

## Mintel GNPD Innovations Club Snapshot

Here is just a sample of the insight Mintel GNPD's Innovations Club can provide you with, taken from our March 2009 Clubs.

In March, the top scoring product, with 22 points was in the Non-Food Club and was a Toilet Paper formulated with 90% sugar cane. With 20 points, we had a Quinoa-based caffeine free drink in the Beverages Club.

In the **Food Club**, the highest scorers had 19 points each. In the UK, Morrisons launched under its Food Fusions brand a range of breadcrumbs enhanced with exotic and premium flavours in order to bring together classic ingredients, fusing them with the latest styles and recipes by leading chefs. In the USA, Nurture launched Happy Bites Secret Sauce Kit, a pack with four organic fun dips for children with hidden vegetables and high in protein, in order to enhance children's nutrition.

In the **Beverages Club**, Quinoa Gold Caffeine Free Drinks from the USA scored 20 points, particularly due to its originality, the use of a 'novel-ancient' ingredient and the informative label design. Also in the USA, the HydroOne Rev beverage range scored 19 points. By combining science and nutrition, this range targets conditions such as diabetes, osteoarthritis and kidney disease, offering a nutritional content suitable for consumers with these conditions.

## Examples of March Innovations Club products

 Innovation Rating: 20



USA: Caffeine Free  
Drinks from Quinoa

Scoring  
OR PO FO PA PR

Key to scores

5 4 3 2 1

OR - Originality

PO - Positioning

FO - Formulation

PA - Pack Design/Features

PR - Price Rating

 Innovation Rating: 19



USA: Secret Sauce  
Kit from Nurture

Scoring  
OR PO FO PA PR

 Innovation Rating: 19



USA: Diabetic  
Nutritional Beverage  
from HydroOne

Scoring  
OR PO FO PA PR

## Example of an Innovations Club product record

### Caffeine Free Drinks

#### Beverages Innovations Club

#### Issue 60: March 2009

Originality:	5
Positioning:	4
Formulation:	4
Pack Design/Features:	4
Price Rating:	3
Total:	20

Record ID:	882044
Company:	Quinoa
Brand:	Quinoa Gold
Category:	Non-Alcoholic Beverages
Sub-Category:	Fruit/Flavoured Still Drinks
Country:	USA
Date Published:	Mar 2008
Launch Type:	New Product
Price in local currency:	



### Beverages Innovations Club Description

In the US, a niche manufacturer of beverages called Newport Quinoa Company introduced a range of quinoa ingredient-based drinks within the fruit/flavored still drinks sub-category. From the brand Quinoa Gold, these beverages are most unique for their formula's rich quinoa content. As explained on Newport Quinoa Company's website, quinoa was first deemed the mother of all grains by the Incas of the Andes Mountains in Peru and Bolivia thousands of years ago. Only within the past few decades has quinoa reappeared in North America. Quinoa is the seed of a leafy plant that is naturally rich in protein, amino acids, fiber, and iron. Dubbed the supergrain, quinoa contains more protein than other grains. The makers of Quinoa Gold proudly boast the brand's stance as one of (if not the first) beverages to copyright and patent a quinoa beverage. Quinoa Gold's extensive ingredient list includes nine amino acids, fiber, protein, manganese, iron, niacin, zinc, and other various vitamins and minerals. The drinks' gluten-free formula appeals to those suffering from food allergies. In addition to its Dark Berry flavor featured in this month's Innovations Club, Quinoa Gold is also available in Mango Passion and Piña Colada. Since most grain-based products derive from the dairy category, Quinoa Gold received a five in originality for housing quinoa in a liquid-beverage format. The drink's artistic label design shows an illustration of the Andes, educating consumers about quinoa and its roots. This strategic use of the bottle's label caused Quinoa Gold to score a four in package design. For formulation and positioning measures, the caffeine-free drink also earned a four, as Quinoa Gold is a true stand-alone in the US beverage market.

### Product Description

Quinoa Gold Caffeine Free Drinks are available in three flavours: Dark Berry; Mango Passion; and Piña Colada. The product features quinoa, a low-glycemic grain that was used by the Incas of the Andes Mountains in Peru and Bolivia, and contains nine amino-acids, fiber, protein, manganese, magnesium, iron, niacin, zinc, riboflavin as well as vitamins and minerals. The products are USDA organic certified, gluten-free and use organic agave nectar as a sweetener, which is said to be unlikely to raise blood sugar or trigger the body's fat storage mechanisms. They retail in 16-fl. oz. bottles.

## Packaging Details

	<i>Primary</i>
<b>Package Type (Detailed)</b>	Bottle
<b>Package Material (Detailed)</b>	Glass plain
<b>Label Type</b>	Self-adhesive
<b>Label Material</b>	Paper
<b>Closure Type</b>	Cap
<b>Closure Material</b>	Metal
<b>Production Methods</b>	Blown glass
<b>Package Width (mm)</b>	65 mm (2.56 inches )
<b>Package Height (mm)</b>	200 mm (7.87 inches )
<b>Package Depth (mm)</b>	65 mm (2.56 inches )
<b>Neck Finish</b>	Screw-thread
<b>Decorative Process</b>	Flexo
<b>Other features</b>	Tamper-evident

## Packaging Description

Safety button cap with an outer shrink sleeve for provide tamper evidence.

### Product Analysis

<b>Package Type:</b>	Bottle
<b>Package Material:</b>	Glass
<b>Pack Size:</b>	16.00 fl. oz (US)
<b>New Product Count:</b>	3
<b>Storage:</b>	Shelf stable
<b>Alcohol By Volume (%):</b>	
<b>Private Label:</b>	Branded

## Product Variants

Product Variant	Flavours	Format Type	Claims
Dark Berry	Berry	—	Organic, Glycemic (Low/No/Reduced), Gluten-Free, Low/No/Reduced Allergen
Mango Passion	Mango & Passionfruit/Maracuja	—	Organic, Glycemic (Low/No/Reduced), Gluten-Free, Low/No/Reduced Allergen
Piña Colada	Pina Colada	—	Organic, Glycemic (Low/No/Reduced), Gluten-Free, Low/No/Reduced Allergen

**Ingredients:** Dark Berry: filtered water, organic agave nectar, organic quinoa, natural flavours, citric acid

**Nutrition:** Per 8 fl. oz (US) serving (2 servings per pack): Calories 160kcal, Calories from fat 10kcal, Total fat 1g (2% DV) (of which Saturated fat 0g (0% DV), Trans fat 0g), Cholesterol 0mg (0% DV), Sodium 0mg (0% DV), Potassium 90mg (2% DV), Total carbohydrates 35g (12% DV) (of which Sugars 26g, Fiber 1g (4% DV)), Protein 2g (4% DV), Vitamin A (0% DV), Vitamin C (0% DV), Calcium (0% DV), Iron (6% DV), Riboflavin (4% DV), Phosphorus (6% DV), Magnesium (6% DV), Zinc (2% DV), Copper (6% DV), Manganese (14% DV)