Pura Beverages launches kids range

South African company Pura Beverages, known for its 'better-for-you' soft drinks, has launched a new range that's lower in sugar, designed specifically for kids.

Source: Supplied

Pura Kids is natural flavour-infused kids drink created with health-conscious parents in mind. It's preservative and colourant-free, contains just 34 calories and comes in four natural flavours – mixed berry, pink lady apple, peach and lemonade.

"Pura Kids comes without the sugar rush that drives parents crazy by sending kids bouncing off the walls," says Greig Jansen, CEO of the Pura Beverage Company. "It is healthier enough that parents are happy to give it to their little legends, and also tasty enough that kids will love to drink it."

"One trend that will continue to shape the kids beverage market is the focus placed on kids' nutrition through preventative eating or proactive consuming," he says. "With the launch of Pura Kids, we are providing a product that's healthier for kids, and also tastes delicious."

Ceres invests in a sustainable future by contributing to plastic waste reduction efforts
Bullion PR & Communication 22 Sep 2021

Appealing to parents and kids

The new range is packaged in colourful 200ml eco-friendly cartons with a paper straw that feature quirky characters to grab the attention of parents and their little ones.

"Children learn by example, and it is important that they start making healthy choices early on," says Jansen. "By keeping the amount of sugar low and cutting colourants out altogether in our Pura Kids range, we extracted the Pura essence of nature to give kids a refreshing drink, without compromising on taste."

"We wanted to develop a product that appealed to both parents and kids, and after much consumer and market research we believe we have cracked it," he says.

Pura Kids is available from Pick n Pay stores, as well as select convenience retailers nationwide at R7.49 for a 200ml box or R49.99 for six.

For more, visit: https://www.bizcommunity.com