



Giving Beverages a Boost

Around the world, consumers are discovering new enhanced beverages that deliver more than just great taste and refreshment. They're choosing juices, enhanced waters and other non-carbonated beverages for their natural ingredients and benefits.

In Russia, where we are the No. 1 juice business, our Lebedyansky juice company has introduced new products and strengthened its go-to-market system to meet this growing demand. Health-conscious consumers are reaching for Tonus Active Plus, a new line of juices from Lebedyansky that bring them a variety of benefits. Whether they seek a healthy immune system with AntiOx, improved digestion with BioFiber or nutrient-based energy with Power-C, they're making juices a part of their active lifestyles.

We are also growing our beverage portfolio in China with a variety of locally designed and developed products. Xian Guo Li is emerging as a juice beverage of choice made with new seasonal juices and juicy pulp sacs, while Cao Ben Le ("happy herb") drinks incorporate familiar Chinese medicinal herbs like red dates and chrysanthemums. These products helped our non-carbonated portfolio grow sales by 45 percent in China.

