

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/685673

MARK: OASIS



CORRESPONDENT ADDRESS:

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GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Industries Lassonde Inc.

CORRESPONDENT'S REFERENCE/DOCKET
NO:

096180.00001

CORRESPONDENT E-MAIL ADDRESS:

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE:

Applicant is requesting reconsideration of a final refusal issued/mailed February 3, 2009.

The trademark examining attorney has reviewed the request for reconsideration and is not persuaded by applicant's arguments. No new issue has been raised and no new compelling evidence has been presented with regard to the outstanding issue(s) in the final Office action. Accordingly, applicant's request for reconsideration is **denied** and the refusal is continued. 37 C.F.R. §2.64(b); TMEP §§715.03, 715.04(a).

Section 2(d) - Likelihood of Confusion Refusal

Registration of the proposed mark is refused because of a likelihood of confusion with the mark in U.S. Registration Nos. 1191458 and 2806813. Trademark Act Section 2(d), 15 U.S.C. §1052(d); TMEP §§1207.01 *et seq.*

A likelihood of confusion determination requires a two-part analysis. First the marks are compared for similarities in appearance, sound, connotation and commercial impression. *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973). Second, the goods or services are compared to determine whether they are similar or related or whether the activities surrounding their marketing are such that confusion as to origin is likely. *In re August Storck KG*, 218 USPQ 823 (TTAB 1983); *In re Int'l Tel. and Tel. Corp.*, 197 USPQ 910 (TTAB 1978); *Guardian Prods. Co., v. Scott Paper Co.*, 200 USPQ 738 (TTAB 1978); TMEP §§1207.01 *et seq.*

Trademark Act Section 2(d) bars registration where an applied-for mark so resembles a registered mark that it is likely, when applied to the goods and/or services, to cause confusion, mistake or to deceive the potential consumer as to the source of the goods and/or services. TMEP §1207.01. The Court in *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973), listed the principal factors to consider in determining whether there is a likelihood of confusion. Among these factors are the

similarity of the marks as to appearance, sound, meaning and commercial impression, and the relatedness of the goods and/or services. The overriding concern is to prevent buyer confusion as to the source of the goods and/or services. *Miss Universe, Inc. v. Miss Teen U.S.A., Inc.*, 209 USPQ 698 (N.D. Ga. 1980). Therefore, any doubt as to the existence of a likelihood of confusion must be resolved in favor of the registrant. *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988); *Lone Star Mfg. Co. v. Bill Beasley, Inc.*, 498 F.2d 906, 182 USPQ 368 (C.C.P.A. 1974).

U.S. Registration No. 1191458

The applicant's mark OASIS is identical in sound and meaning to the registrant's mark OASIS. The marks are similar in appearance because they have the same spelling. Although applicant uses a stylized font for its mark, the marks create an identical commercial impression. If the marks of the respective parties are identical, the relationship between the goods or services of the respective parties need not be as close to support a finding of likelihood of confusion as might apply where differences exist between the marks. *Century 21 Real Estate Corp. v. Century Life of America*, 970 F.2d 874, 877, 23 USPQ2d 1698, 1701 (Fed. Cir. 1992), cert. denied 506 U.S. 1034 (1992); *In re Opus One Inc.*, 60 USPQ2d 1812, 1815 (TTAB 2001); *Amcor, Inc. v. Amcor Industries, Inc.*, 210 USPQ 70 (TTAB 1981); TMEP §1207.01 (a).

Registrant has registered the mark in standard characters. A mark in typed or standard characters may be displayed in any lettering style; the rights reside in the wording or other literal element itself and not in any particular display. TMEP §1207.01(c)(iii); see 37 C.F.R. §2.52(a). Thus, a mark presented in stylized characters or otherwise in special form will not generally avoid likelihood of confusion with a mark in typed or standard characters because the marks could be presented in the same manner of display. See, e.g., *In re Melville Corp.*, 18 USPQ2d 1386, 1387-88 (TTAB 1991); *In re Pollio Dairy Prods. Corp.*, 8 USPQ2d 2012, 2015 (TTAB 1988). Therefore, registrant may display the mark in the same font used by applicant.

The applicant's goods, namely, fruit juices are closely related to the registrant's goods, namely, distilled and bottled water. The fact that the goods of the parties differ is not controlling in determining likelihood of confusion. The issue is not likelihood of confusion between particular goods, but likelihood of confusion as to the source of those goods. *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993), and cases cited therein.

Applicant argues that the term "oasis" is a weak because it is suggestive of beverage products. While there are marks in Class 032 that combine the term "oasis" with other words to create varying commercial impressions, the only registration for OASIS (full mark) in this class is for the cited mark. Applicant's mark and registrant's marks are identical in sound, meaning and appearance, thereby creating the same commercial impression. And, while this impression may be highly suggestive of beverages, the fact remains that there is nothing added to applicant's mark that could be used to distinguish applicant's beverage products from those sold by the registrant. The Court of Appeals for the Federal Circuit and the Trademark Trial and Appeal Board have recognized that marks deemed "weak" or merely descriptive are still entitled to protection against the registration by a subsequent user of a similar mark for closely related goods and/or services. TMEP §1207.01(b)(ix); see, e.g., *In re Clorox Co.*, 578 F.2d 305, 18 USPQ 337 (C.C.P.A. 1978); *In re Hunke & Jochheim*, 185 USPQ 188 (TTAB 1975). Even if the mark is suggestive, as applicant claims, use of this mark on related beverages is likely to result in confusion.

Applicant argues that its fruit juices are not related to registrant's bottled water because the goods are not sold under the same mark and the goods are sold in different sections of the grocery store. If the marks of the respective parties are identical, the relationship between the goods or services need not be as close to support a finding of likelihood of confusion as would be required in a case where there are differences between the marks. *Amcor, Inc. v. Amcor Industries, Inc.*, 210 USPQ 70, 78 (TTAB 1981). In this case, the marks are identical, therefore, there is a greater likelihood of confusion simply based on use of the mark alone. However, this confusion is increased because the marks are both used on non-alcoholic beverages which travel in the same channels of trade.

The fact that the goods or services of the parties differ is not controlling in determining likelihood of

confusion. The issue is not likelihood of confusion between particular goods or services, but likelihood of confusion as to the source of those goods or services. *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993); *Safety-Kleen Corp. v. Dresser Indus., Inc.*, 518 F.2d 1399, 1404, 186 USPQ 476, 480 (C.C.P.A. 1975); TMEP §1207.01. The record includes evidence to support a finding that bottled water and fruit juices are sold by the same manufacturer. See third party registrations. The attached evidence demonstrates that fruit juice and bottled water related goods because they originate from a single source and are sold in the same channels of trade. Fruit juices and water are sold as competitive goods in the non-carbonated beverage industry. They are purchased by the same consumers and used interchangeably as non-alcoholic, non-carbonated beverages. They are often sold together in vending machines and in stores, and they are manufactured by the same companies. Therefore, use of identical marks on these goods is likely to result in confusion.

Any goods or services in the registrant's normal fields of expansion should be considered when determining whether the registrant's goods and/or services are related to the applicant's goods and/or services. TMEP §1207.01(a)(v); see *In re 1st USA Realty Prof'ls, Inc.*, 84 USPQ2d 1581 1584 (TTAB 2007). Evidence that third parties offer the goods and/or services of both the registrant and applicant suggest that it is likely that the registrant would expand their business to include applicant's goods and/or services. In that event, customers are likely to believe the goods and/or services at issue come from or, are in some way connected with, the same source. *In re 1st USA Realty Prof'ls*, 84 USPQ2d at 1584 n.4; see TMEP §1207.01(a)(v).

In light of the similarities in sound, meaning and appearance, and the closely related or identical nature of the goods, the examining attorney has found that the marks are likely to result in confusion in the minds of consumers. Any doubt regarding a likelihood of confusion is resolved in favor of the prior registrant. *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988); TMEP §§1207.01(d) (i).

This refusal is continued and maintained. The application file will be returned to the Trademark Trial and Appeal Board for resumption of the appeal. TMEP §715.04(a).

U.S. Registration No. 2806813

The applicant's mark OASIS is similar in sound, meaning and appearance to the registrant's mark TROPICAL OASIS because the marks both contain the term "oasis." Applicant has added the term TROPICAL to its mark. The mere addition of a term to a registered mark does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Section 2(d). *In re Chatam International Inc.*, 380 F.3d 1340, 71 USPQ2d 1944 (Fed. Cir. 2004) ("GASPAR'S ALE and "JOSE GASPAR GOLD"); *Coca-Cola Bottling Co. v. Joseph E. Seagram & Sons, Inc.*, 526 F.2d 556, 188 USPQ 105 (C.C.P.A. 1975) ("BENGAL" and "BENGAL LANCER"); *Lilly Pulitzer, Inc. v. Lilli Ann Corp.*, 376 F.2d 324, 153 USPQ 406 (C.C.P.A. 1967) ("THE LILLY" and "LILLI ANN"); *In re El Torito Rests. Inc.*, 9 USPQ2d 2002 (TTAB 1988) ("MACHO" and "MACHO COMBOS"); *In re United States Shoe Corp.*, 229 USPQ 707 (TTAB 1985) ("CAREER IMAGE" and "CREST CAREER IMAGES"); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985) ("CONFIRM" and "CONFIRMCELLS"); *In re Riddle*, 225 USPQ 630 (TTAB 1985) ("ACCUTUNE" and "RICHARD PETTY'S ACCU TUNE"); *In re Cosvetic Laboratories, Inc.*, 202 USPQ 842 (TTAB 1979) ("HEAD START" and "HEAD START COSVETIC"); TMEP §1207.01(b)(iii).

Applicant's addition of the term TROPICAL to the registrant's mark OASIS does not change the commercial impression of the mark. The term "oasis" is defined as a small, green area in the desert. The term TROPICAL is defined as "pertaining to" or "occurring in" the tropics. The addition of the term TROPICAL in applicant's mark reinforces the impression of a fertile, green oasis. The marks TROPICAL OASIS and OASIS create the same commercial impression, namely, a green or tropical region having a spring or well. See attached evidence demonstrating that "tropical oasis" is commonly used to create the same commercial impression as "oasis."

Consumer confusion has been held likely for marks that do not physically sound or look alike but that convey the same idea, stimulate the same mental reaction, or may have the same overall meaning.

Proctor & Gamble Co. v. Conway, 419 F.2d 1332, 1336, 164 USPQ 301, 304 (C.C.P.A. 1970) (holding MR. STAIN likely to be confused with MR. CLEAN on competing cleaning products); *see Ralston Purina Co. v. Old Ranchers Canning*, 199 USPQ 125 (TTAB 1978) (holding TUNA O' THE FARM for canned chicken likely to be confused with CHICKEN O' THE SEA for canned tuna); *Downtowner Corp. v. Uptowner Inns, Inc.*, 178 USPQ 105 (TTAB 1973) (holding UPTOWNER for hotel name likely to be confused with DOWNTOWNER for a hotel name); TMEP §1207.01(b).

Applicant argues that the term "oasis" is highly suggestive and a weak mark. The examining attorney respectfully disagrees. Of the six (6) registrations that contain some form of "oasis" in Class 030, only the cited mark TROPICAL OASIS uses the term in connection with beverages. Therefore, the term "oasis" is not weak in Class 030.

The applicant's goods, namely, fruit juices are closely related to the registrant's goods, namely, "teas, iced teas, teas containing fruit, herbal teas containing fruit for food purposes, non-alcoholic tea-based beverages containing fruit; herbal infusion food beverages, herbal food beverages containing fruit, herb iced teas containing fruits and herbs, all for food purposes." The fact that the goods of the parties differ is not controlling in determining likelihood of confusion. The issue is not likelihood of confusion between particular goods, but likelihood of confusion as to the source of those goods. *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1690 (Fed. Cir. 1993), and cases cited therein. Both third party registrations and marketplace evidence demonstrate that fruit juices and fruit teas are manufactured by the same company and sold together in the same channels of trade. Therefore, use of similar marks on these goods is likely to result in confusion.

The goods and/or services of the parties need not be identical or directly competitive to find a likelihood of confusion. Instead, they need only be related in some manner, or the conditions surrounding their marketing be such that they could be encountered by the same purchasers under circumstances that could give rise to the mistaken belief that the goods and/or services come from a common source. *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 223 USPQ 1289 (Fed. Cir. 1984); *In re Melville Corp.*, 18 USPQ2d 1386, 1388 (TTAB 1991); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985); *In re Rexel Inc.*, 223 USPQ 830 (TTAB 1984); *Guardian Prods. Co., Inc. v. Scott Paper Co.*, 200 USPQ 738 (TTAB 1978); *In re Int'l Tel. & Tel. Corp.*, 197 USPQ 910 (TTAB 1978); TMEP §1207.01(a)(i).

In light of the similarities in sound, meaning and appearance, and the closely related or identical nature of the goods, the examining attorney has found that the marks are likely to result in confusion in the minds of consumers. Any doubt regarding a likelihood of confusion is resolved in favor of the prior registrant. *In re Hyper Shoppes (Ohio), Inc.*, 837 F.2d 463, 6 USPQ2d 1025 (Fed. Cir. 1988); TMEP §§1207.01(d) (i).

This refusal is continued and maintained. The application file will be returned to the Trademark Trial and Appeal Board for resumption of the appeal. TMEP §715.04(a).

/Saima Makhdoom/
 Attorney
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 U.S. Patent and Trademark Office
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 Facsimile: (571) 273-8802

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.

Print: Mar 26, 2009

73666068

TYPED DRAWING

Serial Number

73666068

Status

SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark

SUNNYSIDE FARMS

Standard Character Mark

No

Registration Number

1486264

Date Registered

1988/04/26

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

WESTPAC PACIFIC FOODS PARTNERSHIP CALIFORNIA 16888 MCKINLEY AVENUE
LATHROP CALIFORNIA 95330

Goods/Services

Class Status -- ACTIVE. IC 030. US 046. G & S: ICE CREAM. First
Use: 1983/06/00. First Use In Commerce: 1983/06/00.

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: EGGS AND HARD
CHEESE. First Use: 1984/10/00. First Use In Commerce: 1984/10/00.

Goods/Services

Class Status -- ACTIVE. IC 032. US 045 046. G & S: BOTTLED WATER,
FRUIT JUICE DRINKS AND ORANGE JUICE. First Use: 1981/08/00. First
Use In Commerce: 1981/08/00.

Prior Registration(s)

1199741

Filing Date

1987/06/11

Print: Mar 26, 2009

73666068

Examining Attorney
UNKNOWN

Attorney of Record
PAUL W. VAPNEK

Print: Mar 26, 2009

77009370

DESIGN MARK

Serial Number

77009370

Status

REGISTERED

Word Mark

4:1

Standard Character Mark

No

Registration Number

3460083

Date Registered

2008/07/08

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS AND/OR NUMBERS

Owner

Mott's LLP LIMITED PARTNERSHIP DELAWARE 900 King Street Rye Brook NEW YORK 10573

Goods/Services

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: non-alcoholic, non-carbonated and carbonated fruit flavored drinks, sports drinks, energy drinks and syrups and concentrates for making same; fruit juice; water; fruit flavored water; bottled water. First Use: 2007/03/31. First Use In Commerce: 2007/03/31.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "4:1" APART FROM THE MARK AS SHOWN.

Colors Claimed

Color is not claimed as a feature of the mark.

Filing Date

2006/09/28

Examining Attorney

Print: Mar 26, 2009

77009370

ORNDORFF, LINDA

Attorney of Record

Pamela B. Huff



Print: Mar 26, 2009

77485550

DESIGN MARK

Serial Number

77485550

Status

REGISTERED

Word Mark

SHURFINE

Standard Character Mark

Yes

Registration Number

3557360

Date Registered

2009/01/06

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Shurfine Foods, Inc. CORPORATION ILLINOIS 6700 SW Sandburg St. Tigard
OREGON 97223

Goods/Services

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: Bottled
water; distilled drinking water; seltzer water; sparkling water; soda
water; flavored waters; vegetable juices; apple-juice beverages;
orange-juice beverages; fruit juice; fruit drinks; fruit juice
concentrates; sports drinks; soda pops; soft drinks; and concentrates,
syrups or powders used in the preparation of drinks. First Use:
2002/03/01. First Use In Commerce: 2002/03/01.

Prior Registration(s)

0558657;0807575;1134376;AND OTHERS

Filing Date

2008/05/28

Examining Attorney

SHARPER, SAMUEL E.

Print: Mar 26, 2009

77495550

Attorney of Record
Hillary A. Brooks

SHURFINE

Print: Mar 26, 2009

77505339

DESIGN MARK

Serial Number

77505339

Status

REGISTERED

Word Mark

ZABAR'S

Standard Character Mark

Yes

Registration Number

3567521

Date Registered

2009/01/27

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

Zabar's & Co., Inc. CORPORATION NEW YORK 2245 Broadway New York
MASSACHUSETTS 10024

Goods/Services

Class Status -- ACTIVE. IC 029. US 046. G & S: Caviar; Cheese; Cole slaw; Combination meal consisting primarily of a meat or vegetable-based entree and a soup or salad for consumption on or off the premises; Dairy products excluding ice cream, ice milk and frozen yogurt; Dips; Edible fats; Edible oil; Falafal; Fish; Foie gras; Food package combinations consisting primarily of cheese, meat and/or processed fruit; Fruit salads and vegetable salads; Garden salads; Guacamole; Hummus; Jams; Jellies; Lox; Marmalade; Matzo ball soup; Meat-based spreads; Pastrami; Pate'; Pre-cut vegetable salad; Pre-packaged dinners consisting of meat, fish, poultry or vegetables; Prepared meat; Processed fruits; Processed meat; Processed olives; Processed vegetables and fruits; Refrigerated food package combinations consisting primarily of meat, cheese or processed vegetables for purposes of creating a sandwich; Sauerkraut; Seafood; Shelled nuts; Soups; Soups and preparations for making soups; Tapenades; Vegetable salads; Prepared entrees consisting primarily of meat, fish, poultry or vegetables; Cheese, vegetable, meat and fish

souffles. First Use: 1940/00/00. First Use In Commerce: 1940/00/00.

Goods/Services

Class Status -- ACTIVE. IC 030. US 046. G & S: Bagels; Bakery products; Beverages made of coffee; Beverages made of tea; Blintzes; Caffeine-free coffee; Candy; Cheese sauce; Chocolate; Coffee; Coffee based beverages; Coffee beans; Cookies; Custards; Dessert mousse; Dessert puddings; Dessert souffles; Dough-based pockets with filling consisting primarily of meats, poultry, fish, fruits and vegetables and cheese; Dough-based pockets with filling consisting primarily of pasta or rice; Espresso; Flan; Flavourings; Fruit cakes; Fruit pies; Fudge; Gift baskets containing candy; Gravy; Hoagies; Honey; Horseradish; Ice cream; Macaroni and cheese; Macaroni salad; Marinades; Matzo balls; Mustard; Noodles; Pasta; Pesto; Pies; Pizza; Quesadillas; Ravioli; Ready-made sauces; Rice pudding; Rice salad; Salad dressing; Salsa; Sandwiches; Sauces; Scones; Seasonings; Sorbets; Spices; Spring rolls; Sushi; Tabbouleh; Tea; Vinegar; Prepared entrees consisting primarily of pasta or rice; Prepared meals consisting primarily of pasta or rice. First Use: 1940/00/00. First Use In Commerce: 1940/00/00.

Goods/Services

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: Bottled water; Drinking water; Fruit juice; Vegetable juice. First Use: 1940/00/00. First Use In Commerce: 1940/00/00.

Prior Registration(s)

0947377;0977006;2726658;AND OTHERS

Filing Date

2008/06/23

Examining Attorney

RAUEN, JAMES A.

Attorney of Record

Stephen L. Baker

ZABAR'S

Print: Mar 26, 2009

78420598

DESIGN MARK

Serial Number

78420598

Status

REGISTERED

Registration Number

2959905

Date Registered

2005/06/07

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(2) DESIGN ONLY

Owner

St. James Winery, Inc. CORPORATION MISSOURI 540 Sidney Street St.
James MISSOURI 65559

Goods/Services

Class Status -- ACTIVE. IC 032. US 045 046 048. G & S: Beverages,
namely fruit juice, fruit juice concentrates, bottled water; gift
boxes and gift baskets containing fruit juices. First Use:
1996/05/31. First Use In Commerce: 1996/05/31.

Filing Date

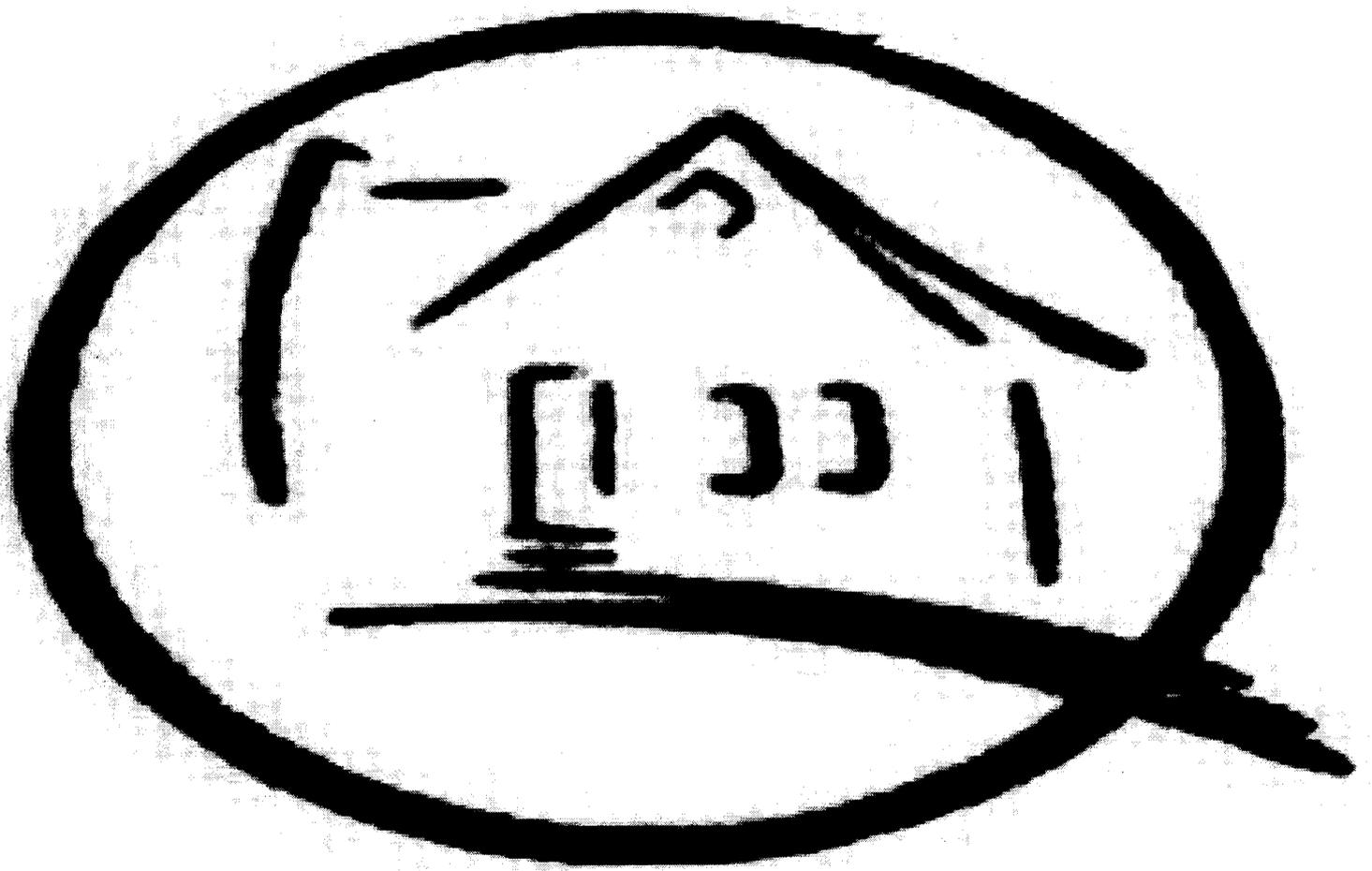
2004/05/18

Examining Attorney

VERHOSEK, WILLIAM

Attorney of Record

Jeffrey E. Fine



http://74.125.93.104/search?q=cache:v07MlijBoDEJ:babyboomeradvisorclub.com/vegetable-fruit-juice-and-water-fasting-is-a-heart-healthy-and-helps-baby-boomers-detox-naturally/+%22juice+and+water%22&cd=2&hl=en&ct=clnk&gl=us 03/26/2009 12:16:01 PM

This is Google's cache of <http://babyboomeradvisorclub.com/vegetable-fruit-juice-and-water-fasting-is-a-heart-healthy-and-helps-baby-boomers-detox-naturally/>. It is a snapshot of the page as it appeared on Mar 22, 2009 21:10:31 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **juice and water**

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Vegetable-Fruit Juice and Water Fasting Is Heart Healthy and Helps Baby Boomers Detox Naturally

March 9, 2009



*Vegetable-Fruit **Juice and Water** Fasting Is A Heart Healthy and Helps Baby Boomers Detox Naturally...* Plus it is one of the quickest and easiest ways to detoxify your body as people have been using fasting throughout recorded history.

Often times vegetable and fruit fasting would take the form of a water fast. A water fast if performed properly has a powerful healing effect on the body but can also be quite uncomfortable at times due to the rapid release of toxins into the blood stream.

An excellent alternative to doing the water fast is to try a vegetable juice fast. When fasting on vegetable juice you still experience many of the heart healthy benefits of your

traditional water fast but without the discomfort of putting your body through such a rapid detox.

Baby Boomers, if you are new to fasting... whether it is a vegetable, fruit or water fast, it's a good idea to start out slow with maybe a one to three day fast to get your mind and body used to the experience of going without actual food.

Here are a few tips that will help to make your first vegetable or fruit juice fast, a positive, healing experience.

1. Start your fast when you have a few days off from work so that you can allow your body to rest during your first fast.

<http://74.125.93.104/search?q=cache:v07MljyBoDEJ:babyboomeradvisorclub.com/vegetable-fruit-juice-and-water-fasting-is-a-heart-healthy-and-helps-baby-boomers-detox-naturally/+%22juice+and+water%22&cd=2&hl=en&ct=clnk&gl=us>
03/26/2009 12:16:01 PM

your first fast.

2. Try to do all your shopping for your vegetable and/or fruit juices prior to starting the fast. This you will save yourself the temptation of walking through a supermarket while on your fast.
3. You may want to add a little pure water to your vegetable and fruit juices in the beginning to dilute them a little. If your new to liquid fasting, the taste can be a bit strong until you get used to it.
4. Drink as much **juice and water** as you like during the fast. Vegetable juice is packed with important nutrients and has an alkalizing effect on the system which will help to flush out built up toxins in your body.
5. When you're ready to break your fast do it slowly. For example...after a three day fast...start out with a small salad adorned with lemon juice for your first meal and/or maybe some steamed vegetables. Then gradually reintroduce more solid food over the following day or two. It will be easier on your system.

GourmetGiftBasket
(Chalfour Flowers
and Gourmet)

One more thing to remember when juice fasting is to make sure to only use Organic vegetables (less chemicals and pesticides). It's also a good idea to juice your veggies using a masticating juicer rather than a centrifugal juicer. Masticating juicers leave more of the nutrients intact.

But if you don't have one...just get started using what you have...make no excuses...not to get started.

Who Shouldn't Try a Juice Fast?

- * Pregnant or nursing women or children shouldn't try a juice fast.
- * Those with diabetes, low blood sugar, eating disorders, kidney disease, liver disease, malnutrition, addictions, underweight, anemia, impaired immune function, infection, nutritional deficiency, low blood pressure, ulcerative colitis, cancer, terminal illness, epilepsy, or other chronic conditions shouldn't try a juice fast without medical supervision.
- * People should never try a juice fast before or after surgical procedures.
- * A juice fasting can be a radical change and can reduce blood proteins and change the way prescription drugs react in the body. Therefore...those taking prescription medications should consult a health professional skilled in detoxification before trying a juice fast, and should never discontinue or reduce their medications on their own.

Important: Consult a qualified health professional before trying a juice fast.

Vegetable-Fruit Juice and Water Fasting Is A Heart Healthy and Helps Baby Boomers Detox Naturally

~The Baby Boomer Queen~

My Picks



http://74.125.93.104/search?q=cache:v07MljyBoDEJ:babyboomeradvisorclub.com/vegetable-fruit-juice-and-water-fasting-is-a-heart-healthy-and-helps-baby-boomers-detox-naturally/+%22juice+and+water%22&cd=2&hl=en&ct=clnk&gl=us
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Dr. Oz's Miracle Diet
I Was Skeptical First When I Heard Dr.
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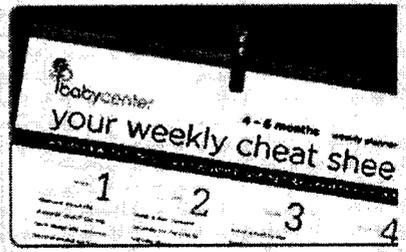
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Actually I was told orange juice is not suitable under 1 year, but my doctor said other juices are fine at about 5-6 months but recommends baby food and water more than juice. It's true babies don't need water under 4 months since there is plenty in formula and breast milk, even after 4 months just a few ounces (3-4) are recommended if you've started baby food, but I definitely would not give your baby orange juice.

posted 11/29/2007 by dee_102503

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Babies should not be given water ideally until a year old. Breast Milk would suffice. However if required one or two ounces of water may be offered once the baby is above 6 months old - and that too ONLY if the baby seems to be constipated.

posted 2/25/2009 by Anonymous

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I have started to give to my little boy, orange juice at the age of three months and a half. Later on i have continued with apple and grape juice. Now is 20 weeks old and enjoys very much fruit juice.

posted 10/08/2007 by jonk11

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The survey of "competitive foods" in schools was conducted by researchers at Pennsylvania State University and the Pennsylvania Department of Health, who also found that hamburgers, pizza and sandwiches are the top-selling a la carte food items in schools.

Competitive foods refers to items that can be bought in vending machines, snack bars and fundraisers, as opposed to items bought in traditional school breakfast and lunch programs.

The researchers noted that there is minimal regulation on competitive foods and not much is known about their sale and availability.

The survey found that 71.5 percent of schools offer water in their vending machines and 67.4 percent offer fruit juice. The top-selling a la carte items in schools were:

hamburgers, pizza and sandwiches

cookies, crackers, cakes, pastries and other baked goods

french fries

salty snacks

carbonated beverages

water

ice cream or frozen yogurt.

The survey also found that a la carte sales provided an average of about \$700 a day to the schools' foodservice programs, about 85 percent of which receive no financial support from their school districts.

"Competitive food sales appear to be providing needed funding for the schools and school foodservice programs, as other funding



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Competitive food sales appear to be providing needed funding for the schools and school foodservice programs, as other funding sources are decreasing," the study authors wrote. "Although it has not been determined if there is a relationship between public funding for education or foodservice and the sale of competitive foods, decisions will need to be made that balance the schools' ongoing need for funding with the nutritional needs of students."

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The Nemours Foundation has more about school lunches.

SOURCE: American Dietetic Association, news release, Aug. 1, 2005~KIDS~~FOOD~~OBES~

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Things Go Better With...Juice

Coke's new CEO will have to move quickly to catch up in noncarbonated drinks

New CEO E. Neville Isdell made clear from the start that he sees little wrong at Coca-Cola Co. (KO). "The system isn't broken. There's still opportunity for both Coca-Cola and the other [soft drink] brands," said the affable Irish citizen upon his May 4 appointment. But as he digs into the strategic questions about how to reignite growth at Coke, he might want to take a closer look at its first-quarter earnings report.

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The sharp 35% rise in profits owed little to the company's four core brands: Coke, Diet Coke, Sprite, and Fanta. Instead, Coke got a jolt from the noncarbonated brands that were once treated as orphans by its cola-centric management. Sales of its Dasani water brand rose 23% globally despite being pulled from shelves in Europe in late March because initial shipments contained the carcinogen bromate. And Coke's Powerade sports drink saw volume surge 28% worldwide on the back of a new ad campaign featuring NBA prodigy LeBron James, as well as four extra selling days in the quarter.

It's the first good news Coke has had for some time in its battle to make up precious ground against PepsiCo Inc. in the beverage industry's most competitive rivalry. While Coke retains an iron grip on the \$64 billion U.S. carbonated soft-drink market, it remains a distant second or worse in the up-and-coming "noncarb" category. Sales of beverages such as water, juice, tea, and sports drinks are growing as much as eight times faster than U.S. soda sales. Yet Coke's commanding 44%-to-32% lead over PepsiCo in U.S. soda sales compares with a 16%-to-24% deficit against its rival in the \$27 billion noncarb market, says consultant Beverage Marketing Corp.

Getting the noncarb business right will be a top priority for Isdell, 60, a former Coke exec who will return in the early summer to take over from current CEO Douglas N. Daft. Given the one-two punch of economic turmoil in key overseas markets and lack of growth in the U.S. soda business, Coke's operating profits have risen an average of only 1% since 1997, to \$5.2 billion in 2003. While the noncarbonated market is going gangbusters -- growing 8% last year alone -- U.S. soda consumption has grown by less than 1% in each of the past five years. Add mounting concerns about childhood obesity and the possibility that consumers are simply suffering from cola fatigue, and the soda market is likely to remain under pressure.

STUCK IN THE PAST. You have to give PepsiCo credit for its savvy in seeing the opportunity before Coke, which was long reluctant to diversify into any beverages that it feared couldn't match the lucrative margins of soft drinks. Daft's predecessor, M. Douglas Ivester, had to be dragged kicking and screaming into the water business: Coke made most of its money selling syrup concentrate to bottlers, and he didn't see how the company could justify its cut of profits on water. (Today bottlers pay Coke for "mineral packets" that give Dasani its taste, in addition to marketing fees.) He also passed on a chance in the 1990s to buy Quaker Oats Co. -- which at the time owned Snapple (CSG) as well as Gatorade (PEP).

Daft's efforts to convert Coke into a "total beverage company" also met with periodic resistance from Coke's board. He lost a bidding war for the SoBe line of New Age drinks to Pepsi in 2000 and the Gatorade line after Coke director Warren E. Buffett vetoed Daft's all-stock deal for Quaker by saying it wasn't worth 10.5% of Coca-Cola.

Bottlers, meanwhile, refused to embrace Daft's acquisitions of Planet Java, a bottled coffee intended to compete against the Frappuccino brand carried by PepsiCo bottlers, and the Mad River line of New Age teas. The independent bottlers have long preferred products with the high volumes and simple plastic packaging that allow them to run their production lines at full tilt -- and products such as Planet Java and Mad River offered neither. "We just didn't see the opportunity," says Ron Wilson, president of the Philadelphia Coca-Cola Bottling Co. Given the apathy, Coke execs shelved both Planet Java and Mad River last year. They plan to distribute such niche products via food brokers; bottlers will get a cut of profits for coordinating sales and merchandising efforts with merchants. "We know what we need to do now," says Chief Financial Officer Gary P. Fayard.

CREATIVITY NEEDED. Coke execs believe they're starting to pick up momentum on the noncarb front. In the U.S., the new Minute Maid Lemonade line has sold briskly, and Coke boasts that in chilled juices, its Minute Maid team outsmarted PepsiCo's Tropicana by being the first to include a blend designed to lower cholesterol.

Analysts think Coke may have to scrap Dasani in Europe and return under a different name, perhaps as a spring water rather than a purified one. But Coke says its water business is gaining traction elsewhere. Its three-year-old Turkuaz brand is the best-seller in Turkey, and its NaturAqua line has become the second-best-selling water in Hungary after just nine months. While Coke remains a distant second in U.S. sports drinks, it says it is enjoying heady growth in the many international markets where Gatorade isn't sold. Keith D. Pardy, vice-president for emerging global brands, says

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Valuable isn't sold. Keith D. Farley, vice-president for emerging global brands, says Powerade sales rose 23% worldwide last year.

The recent growth in some areas is coming off a small base of sales. And some analysts think Coke will have to be a lot more creative on the product and marketing fronts to make up lost ground. David M. Podeschi, senior vice-president of merchandising for 7-Eleven Inc. ([SE](#)), commends Coke for the "great strides" it has made with soda extensions such as Vanilla Coke and Diet Coke with Lemon, "but they could do more innovation on the noncarb side." Coke's new CEO will have to figure out how to generate as much fizz out of **juice and water** as he does from soda.

By Dean Foust in Atlanta

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Tuesday, June 05, 2001

Noncarbonated beverages gain in U.S. market

By Abigail Klingbeil
Gannett News Service

Sales of **noncarbonated drinks** such as Snapple, Aquafina and Powerade are small compared with sales of carbonated **drinks**, including beverage industry leaders Coke and Pepsi. But buoyed by health-conscious consumers, the **noncarbonated** beverage market is gaining ground on its fizzy counterpart.

Last year, the \$17.8 billion U.S. market for individually sold **noncarbonated** beverages grew 13 percent while the \$60 billion U.S. carbonated soft drink market increased 4 percent, according to John Sicher, editor and publisher of *Beverage Digest*, an industry newsletter.

"The American consumer is looking for greater variety in their choices of beverages," he said.

Other reasons are the rising popularity of bottled water, and the perception that **noncarbonated drinks** are healthier than carbonated ones.

In addition, the major beverage companies are sparking growth by adding new single-serve choices.

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Although analysts say it is unlikely the **noncarbonated** market will ever surpass the soft drink market, Coca-Cola Co. and PepsiCo Inc. are taking the category's growth seriously.

Both continue to add **noncarbonated** beverages to their offerings.

Even so, soda isn't going to be displaced by green tea anytime soon. The soda market still dominates the single-serve category by a wide margin.

"There's such a huge gap between consumption of carbonated soft **drinks** and **noncarbonated** products," said Gary Hemphill, vice president of Beverage Marketing Corp., a research and consulting firm.

According to Beverage Marketing, people drink about 55 gallons of single-serve carbonated beverages a year, compared with about 14 gallons of **noncarbonated**. But the **noncarbonated** beverage business is a growth market.

Much of that growth is being led by bottled water, such as Evian, Poland Spring, Dasani and Aquafina.

Last year, the \$6 billion bottled water market grew 30 percent, Mr. Sicher said.

Last month, Coca-Cola introduced an advertising campaign for its bottled water, Dasani. PepsiCo also plans to introduce advertising for Aquafina, which had about \$450 million in U.S. sales last year.

PepsiCo and Coca-Cola each have about 16 percent of the U.S. **noncarbonated** beverage market. The scales will tip in PepsiCo's favor once it completes a planned acquisition of The Quaker Oats Co. Quaker Oats makes Gatorade, sales of which alone account for about 8 percent of the U.S. **noncarbonated** market.

Adding brands

Caroline Levy, UBS Warburg's senior beverage analyst, said the two companies originally avoided the market

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analysis, said the two companies originally avoided the market because they thought it might hurt their core cola businesses. "I think they realized a little later than they should have that if they didn't play there someone else would," she said.

PepsiCo entered the market in 1991 with a joint venture with Lipton to produce single-serve teas. PepsiCo also makes Starbucks Corp.'s Frappuccino, FruitWorks fruit juices, SoBe fruit juices and teas, and Dole juices. PepsiCo's water, chilled tea and chilled coffee lead their respective segments, but competition is growing.

PepsiCo and Coca-Cola are now building their **noncarbonated** beverage offerings by buying other companies, forming joint ventures and starting their own brands.

Recently, Folgers maker Procter & Gamble Co. and a unit of Suiza Foods Corp. announced they will introduce Folgers Jakada, a chilled coffee drink.

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Coca-Cola ready to expand noncarbonated holdings

By Andrew Ross Sorkin and Andrew Martin

Published: May 25, 2007

NEW YORK: The directors of Coca-Cola have approved the company's purchase of Glaceau, the maker of Vitaminwater, for \$4.2 billion in cash and Coke stock, a person involved in the negotiations said.

The deal was scheduled to be announced Friday, the person involved said. Executives at Coke declined to comment Thursday night.

The acquisition has been expected for weeks, as Coke pursued

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The acquisition has been expected for weeks, as Coke pursued Glaceau, which is also known as Energy Brands, to upgrade its portfolio of **noncarbonated** beverages, sales of which have been growing much faster than those of soda in the United States in recent years

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While the price is substantial for a company with sales in 2006 of about \$350 million, analysts said the cost of not doing the deal, given Coke's relatively weak position in **noncarbonated** beverages, could also have been high.

The deal may also exorcise some ghosts in Coke's past. For a decade or so, Coke, which has 43 percent of the soda market in the United States, compared with 31 percent for PepsiCo, has lagged behind in introducing **noncarbonated** beverages.

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It also was late in introducing bottled water. And in 2000, Coke's chief executive signed a deal to buy Quaker Oats, which included Gatorade, but the board turned him down. Quaker was then swept up by PepsiCo.

This year, PepsiCo's share of the **noncarbonated** beverage industry in the United States - which includes bottled water, sports **drinks** and juice - was 50 percent. Coke's share was 23 percent, according to the trade publication Beverage Digest, which first reported the company's negotiations with

Glaceau last month.

Beverage Digest reports that in 2006 soft **drinks** in the United States accounted for 67 percent of the nonalcoholic beverage business, bottled water made up 17 percent and other **noncarbonated** beverages stood at 16 percent.

But in 2006, soft drink volumes declined slightly while bottled water was up 17 percent and other **noncarbonated drinks** increased 13 percent.

William Pecoriello of Morgan Stanley called the acquisition, a "potential game changer" in the market for **noncarbonated drinks**. "It would fill a major gap in its noncarb portfolio," Pecoriello said last week in a note to investors.

Glaceau also makes Fruitwater, an energy drink called Vitaminenergy and Smartwater, which contains electrolytes. Pecoriello said the sale of those products could be expanded overseas.

The jewel of Glaceau is Vitaminwater, which is vitamin-fortified and offered in flavors. It is among



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The jewel of Glaceau is vitaminwater, which is vitamin-fortified and offered in flavors. It is among a fast-growing category known as functional foods, which market themselves as offering an additional benefit beyond basic nutrition. Energy drinks fortified with ginseng, orange juice with added calcium and yogurt with live bacteria called probiotics are examples of fortified foods.

Each bottle promises a specific benefit. Kiwi-Strawberry flavored Vitaminwater, for example, promises "focus" and "healthy support for eyes and skin" with Vitamin A and lutein, described as a natural antioxidant that protects against eye disease. There is also a Vitaminwater with green tea extract, which promises a "rescue" because of its purported cancer-fighting properties.

Glaceau's Web site says, "Welcome to the Center for Responsible Hydration." The company was founded in 1996 by J. Darius Bikoff, who remains chief executive. He could not be located for comment.

Glaceau is based in New York City. The company sold 77 million 192-ounce, or 5.7-liter, cases last year, a standard industry measure, according to Beverage Digest. That was a 103 percent increase over the previous year.

Coca-Cola, by contrast, sold 5.5 billion cases in the United States alone.

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Channeling juice, **non-carbonated** drink growth into mass retail

Drug Store News , Oct 9, 1995

EMAIL PRINT

When it comes to sales of **non-carbonated** beverages, the mass market retail industry has turned on the juice.

In a beverage survey conducted exclusively for FM, the percentages of households that reported buying juices and flavored iced teas at discount department stores, warehouse clubs and drugstores increased dramatically since last year.

For example, at discount department stores during the year, the percentage of people buying bottled iced teas quadrupled, from 2% in 1994 to 8% in this year's survey, while the percentage of people buying juices increased by 10 percentage points, to 23% of the 450 randomly selected households.

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"Probably not unlike most companies, we recognize the importance of mass discounters, and we try to develop plans for new products accordingly," said Mike Bach, managing director for Coca-Cola Foods, maker of Minute Maid juices and Hi-C fruit **drinks**.

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More juices and other non-carbonated

Coca-Cola's research indicates that total category juice and juice drink sales at mass market retailers increased 19.3%, while juice sales at supermarkets grew only slightly, increasing by 2%, according to Bach.

"When you see those numbers . . . you want to be a part of that business," Bach said. In what was partly a response to this trend, Coca-Cola introduced a six-pack of new 7.7-oz. cans of Hi-C earlier this year. "They were immediately well-received by the mass trade," Bach said.

He said that while many "grocery stores dragged their feet," most major mass retailers have been behind the new Hi-C cans since they were launched. "They just jumped on them," Bach said.

David Covitz, vice president and gmm of hard lines at Ames, said the new Hi-C cans have increased sales of all juices merchandised on the shelf. But Covitz added that juices and iced teas sell much better when served cold in refrigerated cases at the front of Ames' stores. Ames mandates that each store must have at least one refrigerated case, but if space allows, many district managers add more cases. Covitz said the refrigerators spur impulse sales and help maximize sales-per-square-foot totals.

There are many players in the convenience-type beverage industry, like Snapple and Arizona, that have national prominence," Covitz said. "They are seen as a snack-type food, which the mass merchants have been involved with for quite a while, and customers are very comfortable buying them from us."

Bach said he feels the increased sales of juices and other **non-carbonated** beverages are a result of mass retailers focusing more on those **drinks**.

"You can't go in and out of a Wal-Mart, Target, Venture, Kmart or Caldor store and not see a juice or juice drink in an ad or in a display.

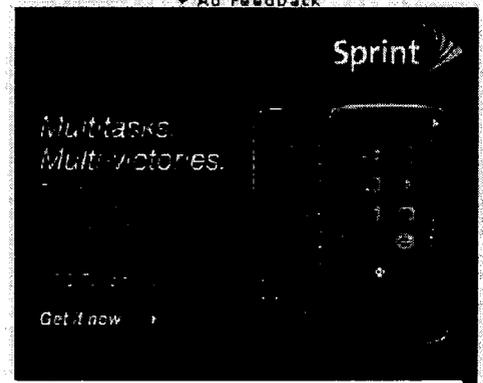
"Mass market consumers are very familiar with brands, and when they see a good value, they're going to stock up," Bach said, noting that shoppers buy a higher volume of beverages when they buy them at a discounter.

Other interesting findings from the FM survey related to **non-carbonated** beverages were:

* Nestea and Arizona iced teas gained in popularity since the 1994 survey, at the expense of Lipton and especially Snapple, which fell 10 percentage points in the survey.

* Minute Maid continued to pack the most (fruit) punch in the juice category, but was only one percentage point above Tropicana, which was mentioned by 14% of the surveyed households as the preferred brand, compared to 11% last year.

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Market Trends: New Age Non-Carbonated Beverages

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New Age beverages are not as new as they once were but they are getting better with age, reaching sales of 3.4 billion in 2004. This all new Packaged Facts Market Trend: New Age **Non-Carbonated** Beverages looks at this growing market with exciting functional and intriguing emotional benefits:

Health and wellness continue to shape consumer choice in the New Age **non-carbonated** beverages. From the boutique and organic stores, the New Age **non-carbonated** beverages have made their way into mainstream retail channels. The Packaged Facts *Market Trends: New Age **Non-Carbonated** Beverages* covers the following:

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- Dairy & Dairy Substitutes
- Bottled/Canned Teas

*Market Trends: New Age **Non-Carbonated** Beverages* examines the state of the U.S. market, from everyday major supermarket players to specialty premium niche players. The report analyses manufacturer and retailer strategies used to maximize growth and profitability. Coverage includes analysis of consumer usage, brand preference, retailing, new products and factors and trends that will fuel future growth.

In this new report, Packaged Facts examines the market for new age **non-carbonated** beverages in the U.S., assesses the markets strengths and weaknesses, analyzes the various products available along with the manufacturer and retailer strategies that are being used to maximize growth and profitability. Trend coverage includes consumer usage, brand preference, retailing, new product, and growth markets such as yogurt **drinks**.

Introducing Market Trends

Market Trends is the latest product line from Packaged Facts. These timely, compact reports offer insight and analysis into new product trends, demographic shifts, and consumer behaviors that affect the food, beverage and consumer goods industries.

Report Methodology

The information in Market Trends: New Age **Non-Carbonated** Beverages is obtained from both primary and secondary research. Primary research data is provided by Simmons Market Research Bureau (consumer buying and usage data), Information Resources Inc. (market share data), and ProductScan (new product introduction data). Secondary research data has been obtained from trade association publications, business and medical journals, company literature and websites, databases, and investment reports.

What You'll Get in this Report

Market Trends: New Age **Non-Carbonated** Beverages offers unique perspective on the burgeoning market. No other market research report provides the analysis and trends coverage that Packaged Facts offers. Plus, you'll benefit from extensive data, presented in easy-to-read and practical charts, tables and graphs.

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This report will help:

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- **Advertising agencies** working with clients in the beverage industry and related industries to understand consumer mindset and to develop consumer messaging for these products.
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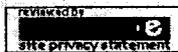
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The Skinny On: Fruit Flavored Water

WED, 12/27/2006 - 10:14AM BY FITSUGAR

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When it comes to hydration do **flavored** waters do the job?

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Just about every **water** company has some new fangled version of **water** on the market, but are they as healthy as plain **water**?



Glaceau makes some vitamin waters that contain a lot less sugar than **fruit** juices making them an alternative. Plus each flavor contains a different set of vitamins and nutrients. They also make **fruit** waters which add a little bit of flavor to plain **water**, but they also add sugar and 50 calories.

Some **fruit flavored** waters, like Fruit2O, use *artificial* sweeteners like Splenda to sweeten up the drink without adding calories.

Fit's Tips: I wouldn't exactly put these **flavored** waters in the category of good old natural healthy hydrating **water**. It's a great alternative to soda, but **don't** replace it for **water**. When traveling, choose plain old **water** instead.

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Kara Goldin
CEO, Founder.
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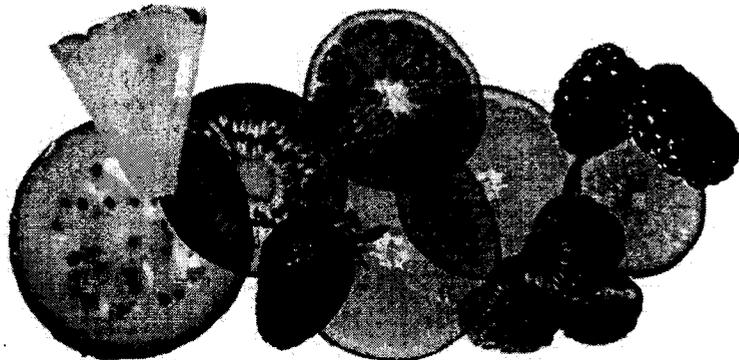
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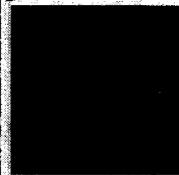
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Chicago: Quincy Court becomes a tropical oasis

A new 'tropical' oasis beckons passersby to Loop's Quincy Court

By James Janega | Tribune reporter
March 25, 2009



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Thanks to the U.S. General Services Administration, acrylic palm trees, benches and picnic tables offer new uses for Quincy Court near the 200 block of South State Street. (Tribune photo by Antonio Perez / March 18, 2009)

Gone from the dark alley behind the Dirksen Federal Building are the parked cars, the dirty puddle and the smell reminiscent of portable toilets. Instead, 20-foot palm trees and translucent picnic tables that light up will fill the space, creating a cozy nook in the Loop.

The federal government has spent three years and \$2.5 million to spruce up what is officially known as Quincy Court. The U.S. General Services Administration hopes the work will make the once-overlooked alley more inviting than the grimy space off State Street, midway between Jackson Boulevard and Adams Street.

The site is officially open, said Jennifer Cosgrove, the Los Angeles architect who designed the space.

"I'm seeing it really for the first time," Cosgrove said as she surveyed the work last week. "Just the scale of it—it's like being in a playground."

They may not be real palm trees, Cosgrove notes, but they seem like it—the 6-foot leaves are patterned off the leaves of the honeylocust tree, commonly seen on Chicago streets and along its freeways. More life-size honeylocust leaf patterns are stamped in the concrete.

Cosgrove's firm, Rios Clementi Hale Studios, has built several playgrounds, small parks and child-care centers around California. It has also done site planning around the country for the GSA, the federal landlords in charge of government grounds.

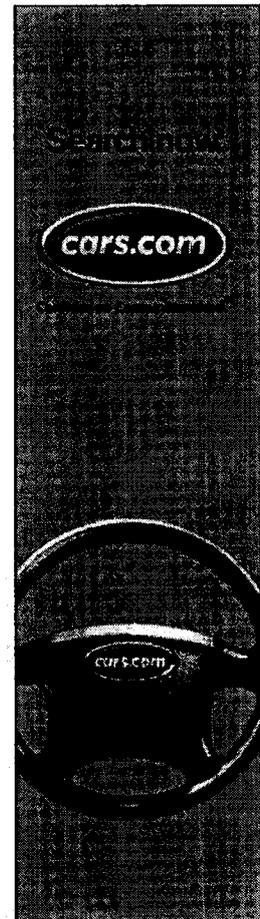
But Chicago was their first gig on old urban turf. Cosgrove said the plaza's builders had to work around old ComEd vaults, buried conduit lines, a subway tunnel and an abandoned freight passageway.

Judging from the curious glances of State Street passersby, the quasi-tropical urban *faux allée* is already more inviting.

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"It has that playful quality to it," Cosgrove said. And it smells better.

jjanega@tribune.com

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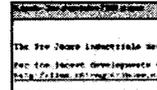
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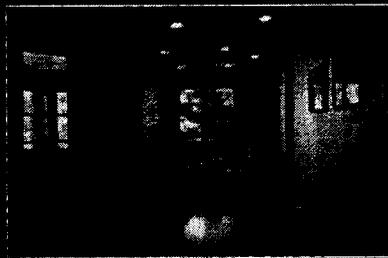
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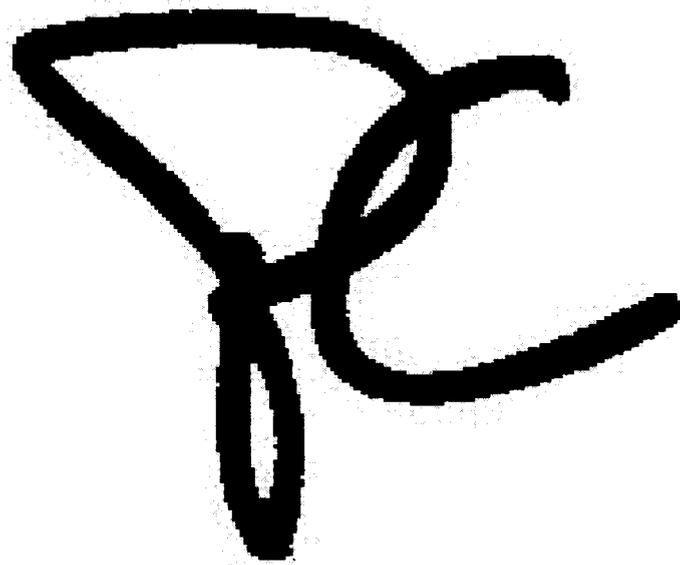
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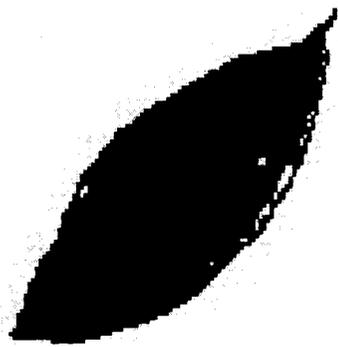
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Registration Number

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Date Registered

2007/12/11

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white tea, oolong tea, fruit tea, herbal tea for food purposes,
loose-leaf tea, and other tea-based beverages, namely tea flavored
with fruit juice, lime teas, sage tea, iced teas, and chocolate food
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Fruit Juice, Water Top School Vending Machine Choices

Posted on: Monday, 1 August 2005, 09:00 CDT

MONDAY, Aug. 1 (HealthDay News) – Fruit juice and water are the most commonly stocked items in U.S. school vending machines, says a survey of school foodservices directors.

The survey of "competitive foods" in schools was conducted by researchers at Pennsylvania State University and the Pennsylvania Department of Health, who also found that hamburgers, pizza and sandwiches are the top-selling a la carte food items in schools.

Competitive foods refers to items that can be bought in vending machines, snack bars and fundraisers, as opposed to items bought in traditional school breakfast and lunch programs.

The researchers noted that there is minimal regulation on competitive foods and not much is known about their sale and availability.

The survey found that 71.5 percent of schools offer water in their vending machines. Other popular items include cookies, crackers, cakes, pastries and other baked goods.

french fries

salty snacks

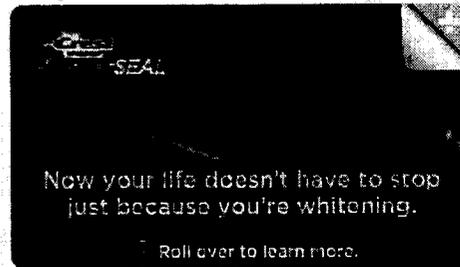
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water

ice cream or frozen yogurt.

The survey also found that a la carte sales provided an average of about \$700 a day to the schools' foodservice programs, about 85 percent of which receive no financial support from their school districts.

"Competitive food sales appear to be providing needed funding for the schools and school foodservice programs, as other funding



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Tropicana Fruit Squeeze

Juicy **Water** Aims To Help You Drink More H₂O Daily

CAPSULE REPORT: Fruit **juice water** is a new entry into the bottled **juice** category. Tropicana Fruit Squeeze is 13% real fruit **juice** in bottled **juice** with added sweetener (sucralose), providing a refreshing "juice very lite" drink for just 20 calories per 8-ounce serving. We especially enjoyed the lemon and grapefruit flavor, as natural-tasting alternatives to lemonade and grapefruit **juice**; and added some glamour via lime and mint to make "mocktails."

- [Overview](#)
- [Tropicana Fruit Squeeze Flavors](#)
- [Hydrating With Fruit Squeeze](#)
- [Mocktail Recipes](#)
- [Shopping Information](#)



Calorie

-laden cocktail? No: A 20-calorie glass of Pink Grapefruit Tropicana Fruit Squeeze, turned into a "mocktail" with some lime and mint

Just when you thought it was safe to go into the **juice** aisle, there's another

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some lime and mint.

Just when you thought it was safe to go into the **Water** aisle...there's another new category of waters. Or is it juices? We've put this review of Tropicana Fruit Squeeze in the **Juice Section** of our product reviews, because the waters are so juicy, they don't belong in the **Bottled Waters** section with Fiji, Volvic, Voss and the lesser-known (but very delicious) mineral waters we review.

There are different categories of flavored **Water**:

- **Water** with natural flavor but no sweetener, such as Hint®, Metromint®, O® **Water** and Saratoga Splash (calorie-free)
- **Water** with natural flavor and sweetener, divided into those that are calorie free and sweetened with sucralose/Splenda, such as Aquafina® FlavorSplash, Fruit₂O, Nestlé Pure Life Natural Fruit Flavored **Water** Beverage and Dasani Lemon, Raspberry and Strawberry flavors; and those that are sweetened with sugar like O Infused **Water** (25 calories per 8 ounce serving)
- Flavored endurance and energy **Water**, such as Propel
- Vitamin-enhanced flavored "**Water**," [quotes ours] such as Glaceau and Virgin Drinks' Fusion, which are not calorie-free waters but fruit juice-based drinks that use "**Water**" for marketing purposes (50 calories per 8-ounce serving)

Now, there's:

- Fruit juice "**Water**," such as Tropicana Fruit Squeeze. The key differentiator is a high percentage of real fruit juice. Tropicana is 13% juice, and is sold not with the flavored waters, but in the non-refrigerated juice aisle. It also has no added sugar, but uses sucralose for extra sweetness.

Is fruit juice **Water** juice, or is it **Water**? Since **Water** is a hot category and juice sales are flat, marketing the product as **Water** makes sense. But it's definitely juice. Leave an open bottle of flavored **Water** in your car or gym bag for a few days or a few weeks, come back to drink it, and it's fine. Leave an open bottle of Tropicana Fruit Squeeze unrefrigerated for a few days and it is spoiled and undrinkable.

There already is a category called Juice Lite, with less sugar/fewer calories than regular juice. Since Juice Lite Lite sounds a bit silly, Fruit Juice **Water** it is!

Flavors

Tropicana Fruit Squeeze is available in four flavors:

Free Finish
Rec Room

Bonus Space

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Weekend Only!
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teeth...

AudrysWhitestTeeth.com

Acai at GNC

Experience the

Benefits of Acai.

- Lime Raspberry
- Pink Grapefruit
- Summer Lemon
- Tropical Tangerine

The beverages taste like artfully diluted **juice**, and are very well-crafted. You won't mistake them for **juice**. They're **juice** lite lite. The Fruit Squeezes are sweet, light and extremely refreshing. The Pink Grapefruit and Summer Lemon tasted as natural to us as the real thing—in fact, we actually prefer the Fruit Squeeze to a regular glass of grapefruit **juice** or a lemonade, because of the lightness.

The attractive calorie count—20 calories per 8-ounce serving—is achieved by artfully combining **juice** concentrates* with filtered **juice**, adding some natural flavorings and sweetening with sucralose (the ingredient in Splenda®).

*What's in it? Filtered **juice**, apple **juice** concentrate, grape **juice** concentrate, citric acid (a preservative), natural flavor, sucralose; a coloring agent like beta-carotene (yellow), cochineal (orange), red 40, and the concentrate of the "name" **juice**: lemon, lime, tangerine, raspberry and ruby red grapefruit **juice** concentrates. There are 25 mg sodium, 5g total carbs, 4g sugars, 0g fat, cholesterol and protein.

We preferred the Pink Grapefruit and Summer Lemon flavors; we're not sure why tangerine was chosen instead of the famous Tropicana orange **juice**, but we longed for the flavor of orange over the tangerine. Lime Raspberry, although made of natural flavors, seemed less natural to us than the single-note citrus choices. But everyone will have his or her own favorite(s).

Hydrating

Most of us don't get close to the recommended 9 to 13 eight-ounce glasses of **juice** per day. We'd have to program ourselves to drink one glass every hour of the traditional work day. Even for the most enticing beverage in the world, that would be a chore. Add to that the bad news that the coffee, tea and cola many of us drink is anti-hydration: Caffeine is a mild diuretic,† leaching **juice** from the body (hence all of those runs to the bathroom).

† Caffeine increases the excretion of **juice** and sodium from the kidneys, resulting in a net **juice** loss. Since it is a very mild diuretic, the stimulating properties of caffeine more than



One of our favorite flavors,

Tropicana Fruit Squeeze
Pink
Grapefruit. Photo by B.A.
Van Sise.

loss. Since it is a very mild diuretic, the stimulating properties of caffeine more than make up for slight net eventual loss.

Other beverages besides are hydrating. Juice contains a high percentage of, although fruit juice generally comes with a high tally of calories and sugar carbs: An 8-ounce glass of fruit can have 130 calories, 30 from sugar. Tropicana Fruit Squeeze, on the other hand, has 20 calories, 4 from sugar. Just think: you can drink seven of them for the caloric value of a glass of regular juice. And, like diet soda and nonfat milk, you can learn to find them just as satisfying.

In addition to drinking them straight from the bottle, you can romance the Fruit Squeezes into 20-calorie "mocktails," as you'll see in the next section.

Mocktails

Pour your favorite Fruit Squeeze from the bottle into a collins glass or a wine goblet, add your favorite fresh citrus and an optional herb garnish. Top with a splash of diet tonic or diet ginger ale if you like.

- Tropicana Fruit Squeeze
- Citrus Wedge: Lemon or lime (add grapefruit or orange for an extra few calories)
- Herb Garnish: Basil, mint, rosemary
- Ice
- Diet tonic or ginger ale

Straight or mocktail, we're happy to have this new Juice drink to squeeze.

TROPICANA FRUIT SQUEEZE

Juicy in Lime Raspberry, Pink Grapefruit, Summer Lemon and Tropical Tangerine

- 15.2-Ounce Bottle
\$1.49
Suggested Retail Price
- 6-Bottle Multipacks
\$3.99
Suggested Retail Price

At supermarkets, club stores, convenience stores, and other retailers nationwide.



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Prices and flavor availability
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Photo by B.A. Van Sise.

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Industry Resources

Noncarbonated Beverages in Convenience Stores

Posted: July 1, 2006

Behind the cooler doors in convenience stores are some of the hottest products in the industry. Whether they are sports drinks, bottled water, soothing herbal teas, Chai teas, iced cappuccinos or nutrient-enhanced New Age beverages, single-serve drinks are more popular than ever -- and convenience stores are known for their single-serve sales. (Unless otherwise indicated, all statistics are from the NACS 2006 State of the Industry report).

Convenience store industry trends:

- Iced teas, sports drinks, bottled water and alternative beverages all saw increased sales in convenience stores in 2005.
- On average, per-store sales for noncarbonated beverages were \$71,958 in 2005, roughly equal to the per-store sales of soft drinks (\$72,131).

Bottled water:

- An estimated one out of every five bottles of water sold in the country is purchased in a convenience store.
- Bottled water sales are projected to increase 110 percent between 2002 and 2007 (Source: Beverage Marketing Corp.).
- Bottled water is the second-most-popular packaged non-carbonated beverage sold in convenience stores.

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- Bottled **water** is the second-most-popular packaged non-carbonated beverage sold in **convenience** stores, with 2005 sales of \$2.5 billion.
- Flavored **waters** have emerged as a big trend in the category.
- The portability of PET packaging has been a major factor in the growth of the category that did not exist 20 years ago.

Sports drinks:

- **Convenience** stores/down-the-street stores lead all retail channels in sales of sports drinks (accounting for 44 percent of total sports drink sales in 2004), outpacing supermarkets (26 percent), mass merchandisers (11 percent) and drug stores (6 percent), mass merchandisers (11 percent). The remaining 13 percent was sold at club stores, vending and foodservice outlets (Source: Beverage Marketing Corporation).
- Total sales of sports drinks in **convenience** stores topped \$1 billion for the first time in 1999, and reached \$1.3 billion in 2005.
- Per **store** sales in **convenience** stores of sports drinks/isotonics were \$9,121 in 2005.

Juices/Juice drinks:

- **Juice/juice** drink sales in **convenience** stores in 2005 were \$2.7 billion, averaging \$19,178 per **store**.
- Orange **juice** is the most popular **juice** (54 percent of total **juice** sales), followed by cranberry **juice**/cocktail (15 percent), apple **juice** and cider (12 percent), **juice** blends (10 percent) and grapefruit **juice**/cocktail (5 percent) (Source: Information Resources, Inc.).

Alternative beverages:

- Alternative beverage sales in **convenience** stores continue to grow. In 2005 **convenience** stores sold \$2.3 billion in alternative beverages -- \$16,657 per **store**.

Iced teas:

- Sales of ready-to-drink iced teas in **convenience** stores were \$715 million in 2005.