

... Dairy dessert launches in 2009 were marked by brand name product extensions. Manufacturers offered new flavor combinations and gourmet ingredients to entice consumers back to the segment.

Starbucks Coffee Co. and Unilever launched a new super-premium ice cream line, featuring five flavors including: Caramel Macchiato, Mocha Frappuccino, Java Chip Frappuccino and Coffee.

Haagen-Dazs introduced the *Haagen-Dazs* Five Series, ice creams that are made with five ingredients that have one-third the fat of its regular ice cream. The flavors are Brown Sugar, Coffee, Ginger, Milk Chocolate, Mint, Passion Fruit and Vanilla Bean.

Happy & Healthy Products, Inc., Boca Raton, FL, is out with a new *Fruitfull* bar in a Horchata variety. The dairy-based stick novelty is reminiscent of its namesake Mexican beverage that combines rice milk with cinnamon.

The Ghirardelli Chocolate Co., San Francisco, introduced *Ghirardelli* Luxe Milk, a milk chocolate collection in five flavors: Luxe Milk, Luxe Milk Hazelnut, Luxe Milk Almond, Luxe Milk Crisp and Luxe Milk Duet.

## BEVERAGES

... Soft drink introductions in 2009 included more natural and new flavored offerings. The coffee and tea segment introduced creative combinations, organics and upscale offerings. Sports, energy and enhanced water highlighted new formulations for enhanced energy and catering to those with special needs.

## SOFT DRINKS

PepsiCo, Purchase, NY, introduced three new products, *Pepsi* Natural, *Pepsi* Throwback and *Mountain Dew* Throwback, all sweetened with natural sugar.

Meanwhile, Hydrive Energy, LLC, Rye, NY...*Diet Mountain Dew* expanded with mixed berry-flavored *Diet Mountain Dew UltraViolet*. This launch marks the first time PepsiCo is introducing a *Diet Dew*-only line extension.

## TEA/COFFEE

Peet's Coffee & Tea, Inc. introduced Peet's bottled iced teas, crafted from green, oolong, white and black teas, in six varieties: Jade Green Lime, Little Dragon Peach, Moroccan Mint Green, Snow Leopard with Honey, Summer House Citrus and Summer House Classic.

NBI Juiceworks introduced *Sun Shower* organic Super Blend coffee and tea drinks in five flavors: Mocha Cappuccino, Chocolate Raspberry Frappe, Iced Coffee, Green Tea Latte and Chai Tea Latte. Each 9.5-oz. bottle of *Sun Shower* Organic Super Blends is described as containing only 170 calories, no added sugar, no preservatives, low sodium and fortified with the Lifeguard Protection nutritional package.

S&D Coffee, Concord, NC, introduced a Perfect Iced Coffee line. The line is available in