

Coca Cola to introduce prebiotic soda

19 February 2025 | News

Simply Pop contains no added sugar and features 25-30 per cent real fruit juice from concentrate, making it a first in this rapidly growing segment



Simply Pop contains no added sugar and features 25-30 per cent real fruit juice from concentrate, making it a first in this rapidly growing segment

Simply is revitalising the prebiotic soda category with a new line of fruit-forward beverages that feature 6 grams of prebiotic fibre to support gut health, along with Vitamin C and Zinc to bolster immune function. Simply Pop contains no added sugar and features 25-30 per cent real fruit juice from concentrate, making it a first in this rapidly growing segment.

The product lineup includes five delicious flavours that will be familiar to Simply fans: Strawberry, Pineapple Mango, Fruit Punch, Lime, and Citrus Punch. These beverages will be available exclusively in 12-ounce, shelf-stable slim cans.

Simply Pop is set to hit shelves later this month at select retailers and will also be available online nationwide through Amazon Fresh. The brand plans to expand into additional markets across the country throughout 2025.

Becca Kerr, CEO of Nutrition at The Coca-Cola Company, emphasised that the development of the product was guided by a disciplined, consumer-driven approach from the very beginning. "We found that consumers, especially wellness-focused Gen Z-ers and Millennials, are interested in both juice and prebiotic sodas," Kerr stated. "With many new brands in this category, consumers are looking to connect with familiar names they can trust for quality and taste. This is particularly true for those curious about prebiotic sodas but who haven't yet leaped. To attract new drinkers to this category, we needed to strike the

perfect balance between innovation and trust."