

# Foil Pouch drinks no longer unusual

By JANE F. WAGNER  
CARIBBEAN BUSINESS Staff Reporter

Capri Sun is a juice-based drink packaged in aseptic single-portion flexible foil pouches.

Among the selling points stressed for the drink is the fact that it contains all natural ingredients, 10% of which is fruit juice, in one of five flavors—orange, lime, apple, fruit punch and grape. It has no artificial preservatives.

Now that aseptically packaged drinks are already popular here, the foil pouch of Capri Sun will not seem as unusual as it did when first introduced in the states in 1979, before Brik Pak (a U.S. subsidiary of Tetra Pak) was used for packaging liquids.

The advertising and promotion are aimed at moms and kids, and the drink is positioned as a "fun drink."

In its third year, Capri Sun was in approximately 50% of the U.S., and reportedly selling so well that the company was building new production lines in order to triple its production.

Capri Sun is a Shasta beverage. Shasta, with headquarters in California, is a subsidiary of Chicago-based Consolidated Foods Corp. It is the bright spot in Consolidated's beverage group which includes coffee

tea and cola. And Capri Sun has been a dominant element in the Shasta operation.

Concentrating on its portability, the fact that it is lightweight, easy to pack and can be frozen, Capri Sun appears to ignore the fact that there is competition now from the aseptically packaged juice drinks of other food processors, Del Monte and General Foods among them.

Sold in six-packs, not singly, Capri Sun offers the retailer many of the advantages that  
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this problem, all 106 centers are hooked up to a central computer. This computer is really a data bank which makes available information on what contracts are available in the private and public sectors or what venture capitalists are looking for a business or product to invest in.

The center also has a profile system where all the information on the company is stored. This information is then made available nationwide to other companies that might have a need for the services or products that the minority business provides.

aseptic packaging brings—easier to stack and store than cans or bottles, for instance. The bright and bold design of the pouch makes it stand out on the shelf.

In the states, Capri Sun was showing steady growth in 1983. The company expects \$100 million in sales in 1984, about one-fifth of Shasta's total sales.

The commercial now airing was created by Lopito, Ileana & Howie, the agency that handles the account, and produced by Studio Five Film Productions.