



# African taste trend arrives

In anticipation of the overseas visitors for the 2010 Soccer World Cup, Woolworths developed a few interesting ranges with a few typically South African twists: The African Extracts range.

Since the launch of the new flavours for smoothies and yoghurts consumers responded positively to ranges made with traditional African botanicals including baobab, buchu and rooibos. Each of the botanicals has been paired with favourite South African fruits including naartjie and peach.

Woolies are also the unofficial custodian of products made from Ayrshire milk. The carefully selected milk producers of Ayrshire milk keep their cows free of the synthetic hormone rBST (generally given to dairy cows to increase milk production). "We are really excited about dairy and specifically Ayrshire," says Nicola Malan, category head: Dairy of the Woolworths Food division.

In line with the rest of the Woolworths yoghurt range, the African Extracts yoghurts have no added preservatives. Woolworths has also added HOWARU™ probiotic cultures, which are clinically proven to stimulate the immune system and aid lactose digestion when eaten regularly. In keeping with the company's good business journey



Woolworths new Africa inspired dairy range is set to take the market by storm

goals (and like other Woolworths yoghurts) the yoghurt is packed in recyclable containers and the buchu and baobab extracts have been sustainably sourced. The fruit flavours have been carefully selected to complement the subtle flavours of the African extracts: The mild-flavoured fruit of the baobab tree has long been used to make a refreshing drink. The subtle flavour of baobab is complemented by either prickly pear or naartjie.

Buchu, a small, highly aromatic shrub that thrives on the cool mountain slopes of the Western Cape, has been used for centuries by the Khoi-Khoi as a herbal remedy. Its unique flavour is complemented by granadilla or blackcurrant.

Most South Africans are familiar with the refreshing taste of rooibos, which is naturally caffeine free and low in tannins. Orange, fynbos honey and peach provide ideal complements to the distinctive flavour of rooibos. The relevance of smoothies in the retail market was identified by Woolworths



**1** Tubs come in packs of 6 x 100 ml containers



**2** Healthy smoothies are popular

as a trend approximately six years ago, says Suzy O'Regan, product developer: Dairy at the Woolworths Food division. "Initially we launched yoghurt-based smoothies using very basic fruit flavours.

"However, over the past four years, we have seen enormous growth in the dairy drink category. This is in line with global trends and the category has grown to include eight variants. We have really pushed the boundaries regarding flavours, which include super fruits as well as vegetable-based variants.

"Until recently, our smoothies have been sold in 300 ml bottles, but in October we launched a bulk Berry Smoothie 750 ml bottle. Although it is slightly too early to tell, the bulk variant looks as though it is going to be very successful," she adds.

### Range and packaging

The current range of smoothies includes the following variants:

- Berry
- Mango and Passion Fruit
- Strawberry and Banana
- Guava and Pear
- Apple and Beetroot
- Orange, Pineapple and Carrot
- Pineapple, Papaya and Pear
- Kiwi and Apple

The range of creamy, delicious yoghurts includes a 1 kg tub for the Low-Fat Ayrshire Rooibos, 150 g tubs and convenient 6 x 100 ml tubs for the other flavours and 300 ml drinking yoghurts for the Low-Fat Ayrshire Rooibos & Orange; Low-Fat Ayrshire Baobab & Naartjie; Low-Fat Ayrshire Buchu & Blackcurrant flavours.

Convenient packs of 6 x 100 ml tubs are available in an 'all rooibos' combination of Rooibos, Rooibos & Fynbos Honey, and Rooibos & Peach with a hint of ginger, as well as a mixed pack containing Rooibos & Orange, Baobab & Prickly Pear, and Buchu & Granadilla. – *Woolworths press release*

### What is HOWARU™?

HOWARU™ is the name of the probiotic cultures Woolworths adds to its yoghurts. When ingested on a regular basis as part of a healthy diet, probiotics should improve the microbial balance in the human intestines and the functioning of the digestive tract.

By inhibiting the growth of pathogenic micro-organisms, assisting in the digestion of lactose, normalising bowel movement and stimulating the functions of the human immune system, probiotics significantly improve general health. **M&J**