



Aloe vera drink hits US shelves

A new spring water and aloe vera based beverage was showcased at the Food Marketing Institute Show in Las Vegas in May 2008.

The new product, simply called ALO, is produced by California-based **SPI West Port**, and targeted at active adults who are looking for 'a refreshing, all natural drink'.



There are three variants under the ALO brand: the original ALO Exposed which comprises real aloe vera pulp; ALO Awaken, blending aloe vera pulp with real wheat grass extract to provide an 'extra zing in your step'; and ALO Elated, which takes brewed olive leaf and olive leaf extract and combines them with real aloe vera pulp. And, according to the company, further variants are due to be launched by the end of the year.

Aloe vera is well documented for

easing sunburns and healing cuts but it also boasts a long list of vitamins, minerals and essential amino acids.

Vice President Henry Chen spoke to **functionaldrinks** and explained some of the healing properties of aloe vera in greater detail, "Aloe vera has been used externally since ancient times to treat cuts, burns and skin conditions. Well, we're exposing aloe vera's benefits as a healthy, nutritional supplement as well. Aloe vera contains numerous vitamins, minerals, enzymes and amino acids and has been shown to help the absorption of vitamins C and E. It is also commonly used to promote a healthy digestive system. In the nutritional supplement market, aloe vera is growing in popularity." He added, "Wheatgrass is a food supplement packed with highly concentrated vitamins, minerals, chlorophyll and enzymes. Wheatgrass and wheatgrass juice are excellent sources of dark greens in one's diet, and are also a natural energiser. The olive leaf, in addition to being a natural antibiotic, has been shown to have anti-oxidant levels higher than even those found in green tea."

The ambient line, which is described by the manufacturer as all natural, with no artificial flavourings, colourings or preservatives, is packaged in 500ml and 1.5 litre PET bottles, retailing at US\$1.99 and US\$3.99 respectively.

www.alodrink.com



Tea extract with superior antioxidant capacity unveiled

German company Kaden

Biochemicals launched its new Antioxidant Tea Extract ingredient at the recent Vitafoods exhibition.

As its name suggests, the powdered ingredient consists of a blend of green tea and green rooibos tea extracts. Green tea itself can

have a slightly astringent taste so the combination with green rooibos gives the product a less bitter taste profile. Furthermore the combination of both teas provides a balanced polyphenol spectrum, which leads to an excellent antioxidant capacity, Product Manager Karin Stoffels explained to **functionaldrinks**.

Green tea has long been recognised for its health benefits, and scientific evidence has shown that polyphenols are effective in lessening the impact of free radicals, significantly reducing the oxidative damage at a cellular level and consequently decelerating the ageing process of the skin.

Launched in April 2008, the food-grade ingredient is water soluble, ensuring its suitability in a wide range of applications including beverages, dairy products, water, tea, fruit juices, ice creams and other desserts. Antioxidant Tea Extract is available worldwide.

www.kaden.de

