

New pouched waters for New Year

In early 2009, Hydropouch Corp., Chicago, IL, is set to launch two new pasteurized, hot-filled, nutrient-enhanced water beverages in 250-mL stand-up, high-gloss, flexible pouches with resealable, push/pull spouted valves. The spouts are applied to the preformed, foil/PET laminate pouches during the pouch filling process.

The all-natural beverages (no high-fructose corn syrup) are being marketed in two varieties—TORQ® (which contains 25 mg of natural caffeine and 100 mg of taurine, vitamins B and C, and potassium), and Ice₂O™ (which contains the same mix of vitamins B, C, and potassium without the caffeine or taurine). Hydropouch describes these beverages as the market's new “Capri Sun” for adults. Suggested retail price for a 6-pack of the 250-mL pouch-packed waters is \$4.89. Initial product roll-out will be in the Miami, FL area and in the central Colorado ski resort region.

In a strategic alliance arrangement, Hydropouch owns the pouch-filling machinery, which is installed at an unnamed contract packaging facility. The pouch, spout, filling equipment, and corrugated display case suppliers are considered proprietary.

The pouch mock-ups were digitally printed in four colors by **CL&D Digital** (www.clddigital.com). CL&D also printed the corrugated display cases in four colors. CL&D worked closely with Hydropouch during the pouch and display case prototyping process. Finished mock-ups were used to help secure investor backing and promote pre-launch marketing activity.

Kirk Kessler, president and founder of Hydropouch Corp., notes, “CL&D is good at what they do, and they want their clients to succeed. They are affordable and easy to work with. I am impressed by the exceptional quality of the mock-ups they provided.” —*Judy Rice*

