

Fruits et Saveurs in Soft Drinks (France)

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Abstracts

Fruits et Saveurs aims to expand sales of Cidou in France, a brand that was relaunched in 2012 after three years of withdrawal. Juice is one of the most embattled categories, in which it is increasingly difficult to gain acceptance. However, Cidou has some assets: it was one of the most popular local brands in juice a decade ago; it emphasises its Made in France origin in its apple and tomato juices; it banned all added sugar in its nectars – replacing it with grape juice; and keeps its prices...

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