

A healthier energy drink

Energy drinks are a growing sector but some do not reckon them to be 'healthy'. A Swiss firm has an answer

BY JENNIFER WILLIS-JONES

THE energy drinks sector has grown rapidly in the last few years, evidenced by an increasing number of stands for this type of beverage at recent ANUGA and SIAL food fairs. While there is no doubt that demand for energy drinks is strong, a growing segment of consumers are worried about the health effects of such products and are looking for natural alternatives.

SwissMont Beverages AG has cottoned onto this trend and released its SW!SS Synergetic Drink in response, enjoying success in a number of markets. The company's chief executive, Frank Äschlimann, told **FOODNEWS** that quality, design and tasty ingredients are key to creating a successful new drink.

Can you tell FOODNEWS about your company and your natural energy drink?

Innovation and persistence are

"The high quality and pure guaraná used by us breaks down more slowly in the body than normal caffeine."

the strengths of our company. The product 'SW!SS Synergetic Drink' came about from an initial and rather coincidental idea. With a modest budget, a very small team and the support of a drink development specialist, we developed a natural product which appeals to the taste of over 80% of consumers – as well as abroad. Today we may proudly say that even large groups with a lot of money and expertise rarely accomplish this.

Have you found the proposition of a 'natural energy drink' a difficult one to sell to consumers?

Today even young people are beginning to think about having a healthy diet. The carelessness from before is giving way to an

ever more conscious lifestyle for all age groups. The modern consumer increasingly looks for preferably natural food and drink, free from artificial additives, that is tasty and with a comprehensible effect. Therefore, it was clear to us from the start that we would only use natural ingredients for SW!SS. SW!SS is made with high quality ingredients and is also not a classic energy drink. With apple, elderflower and guaraná plus vitamins, in terms of taste, we clearly differentiate our product from other sources of energy drinks; just 'natural power'.

Following on from the success of energy drinks, is the SW!SS Natural Synergetic Drink hoping to carve out a big sector for natural energy drinks or is it happy to be a smaller sector?

Natural energy drinks are a growing market. Nevertheless, the success of the undisputed market leader can hardly ever be repeated. Due to this you can only ungrudgingly congratulate



Red Bull. However, we are convinced that, due to the previously mentioned reasons, there is place for something new - such as SW!SS, for example.

The company claims the drink is a valuable source of vitamins and minerals, while providing energy over a longer space of time than conventional energy drinks. Could you tell me a bit more about this?

Valuable vitamins and minerals for the nutritional requirements of

TRISUN
TRISUN (Israel) LTD

WorldWide reliable suppliers
of pure natural fruits & vegetable products

- ☀ Juices
- ☀ Concentrates
- ☀ Purees
- ☀ Tomato Paste
- ☀ Organic Products
- ☀ Essential Oils
- ☀ Canned
- ☀ IQF

Dagash

☀ 43/A Herzl Street, Hadera 38362, Israel ☀ Tel: 972-4-6326557 ☀ Fax: 972-4-6325293

☀ E-mail: trisun@trisun.co.il ☀ www.trisun.co.il

modern people are consciously inserted components of the preparation. The amount of ingredients provides a significant contribution to meet our daily requirements. SW!SS Synergetic Drink is gentle but with lasting stimulation! Instead of creating a merely short but strong, distinct, powerful high that quickly fades away again, SW!SS Synergetic Drink refreshes body and mind naturally with guaraná extract that lasts several hours; a true SW!SS power drink.

The high quality and pure guaraná used by us breaks down more slowly in the body than normal caffeine.

Considering the economic climate, is the trend for health beverages still going strong?

The global economic situation and its effect on consumers must certainly not be underestimated. However, we are convinced that a qualitative, high value product is consumed in such times. It may be that the trend levels off temporarily, but in the long term there is great potential in this sector.

The design of the bottle is very unique; could you tell us how this came about?

SW!SS consists of high value ingredients; therefore it was obvious that this should be

emphasised through the chosen shape and the design of the bottle. Aluminium as packaging is also in fashion. The energy balance of aluminium is better than that of most of the other packaging materials. Another point is that aluminium can be practically infinitely recycled without losing its quality.

What trends have you noticed within the energy drinks sector within recent years? What are you expecting to see in the future?

If you look at the sales trend of the market leader, the trend appears almost unbroken. Many new products in the energy drink sector come along but only a few have survived and established themselves in the market. In respect to taste and design, SW!SS is unique



up to now, that is our selling point.

Will the company be launching another flavour version of its SW!SS Natural Synergetic Drink?

SW!SS Synergetic Drink will not remain the only product, we will surprise you!

What export markets have been particularly good for you? Where do you go from here? SW!SS has already found interested partners in approximately 10 countries and will be active there during 2012.

Alongside the 'natural power' attributes, our product also captivates through the 'SW!SSness' of its presentation. Therefore, alongside the

"The global economic situation and its effect on consumers must certainly not be underestimated. However, we are convinced that a qualitative, high value product is consumed in such times."

EU, Japan, North America, Brazil and India also rank among our favourites. We happily note again and again that SW!SS, as recently as ANUGA, is positively perceived by representatives in international companies in the food and beverage sector. In the UK SW!SS has had a presence in Harrods since April 2011.

Finally, if you could give some advice to a company looking to launch a new energy drink onto the market now, what would it be?

Have money and be different. No, in seriousness, in order to have a chance in the competitive market of energy drinks, you need innovation, money and patience. We decided upon a special design, natural ingredients and a pleasurable delicious drinking experience. There is still a lot of space for new ideas.

Kloosterboer

ROTTERDAM EXPANSION 2012
Container Crossdock and EU Border Inspection facilities

>> WAREHOUSING >> PROCESSING >> FORWARDING >> STEVEDORING >> CUSTOMS >>

WWW.KLOOSTERBOER.NL