



The 40-calorie hot chocolate is available in two flavours

Skinny Cow: from freezer to teabreak

Nestlé is taking its Skinny Cow ice-cream brand into hot beverages at the end of the month, with Skinny Cow Hot Chocolate.

The drink contains 40 calories per serving and is available in Indulgent Chocolate and Chocolate Mint flavours, in 200g jars and single-serve sticks.

"It is great for consumers looking for a light hot chocolate option without compromising on taste," said trade communications manager, Graham Walker.

The company is spending £650,000 on promoting the launch this year and is planning more for 2009.

Heinz lightens up its plastic sauce bottles in bid to be greener



Lisa Riley

Heinz is set to roll out lighter plastic bottles across its sauce range as part of its green drive.

The company switched to plastic PET bottles for its Heinz Tomato Ketchup portfolio in May, in a move it claimed would save 340 tonnes of plastic each year. It is now looking to extend the lighter packaging across its brown sauce, salad cream and mayonnaise products.

"The new PET bottles, which still have a high-quality glass-like clarity, are made to a very efficient design," said Nigel Dickie, director of corporate and government affairs for



Heinz hopes to reduce its footprint by 20% by 2012

Heinz UK & Ireland.

The company is also in the process of lightweighting its cans, which it claims are already "the lightest in the world", as well as increasing the amount of recycled steel used.

The packaging changes come as Heinz announced nine 'sustainability goals' for the UK and Ireland busi-

ness this week, with a 2011 target date.

They include reducing greenhouse gas emissions and energy consumption by 25%, as well as a 25% reduction from its transport carbon emissions. It also plans to cut packaging by 7%, while reducing carbon emissions from packaging by 15%.

Other areas it will focus on include sourcing and using more renewable energy, reducing water consumption and waste and issues around landfill, agriculture and personal sustainability for employees.

Dickie said the UK and Ireland would play a key role in helping the company achieve its global vision, which was announced in May this year.



The Express range will now include capsules and tablets

Putting fast pain relief in new formats

Nurofen Express has been reformulated and redesigned as brand owner Reckitt Benckiser taps into desire for faster pain relief.

Liquid gel capsules and round tablets will be added to the Express range, which was previously only available in caplet form.

"Hectic lifestyles mean demand for accelerated pain relief is growing," said a Nurofen spokeswoman.

A £10m marketing investment would be spent on a new TV campaign as well as extensive in-store activity, the company said.

The range goes on sale next week from rrp £2.99.

Bodyform's towels get scented appeal

Bodyform is putting £2m behind a new scented range, Deo Fresh, which is set to hit shelves this week.

The new range of towels and liners will retail for the same price as the standard Bodyform range and was developed in response to consumer research that suggested that scented products made women feel

more confident. "Through in-depth research we pride ourselves on being very in tune with the Bodyform target market," said marketing manager Julia Kretova. "This is a major launch in the feminine hygiene category and marks the first of our forthcoming product innovations."

A supporting TV ad campaign will run through October along with competitions, press and online ads, all under the strapline 'Freshness is the New Confidence.' A new website, www.ratemyconfidence.com, is also set for launch.

The new range is available in all major retailers.



Bodyform: "scented towels lift female confidence"

NEWS IN BRIEF

Sausage roll variety
Pork Farms has added two new sausage rolls – **The Big Hit**, a heavily seasoned sausage roll, and **the Bowyer's Recipe** which has a lighter, sweeter flavour than standard sausage rolls.

School term sweets
Haribo has launched two new 10p sweets for the new school term. **Starfish jellies**, rrp 5p, are joined by **Cola Rotella fizzy cola Catherine wheel jellies**.

Caramel variant
A limited-edition caramel biscuit & cream flavour is being added to Häagen-Dazs's winter portfolio, and will be stocked by the multiples for six months.

Chilli sauces with a bit of Latin passion

Bart Spices is teaming up with Latin restaurant chain Las Iguanas to release a new range of chilli sauces.

The herb and spice specialist has been supplying Las Iguanas' dining tables with hot sauces for the past two years, and their popularity among diners inspired the two businesses to launch a dual-branded

range. Matthew Shaw, sales and marketing director at Bart Spices, said his company had been eyeing the potential for Latin-style products for some time and more NPD was in the pipeline. "The recipes and positioning of Las Iguanas have helped us to draw on grower contacts across the region," said Shaw. "It means we can satisfy a growing UK desire for a touch of heat and Latin passion."

Bart Spices said the sauces, available in Organic Hot Chilli Sauce and the fruitier Organic Yellow Chilli Sauce, both rrp £2.49, will be sold in all of the Las Iguanas restaurants as well as through fine food retailers.



Las Iguanas: dual branding venture with Bart Spices