

Sunkist launches healthy juices - Detox and Refuel

~ Offering goodness of fruits and vegetables through 100% juice and nothing else ~
~ No Added Sugar and No Added Preservatives ~

National, 6th December 2018: Sunkist from California by Future Consumer Limited (FCL) introduces a range of healthy juices like Detox, Refuel and Orange Mosambi. These juices are extremely nutritious and contain no added sugar and preservatives. Detox and Refuel juices are made with 100% goodness of fruits and vegetables; for consumers who believe in eating clean and maintaining a healthy lifestyle while on the move.

Introducing a new flavor, Sunkist Detox is filled with the goodness of Apple, Banana, Spinach, Cucumber and Pineapple. Extremely flavourful the Detox drink is the perfect way to start your day with a refreshing cleanse from inside. Spinach and Banana give you the much needed boost of energy and this drink can be made part of your pre-workout plan. Containing fresh vegetables, Sunkist Refuel is prepared using Lemon, Ginger and Beetroot. The Refuel drink acts as a refuel for your body making you feel energized even after a long day.

Speaking about the new range **Mr. Sadashiv Nayak, CEO – Food Business, Future Group** says, “With changing lifestyles, consumers are opting for food that do not compromise with their health. Our new range of Sunkist juices are for consumers who are in search of better-for-me food and beverages. These drinks are a blend of both fruits and vegetables, providing higher nutrition and better taste especially with no sugar or preservatives.”

The range also includes the classic Orange Mosambi which is a mix of orange and sweet lime; available in two pack sizes 200ml at Rs. 35 and one liter at Rs. 130. Sunkist Detox and Refuel come in 200 ml packs and are priced at Rs.40 and is available across all Big Bazaar, Big Bazaar GEN NXT, HyperCity, Easyday, Heritage and Nilgiris store in the country.

About Sunkist

Future Consumer Limited has a long term agreement with California-based Sunkist Growers, Inc., a leading international licensor and the most widely recognized name in the citrus category, to manufacture, market and sell fruit juice, fruit juice drinks, sparkling beverages and a range of other food products under the world-famous Sunkist brand in India. Known around the world for high quality citrus fruits, Sunkist Growers Inc. California exports to over 32 countries across the globe.

A delight to every consumer, Sunkist stands for moments full of freshness, taste and a life full of fun and youthful energy! Sunkist's Fruit Juices & Nectars are packed with fresh fruits & flavors from nature. The recent addition to this delectable portfolio has been a range of Fusion Drinks developed by Future Consumer Limited. With exciting flavours as Mojito, Lime Cucumber Mint & Orange Lemon Lime these non-carbonated drinks differentiate themselves through their unique and delicious combination of flavors. Welcome to the Sunkist Life!

About Future Consumer Limited (FCL)

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

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