

**Chart 1: Summary of topics covered in the case studies in this report**

|  | *KT 1 Beauty, weight-loss and energy | KT 2 Packaging innovation | KT 3 Marketing "naturally healthy" | KT 4 Superfruit | KT 5 Heart health | KT 6 Digestive health | KT 7 Kids | Brain health | 5-a-day | Pomegranate | Mangosteen | Omega-3 | Plant sterols/stanols | CoQ10 | Personalised nutrition | Premium price strategy | Distribution strategy | Marketing communications | Start-ups | Foodservice |
|--|--------------------------------------|---------------------------|------------------------------------|-----------------|-------------------|-----------------------|-----------|--------------|---------|-------------|------------|---------|-----------------------|-------|------------------------|------------------------|-----------------------|--------------------------|-----------|-------------|
| <b>Case Study 1</b> - Hero ActiFruit and Hero Fruit2Day                                      |                                      | •                         | •                                  |                 | •                 |                       |           | •            |         |             |            |         |                       |       | •                      | •                      |                       | •                        |           |             |
| <b>Case Study 2</b> - Unilever's Knorr Vie – the first daily dose of fruit and veg           |                                      | •                         | •                                  |                 |                   |                       |           | •            |         |             |            |         |                       |       | •                      | •                      |                       | •                        |           |             |
| <b>Case Study 3</b> - Innocent Drinks – selling the natural functionality of fruit           |                                      | •                         | •                                  | •               |                   |                       |           | •            |         |             |            |         |                       |       | •                      | •                      | •                     | •                        | •         | •           |
| <b>Case Study 4</b> - Internationalising a fruit juice brand – an Innocent abroad            |                                      | •                         | •                                  |                 |                   |                       |           |              |         |             |            |         |                       |       | •                      | •                      | •                     | •                        | •         |             |
| <b>Case Study 5</b> - America's fast-moving super-premium smoothie market                    |                                      |                           | •                                  | •               |                   |                       |           | •            |         |             |            |         |                       |       | •                      | •                      | •                     | •                        |           | •           |
| <b>Case Study 6</b> - Mangosteen – the definition of superfruit success                      |                                      | •                         | •                                  | •               |                   |                       |           |              |         | •           |            |         |                       |       | •                      | •                      | •                     | •                        | •         |             |
| <b>Case Study 7</b> - Pom Wonderful – the heart healthy superfruit                           |                                      | •                         | •                                  | •               | •                 |                       |           |              | •       |             |            |         |                       |       | •                      |                        |                       | •                        | •         |             |
| <b>Case Study 8</b> - Coca-Cola learns a hard lesson about the crowded world of heart health |                                      |                           |                                    |                 | •                 |                       |           |              |         |             |            | •       |                       |       |                        |                        |                       |                          |           |             |
| <b>Case Study 9</b> - PR-plus puts Pomegreat in pole position                                |                                      |                           | •                                  | •               | •                 |                       |           |              | •       |             |            |         |                       |       |                        |                        |                       | •                        | •         |             |
| <b>Case Study 10</b> - Fruitflow's science gets to first base                                |                                      |                           |                                    |                 | •                 |                       |           |              |         |             |            |         |                       |       |                        |                        |                       |                          | •         |             |
| <b>Case Study 11</b> - No can do – another cholesterol-lowering juice meets an early demise  |                                      |                           |                                    |                 | •                 |                       |           |              |         |             |            | •       |                       |       | •                      |                        |                       |                          |           |             |
| <b>Case Study 12</b> - ProViva – making a digestive health juice into a mainstream brand     |                                      | •                         |                                    |                 |                   | •                     |           |              |         |             |            |         |                       |       |                        |                        |                       | •                        | •         |             |
| <b>Case Study 13</b> - Kagome Labre – digestive health juice creates a new market            |                                      | •                         |                                    |                 |                   | •                     |           |              |         |             |            |         |                       |       |                        |                        |                       | •                        |           |             |
| <b>Case Study 14</b> - Supajus – omega-3 finds a niche                                       |                                      |                           |                                    | •               |                   | •                     | •         |              |         |             | •          |         |                       |       |                        | •                      |                       | •                        | •         |             |
| <b>Case Study 15</b> - Iconic smoothie brand sets its sights on kids                         |                                      | •                         | •                                  |                 |                   | •                     |           | •            |         |             |            |         |                       |       | •                      |                        |                       | •                        | •         |             |
| <b>Trend examples</b> - Del Monte/Tropicana/Coca-Cola  | •                                    |                           |                                    |                 |                   |                       |           |              |         |             |            |         | •                     |       |                        |                        |                       |                          |           |             |

\*KT - Key Trends