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Innocent launches kids juicy water range un UK

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Working closely with Coca-Cola Europacific Partners (CCEP), Innocent Drinks, the nationâ??s most trusted kids' drinks brand, has launched a new range: Innocent Kids Juicy Water, available in Apple & Strawberry and Apple & Mango variants.

Innocent is the no.1 chilled kids' drink brand in the GB off-trade in value terms and is the nationâ??s most trusted kids' drinks brand purchased by over 1.3 million households every year.

Both drinks are school lunchbox compliant, containing no added sugar, sweeteners or artificial flavours, made with 70 per cent real fruit, a splash of water, and natural flavours, and count as one of the recommended â??5-a-dayâ??.

With only 12 per cent of UK children getting their â??5-a-dayâ??, and 63 per cent of parents in the UK worrying that their child does not get enough nutrients from their diet, the launch aims to help kids enjoy more fruit and vegetables, more easily. In consumer testing, both variants outperformed other kids' juice drinks in taste, refreshment, and natural ingredients.