True®
BLISS FOODSTUFF TRADING

THE TRUE JUICE COLLECTION

REAL FRUIT. NOT FROM CONCENTRATE.

A DISTINCTIVE RANGE FOR A MARKET READY FOR SOMETHING TRUE.

FOUR FLAVOURS. ONE CLEAR DIFFERENCE.



MANGO GUAVA PINEAPPLE LYCHEE

250 mL ALUMINIUM CANS

24 CANS PER CARTON

A DIFFERENT START. A CLEARER STORY.

In a busy juice aisle, the point of difference must be easy to understand. TRUE JUICE is made from real fruit and positioned as not from concentrate (NFC).

It gives retailers a distinct product story and gives consumers another way to choose their next fruit juice drink.

NFC

NOT FROM CONCENTRATE

WHAT DOES IT MEAN?

Juice from concentrate goes through a concentration stage, in which water is removed, before it is later reconstituted.

Not from concentrate means the juice does not go through that concentrate-and-reconstitution step.

THE PROMISE IS SIMPLE: A REAL-FRUIT, NFC PROPOSITION ACROSS FOUR DISTINCT FLAVOURS.



250 mL / NFC

FLAVOUR / 01

MANGO

THE TROPICAL CLASSIC

Full, mellow and unmistakably mango. A familiar tropical fruit character, presented in a distinctive premium format.

THE PROFILE

WARM / FULL / TROPICAL

FLAVOUR / 02

GUAVA

TROPICAL. DISTINCTIVE.

Fragrant and fruit-forward. Guava brings a recognisable tropical signature and a confident point of difference to the range.

THE PROFILE

FRAGRANT / FRUIT-FORWARD / BRIGHT





250 mL / NFC

FLAVOUR / 03

PINEAPPLE

A BRIGHTER KIND OF TROPICAL

A vibrant pineapple profile with lively tangy-sweet character. Refreshing, expressive and easy to recognise on the shelf.

THE PROFILE

LIVELY / TANGY-SWEET / FRESH

FLAVOUR / 04

LYCHEE

A REFINED FRUIT CHARACTER

Delicate, aromatic lychee notes with a subtle floral impression. A distinctive choice for shoppers seeking something different.

THE PROFILE

DELICATE / AROMATIC / DISTINCTIVE



FOUR FLAVOURS.
ONE CONSIDERED RANGE.

04	250	24	6.0
FLAVOUR SKUs	mL / CAN	CANS / CARTON	LITRES / CARTON

RANGE FACTS

CATEGORY	Fruit juice drink
PRODUCT APPROACH	NFC / Not from concentrate
PACKAGING	250 mL aluminium can
CASE PACK	24 cans x 250 mL
AVAILABLE FLAVOURS	Mango / Guava / Pineapple / Lychee
ORIGIN	Manufactured in Vietnam; distributed in the UAE by True Bliss

FOR THE SHELF. FOR THE CUSTOMER. FOR THE CONVERSATION.

MAKE SPACE FOR SOMETHING TRUE.

A real-fruit, not-from-concentrate story. Four distinct flavours.
A practical 250 mL can and a 24-can trade carton.

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THE TRUE JUICE COLLECTION



SAMPLES / QUOTATIONS / TRADE ENQUIRIES

LET'S TALK DISTRIBUTION.

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