

# Eckes-Granini Deutschland GmbH in Soft Drinks (Germany)

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## Abstracts

Eckes-Granini's product portfolio had been restricted to juice up until 2012. Declining juice volumes in Germany is hence a big challenge for the company, with optimising its product portfolio not being enough to avoid a declining turnover. The company thus decided to launch its first lemonade in March 2013. The new brand is simply called Die Limo (meaning 'the lemonade') and is targeted at older consumers. Die Limo is juice-based and less sweet than comparable products.

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