

New products

New twist to an old favourite

Fromageries Bel is adding tasty variety to its The Laughing Cow cheese range with the introduction of new ham-flavoured wedges, an extension to their core wedges range currently available in plain and light. The Laughing Cow Ham Wedges have the same smooth texture and creamy taste synonymous with all The Laughing Cow products, with an added delicious meaty flavour South Africans will love.

"The Laughing Cow is a growing brand with wedges as the flagship product. As wedges hold the majority of the market share

for the brand, it was a natural move to expand the range and offer an assortment to satisfy all tastes," commented Portia Morewa, The Laughing Cow's cheese category manager.

The easy-to-open Laughing Cow Ham wedges are packaged in convenient pink striped flat packs of eight individually wrapped wedges. The new flavour is available nationally at all major retailers for the same retail price as the plain wedges (R16,99).



Apples and pears

Women know that fruit add an important part to a healthy diet, but getting your five fruit per day may seem almost impossible, considering our hectic lifestyles. Pears are believed to be related to apples, which is why pear juice blends in perfectly when mixed with apple juice. It's an exciting and innovative taste sensation that's really worth the try.

Wilde believe their 100% fruit juices should remain 100% – that's why they're leaving the blending to you. The unique packaging process enables Wilde to last much longer



without being preserved. Wilde fruit juice is among South Africa's first long-life fruit juice brands and has an extended shelf life of up to eight months outside the cold chain.

Wilde fruit juice has an interactive blog that is regularly updated, so that consumers remain abreast about their favourite fruit juice brand.

Visit www.wildejuice.co.za and follow the link to the blog from there. The blog is interactive, so feel free to interact via comments.

Wilde 1 l retails from R13,99 each at retailers such as Pick n Pay or Checkers. **M&J**