

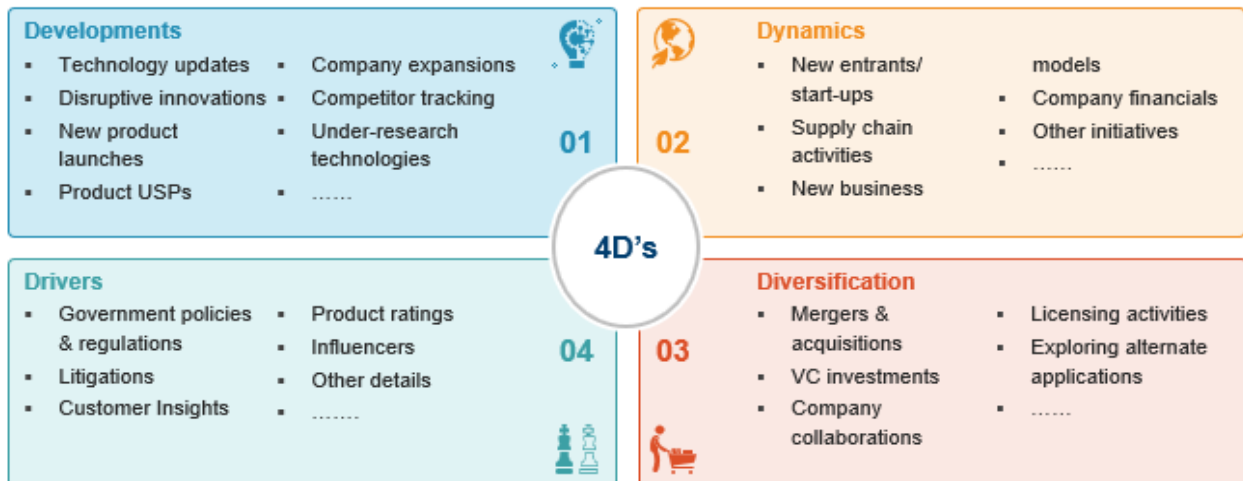
# INTELLOTRACKER

PROBIOTICS IN BEVERAGE

JUNE 2023



## ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





## DEVELOPMENTS

New Product Launch		The exciting new flavor 'Passion Fruit and Yuzu' is being added to The Spare Food Co.'s distinctive beverage line. The sixth flavor in the Spare Tonic lineup will make its debut from March 7 through March 11 at Natural Products Expo West before going on sale at the end of the month. <i>Source: Trend Hunter</i>
New Product Launch		Revive Drinks launched two new flavors in its Revive Probiotic Soda lineup. These are the 'Root Beer' and 'Cherry Cola' flavors, respectively. The company chose these flavors as they are classic and nostalgic, both being long-standing fan-favorite sodas. <i>Source: Trend Hunter</i>
New Product Launch		KeVita, a brand of PepsiCo, is expanding its line of Sparkling Probiotic Lemonades with the launch of a new flavor: Mango. Each bottle is packed with live probiotics, which deliver healthy bacteria to the gut, with only 6 grams of sugar and 40 calories or less, it adds. <i>Source: Beverage Industry</i>
New Product Launch		PiQi has created a range of drinks made using water kefir, fermented, living ingredient with a powerful probiotic punch and immune boosting benefits. <i>Source: Food Navigator Europe</i>
New Product Launch		Lifeway Foods, Inc., a leading U.S. supplier of kefir and fermented probiotic products to support the microbiome, will debut new flavors, including Guava Low fat Kefir, Organic Strawberry Banana Whole Milk Kefir and Organic Black Cherry Whole Milk Kefir, along with the seasonal flavors Rainbow Cake Low fat Kefir and Campfire S'mores Low Fat Kefir. <i>Source: Cision Newswire</i>
Technology Innovation		Ireland's AnaBio Technologies has launched a range of encapsulated probiotic strains including well-established Bifidobacterium and Lactobacillus species that can survive temperature stresses associated with UHT processing to be used in beverage. <i>Source: Nutra Ingredients USA</i>
New Product Launch		FHIRST Living Soda, the first all-natural, zero-sugar beverage combining gut-friendly probiotics and prebiotics, which is designed to storm the functional beverage market. <i>Source: Food and Drink Technology</i>
New Product Launch		US functional shots brand So Good So You has launched a probiotic juice shot designed "to promote a sense of serenity." So Good So You's Calm provides soothing ingredients, such as magnesium, L-theanine and vitamin B6. The new shot, which is meant to be taken daily to support a healthy immunity and digestive system, features a kiwi melon flavour. <i>Source: Food Bev Media</i>
New Product Launch		Cove Gut Healthy Drinks launches Cove Gut Healthy Soda, Canada's first-ever zero sugar, functional soda, made with one billion probiotics and prebiotics. Cove Soda is made with a proprietary, natural plant blend sweetener that combines probiotics and prebiotics to enhance gut health. <i>Source: Food in Canada</i>



## DYNAMICS

New Business		Leading craft cidery, Blake's Hard Cider (BHC), announces the debut of Sorta Pop probiotic soda, the first non-alcoholic beverage in the brand's 10-year history. The new line of low calorie, low sugar carbonated probiotic sodas will hit SE Mich. independent retailers' store shelves. <i>Source: Cider Magazine</i>
Market expansion		Hy, aims to introduce its health functional foods this year to the US as the company saw the world's largest consumer market lacking health supplements for skin care, antioxidants, and diets. <i>Source: Korea Economic Daily</i>
Marketing		With a new can format and marketing campaign geared towards younger consumers, Health-Ade is looking to grow its brand and expand its base by tapping into occasions and capitalizing on greater consumer awareness of gut health. <i>Source: Beverage Daily</i>
Market expansion		Aussie tennis star Nick Kyrgios has taken an equity interest in a new 'no sugar' probiotic soft drink developed by Melbourne company Gen U Brands, coming aboard to help the company take the product to a global market. <i>Source: Business News Australia</i>



## DIVERSIFICATION

Funding		Elixir Kombucha, owned by Corey and Danielle Wood, has raised more than \$240,000 on Wefunder, a crowdfunding platform that connects startups with investors online. The company, founded in 2016, creates its own kombucha product, selling it in stores across Kentucky and in some surrounding states. <i>Source: Kyinno Business Journals</i>
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Collaboration



Dairy Farmers of America (DFA) partnered with Good Culture to produce a new lactose-free milk formulated with a probiotic to support digestive and immune health.

Source: [Dairy Processing](#)

## SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY



### IP Strategy

How best can we proactively manage and monetise our technical knowhow / intellectual property?

- IP Portfolio Analysis
- IP Monetisation
- IP Valuation
- Prior Art Searches



### Technology Intelligence

How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?

- Competitor Benchmarking
- Tech / IP Landscapes
- Technology Watch
- Market Analysis / Trends



### Growth & Strategy

Which technologies do we invest in? How do we ensure quick wins? Speed to market?

- R&D Strategy Roadmaps
- Technology Scouting
- Open Innovation
- Product Development



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