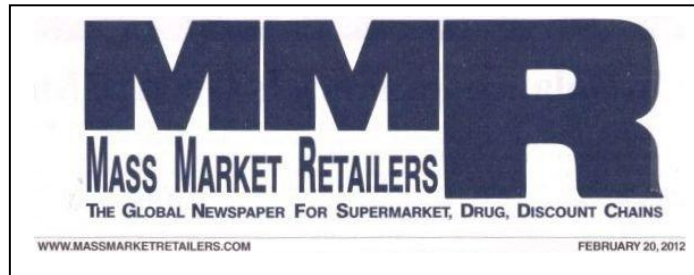
According to the company, the decision predated the discovery a few months ago of low levels of carbendazim, a fungicide, in oranges from Brazil. According to data from SymphonyIRI Group for the 12 weeks ended December 25, sales of Tropicana Pure Premium tumbled nearly 11%, although the brand maintained a dollar share of nearly 30%.

Rival Coca-Cola Co.'s Minute Maid brand saw sales rise during the same period.

A new player, FaVe Juice Co., is looking to capitalize on consumers who want to increase their intake of vegetables in a form that tastes good. Focus groups conducted for the company showed that the ideal juice for participants would deliver a full daily serving of vegetables and/or fruit; would have low calories per serving; would contain no added sweeteners and no preservatives; and would taste good.

With those requirements in mind, FaVe Juice offers 100% fruit and vegetable juice in each 8-ounce glass; three full servings of vegetables (more than any other beverage); only 60 calories, compared with 110 to 170 for most competitors; and all-natural ingredients with no added sweeteners or preservatives. Finally, FaVe comes in three fruit flavors.

New Ideas Reenergize The Beverage Business



FaVe