

monday, 07 september 2009

## us “nutrient-packed” vitaminwater makes a splash in durban

coca-cola's \$4.1 billion brand, glacéau **vitaminwater** has officially launched in durban.

the active lifestyle brand, which was launched in johannesburg and cape town during march, is rolling out worldwide, and has been well received by local markets.

the strategic decision by coke to purchase non –carbonated drinks has definitely paid off. in south africa alone, the brand has seen double-digit month-on-month growth since the march launch. retailers have seen a marked increase in sales; and with the advent of summer approaching the projected forecast is looking good.

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### about the brand

glacéau **vitaminwater** started way back in 1996. you remember 1996, right? eish man, who doesn't? that was the year penny heyns brought back two glinting gold olympic medals; the year archbishop tutu sat down to chair the truth and reconciliation commission; and also the year south africans danced like crazy when our team held up the victory trophy at the african cup of nations.

it was also during this time, in new york city, that an adventurer, gadabout, and humble genius named j. darius bikoff was feeling the double blow of raging thirst and low energy. en route to a yoga class, bikoff gobbled a vitamin c wafer and chased it with a swig of water. the combination of flavour and nourishment inspired bikoff to develop glacéau vitaminwater, a great tasting active lifestyle beverage that's packed with nutrients, and has no artificial flavours or colours.

bikoff's unique vision transformed the beverage industry, as he first created the enhanced water category and then went on to build glacéau **vitaminwater** into the leader of the active lifestyle category in the u.s. to cut a long story short, while most beverages are just about flavour and refreshment, glacéau **vitaminwater** is about so much more...simply put, it's a great complement to our often less than perfect diet.

each variant has a unique combination of nutrients that offer specific benefits to help you through those “what have i done to deserve this” moments; those mind numbingly boring conference calls; a bad case of monday morningitus; a gut-busting gym workout; or one of those “i'm never drinking again” morning afters. these six varieties are: glacéau



GLACÉAU  
**vitaminwater**  
try it™

ends.

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