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Vitamin Retailer®

THE DIETARY SUPPLEMENT
INDUSTRY'S LEADING MAGAZINE

A VRM, Inc. Publication

May 2007

A close-up photograph of a hand holding a yellow quartz alarm clock. The clock face is visible, showing numbers 1 through 9 and the word 'QUARTZ' near the 6 o'clock position. The background is a warm, out-of-focus orange and red.

Sleepless in America

The Value of Supplements
for a Good Night's Rest

Also Inside:
Bone and Joint Health
Lyme Disease
Heart Health
Enhanced Waters

Get Your 8-A-Day, the Better Way By Tanya Kenevich

Water is an essential beverage that many consumers don't drink enough of. It rehydrates the body, aids in digestion and bladder functions and generally takes on the role as the necessary oil in a well-working machine. Recently, the trend of enhanced waters has become more popular for proper hydration. These enhanced waters are infused with vitamins, minerals or other beneficial nutrients. The waters not only help reach that eight-glasses-a-day goal, but add an extra (and sometimes needed) boost along the way.

Enhanced Waters, Enhanced Sales

Sales of enhanced waters have spiked drastically in recent years. According to enhanced beverage marketing data from The Beverage Marketing Corporation, functionally improved waters have seen a \$588 million sales profit from 2000 to 2005. Glacéau, the manufacturer of the popular Vitamin Water brand, has seen an extra \$60 million in sales from 2004 to 2005 alone.

"We get hundreds of e-mails and phone calls from consumers everyday telling [us] how well the product works for them and how it has changed their lives," said Lauren Thompson, communications coordinator for Whitestone, NY-based Glacéau.

"We are getting calls almost daily from distributors and/or retailers around the country that want the product," said Brian Thompson, marketing director for Hydrate2o. "The very positive clinical trials only added to that fire."

Kenny Mazursky, president of Liquid



OM, feels just as optimistic about his product's selling power. "Liquid OM is selling fantastic. We have a lot of passionate customers who love our product," said Mazursky. "We expect sales to increase 10 to 15 times over last year."

"Liquid OM is purchased by doctors, chiropractors, nutritionists and other health

practitioners for their patients, as well as general consumers who like the purity and energetic benefits of the water," said Mazursky. "Some people use it as a hangover remedy. Others drink it instead of coffee."

Energetic is an understatement. Liquid OM Beverages is said to be "frequency enhanced," which means that, according to the company: "Every bottle of Liquid OM is infused to the same frequency of the Earth revolving around the Sun (OM=136.10 Hz @ 432.10 Hz)." Liquid OM says the product is refreshing and "balancing," and vibrations (ever so slight) of the actual bottle can be felt by following instructions on their web site, the company says.

Quality vs. Commodity

Sometimes a heavy bottle of plain tap water isn't the best way to go. Enhanced waters can add more to the mix than just hydration.

"Vitaminwater was a pioneer in creating healthier hydration options," said Glacéau's Thompson, "and has always been formulated to be a great tasting, natural, low calorie beverage that provides the nutrients people want and need."

"The trending clearly indicates that

an ever growing number of consumers are purchasing performance-type waters," said Brian Thompson.

"Consumers are beginning to realize that all water is not created equal."

Hydrate2o says it separates itself from other enhanced water companies because its performance water is formulated to focus on intra-cellular hydration as well as extra-cellular hydration. Intra-cellular hydration is the hydration of fluid inside the cells, which is important for biological activity and improved performance in activities, the company says.

"The viscosity as well as surface tension is different when compared to other waters, making it thinner; thus more absorbent," added Brian Thompson. "The bottom line is that you hydrate quicker."

RushNet, Inc. is also a force to be reckoned with. The company has been enhancing beverages since 1978, and has a few boosted beverages to pick from, including RushCola, GinsengRush and e-Water™. RushCola is infused with different herbs and roots for vitality and GinsengRush has ginseng for an invigorating taste (without the caffeine). E-water also combines electrolytes and fulvic acid, which causes the blood cells to be "fed" better than drinking regular water.

"There's more and more stuff on fulvic acid," said RushNet president Robert Corr on the new and powerful trend of fulvic acid.



Cold Case, Multi-Packs or Both?

Proper placement of enhanced beverages is key. If a consumer likes the enhanced water that they picked out, and feel an actual difference from the enhancement, the bottles need to be easily accessible to that reoccurring customer. Mazursky states that Liquid OM should be found in the cold case or water section, to avoid confusion.

"Most stores have a 'dry section' on a particular aisle, as well as a 'cold case' section. It could be in one, or both sections," said Brian Thompson. "Some retailers also have a separate organic section it may be found in."

Where beverages can go can depend on the layout of the store itself. But what quantity does the consumer want to buy?

"This varies from retailer to retailer. Co-ops and big box discount stores tend to sell more cases; whereas, convenience stores sell more singles. We encourage case purchases not only as a better value, but a more efficient way to experience hydration benefits," said Brian Thompson.

"It depends on the store," added Mazursky. "A lot of our customers buy a few singles but many buy it by the case."

Depending on how the customer feels at that point of entry in the store, the decision to buy a case, a pack or a single serve can change. It's best for retailers to be ready for whatever the customer needs at that point, no matter if it's flavored water or an entire case of it. Vitaminwater carried both single servings, and different numbered multi-packs. Both sell extremely well, according to Lauren Thompson.

Spurring Summer Sales

Summer might be a few months away, but retailers should start preparing now for those thirsty customers. Stores need to be supplied with as many beverages as possible, and enough enhanced waters could equal profit. Special promotional displays don't hurt the cause, either.

"Placement in the store is key," said Mazursky. "Prominent displays with POS and placement in the refrigerated

sections help improve awareness and sales for new consumers. We also do some in-store samplings to educate people about the unique benefits as well as advertising, promotion and awareness through community events."

While Hydrate2o does their business primarily on the West Coast, its distribution is spreading rapidly. To promote easier purchasing, Hydrate2o will be making their web site capable for ordering and buying products. Vitaminwater is also providing summer sales help, including the summer program called GTV (Glacéau Tasting Vehicle), which will travel all over the country with 42 vehicles. So, no matter where the hydration is needed, manufacturers are ready to provide a refreshing splash of satisfaction. **VR**

For More Information:

- Glacéau, (877) GLACEAU
- Hydrate2o, (208) 639-8894
- Liquid OM, (877) 688-7566
- RushNet, Inc., (708) 389-6625
- The Beverage Marketing Corporation, (212) 688-7640