



Simply original beverages!

Simply Originals has just launched two naturally functional drinks based on ancient, Andean recipes.

The first one, Simply Originals Purple Corn is made with purple corn and is based on *chicha morada*, a traditional, chilled, non-alcoholic beverage from Peru. Purple corn has higher antioxidant levels than other "purple" super fruits currently in the market thanks to its anthocyanin C3G content, one of the most potent antioxidants in existence, and making it the subject of many clinical and research studies for its healthful benefits.

The second innovative beverage, Simply Originals Flaxseed, is based on traditional *emolientes*, or herbal fusions, most commonly served hot by Peruvians. Reportedly the first ready-to-drink flaxseed beverage in the US, it offers plant derived omega-3, fibre and antioxidants naturally found in flaxseed. Simply Originals Flaxseed also contains shave grass, a healing herb rich in nutrients and high in silica, which promotes strong and healthy nails, teeth, hair, skin and bones.



functionaldrinks spoke to Meghan Varas, from Simply Originals and she told us that both drinks officially launched at the 2008 Natural Products Expo West in Anaheim, California, in mid-March where they enjoyed a very positive response.

She also revealed that in order to ensure success, the company has developed an initial plan to educate consumers about Simply Originals as well as the

raw materials used in its drinks. Tasting sessions have been organised at local venues where the drinks are currently placed and the company hopes to participate in community summer events.

Varas added, "We also intend to expand our website to offer more information on the company, our product line, and the health studies done on purple corn and flaxseed, as well as provide updates on where our consumers can find Simply Originals Purple Corn and Simply Originals Flaxseed."

Simply Originals Flaxseed and Purple Corn are available in 16oz glass bottles and carry a recommended retail price of US\$2.99 each through specialty grocery stores and eateries.

www.simply-originals.com



functionaldrinks in brief

Europe

Denmark: **Lallemand Health Ingredients** (LHI) has launched a chewy sweet containing PACran cranberry powder which is made from flavonoids proanthocyanidin-rich early black cranberries. The company recommends one daily PACran softchew to support urinary tract health.

France: Dairy co-operative **Armoricaïne Laitière** has entered the functional drinking yogurt market with its Perle d'Or product containing 50% more omega-3 than standard milk achieved through the addition of linseed to the dairy cows' diet.

Iranex Group has acquired 100% of

nutraceuticals supplier **Bio Serae Laboratoires**.

Italy: **Atomic Energy Drink** and the Italian fitness federation FIF have signed an agreement that will see the former's energy drink distributed throughout fitness centres.

Spain: New research undertaken at the Universidad Complutense de Madrid has shown that antioxidant-rich fibres from red grapes may reduce risk factors for cardiovascular disease better than other fibre sources.

Switzerland: **Nestlé** CEO Paul Bulcke has outlined his intention that the company be known as the leader in nutrition, health and wellness.