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Preview the world's most innovative products

Mintel's Global New Product Database team has exclusively selected the world's most innovative products to be showcased on **Innovation Live**.

Click the links below for a preview:

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Drinks

[Iced Coffee Range](#)

Brand: POMx
Company: POM Wonderful
Category: Non-Alcoholic Beverages
Country: USA

Product Description:

POM Wonderful has launched the POMx range of Iced Coffee, which includes four varieties: Café au Lait; Chocolate; Caramel; and Chai Tea.

Originality: 4/5

US company POM Wonderful almost single-handedly pioneered the market for "better for you" pomegranate-based beverages, and has now extended its offer to the iced coffee category, not one that is usually associated with antioxidant and energy claims.

Positioning: 3/5

POMx is sold under the tagline "The Healthy Buzz", a positioning statement similar to increasing numbers of "natural" energy drinks these days. Its ethical positioning via Rainforest Alliance and organic ingredients adds appeal but is fast becoming a "standard" for premium beverages.

Formulation: 4/5

These drinks are not pomegranate-flavoured, but have all the health benefits of POM Wonderful's signature fruit thanks to an "ultra potent" 100% pure polyphenol antioxidant extract. This is combined with premium ingredients including Italian-roasted Arabica beans for a dose of caffeine.



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General Food

[Tomato Pasta Sauce with Vegetables](#)

Brand: Panzani Objectif 5 Légumes
Company: Panzani
Category: Sauces & Seasonings
Country: France

Product Description:

Panzani has introduced Objectif 5 Légumes, a prepared pasta sauce cooked with vegetables. One 95g jar is claimed to provide 50% of a person's daily recommended vegetable intake.

Originality: 4/5

There are several examples of children's foods that are designed to "smuggle" vegetables into the diet, but this line from Panzani takes a more mature approach based on convenience, targeting young adults with a format that is ideally suited to their needs.



Positioning: 4/5

The strongest aspect of this product is perhaps its simplicity. It is positioned as a quality and convenient sauce that can form the basis of a quick meal, which at the same time delivers a meaningful dose of vegetable goodness without the need to clean, cut and prepare veggies from scratch.

Formulation: 3/5

The recipe itself is not unusual, although has a hint of the premium thanks to the reference to coconut and rosemary.

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Health & Wellbeing

Brain Health Bar

Brand: Kellogg's Live Bright

Company: Kellogg

Category: Snacks

Country: USA

Product Description:

Kellogg's Live Bright Brain Health Bar contains 100mg DHA omega-3 per bar. It is available in Double Chocolate or Chocolate & Vanilla varieties.

Originality: 4/5

Products supporting mental function represent one of the boom areas in NPD recently, as the claim has spread into Western markets from its origins in Asia. Children have been the main target for such products, but Kellogg has opted for a wider appeal with its new Live Bright bar, positioning the benefits of DHA firmly in the mainstream, and doing that via a popular vehicle, the snack bar.

Positioning: 4/5

This launch marks a significant step in consumer education regarding brain health. The DHA content is clearly flagged (twice!) on the front of the pack, together with a head design to underline that positioning. A panel on the back of the pack spells out the role of DHA, including the statement "Just as your body needs calcium for strong bones, you need DHA to help support a healthy brain". The bar format and indulgent flavours ensure that the product delivers on taste and convenience, as well as functional health.

Formulation: 3/5

The pack indicates that Americans statistically have one of the lowest rates of DHA consumption in the world, and that each bar contains five times more DHA than most Americans get in their daily diet. However, the bar is also formulated with ingredients that some consumers will seek to avoid, such as artificial flavours and high fructose corn syrup.

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Food & Beauty

Acne Care Chocolate

Company: Frutolis

Brand: Frutelis

Category: Chocolate Confectionery

Country: USA

Product Description:

Frutels Acne Care Chocolate is a premium, all-natural, dark chocolate, which is said to deliver powerful antioxidants and micro-nutrients to support the body's defenses against the causes of acne and to clarify the skin from the inside out.

Originality: 5/5

Chocolate, at least when consumed in large quantities, is often associated with poor skin and spots. But Frutolis in the USA is trying to overturn that perception with its new Frutels line, described on-pack as "acne care in a chocolate".

Positioning: 5/5

The chocolate is said to deliver powerful antioxidants and micro-nutrients to support the body's defences against the causes of acne and to "support clear skin from the inside out" – imaginative positioning when allied to the indulgence nature of chocolate.

Formulation: 3/5

It contains a variety of vitamins and minerals, including vitamins B, C and E, folic acid, biotin, and zinc – an interesting array of ingredients, but not novel in the beauty foods category. It is also sugar-free (sweetened with maltitol).

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Frozen & Chilled

Poppyseed & Plum Chocolate Mousse



Company: Göttinger
Brand: Süße G'schichten Moussini
Category: Desserts & Ice Cream Products
Country: Austria

Product Description:

Süße G'schichten Moussini is an Austrian handmade mousse dessert with varieties including white chocolate and delicate poppyseed-plum purée filling.

Originality: 4/5

This is a super-premium dessert designed to replicate a restaurant quality experience in the home. The mousse features innovative and highly differentiated packaging, a spirally wound composite pack with a layer of corrugated card, which presumably serves to help insulate the product as well as lending it a very natural look that underlines its artisanal nature.

Positioning: 3/5

Artisanal and upmarket desserts have been gaining ground in mainstream distribution as an occasional and (reasonably) affordable indulgence, but the €6.99 price of this line puts it beyond the reach of many.

Formulation: 4/5

It uses flavourful combinations that stand out from the norm, including poppyseed & plum, pineapple, ginger, and goat's cheese.



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