

JUST JUICE

THE MARKET

The fruit juice and fruit drink market is defined as containing all fruit based juices and drinks that contain at least 25% fruit juice (cordials and new age beverages are not included). The Australian market is currently being driven by growth in the longlife or shelf stable segment and fresh juice segments. New flavours and larger pack sizes are driving the growth in longlife, whilst increased consumer awareness and demand for fresher style products is driving the growth in the demand for fresh juice.

Just Juice is the number two brand in the longlife juice market in Australia. Just Juice is 100% juice, with no preservatives or additives, and is another quality product from National Foods Limited. This is the largest segment in the total market, and it is growing at a healthy rate of 6% annually*. The entire longlife juice market is worth approximately \$158.5 million a year*.

The entire juice market is extremely price competitive, and longlife juices are no exception. The major players are constantly competing for increased market share through continual price promotion and added value concepts.

Longlife juice has always been a very popular product with pantry stockers. Its long shelf



life (up to 12 months) means that the product can be purchased and stored for later use.

ACHIEVEMENTS

Just Juice sales currently sit at approximately \$47 million annually and are growing at a rate of 19% annually, well above the overall market growth.

The Just Juice brand has been listed in the Retail World Top 100 Brands for the past two years

and its popularity continues to grow. It is well established as a known and trusted high quality 100% juice product.

Just Juice is one of the few juice brands available in all pack sizes, ranging from a tiny 200ml six pack - perfect for school lunchboxes - right up to a family 3 litre bottle which is currently the largest size available in the longlife juice market.

HISTORY

The Just Juice brand was acquired by National Foods (formerly Sunburst Regency Foods) in July 1994, and the company has moulded Just Juice into an established and respected brand in the juice market. The brand continues to be produced at the Smithfield plant in metro Sydney, New South Wales today. There are currently more than 50 flavours across all six pack sizes.

The brand is well-known for its consistent taste, convenience and assurance of 100% fruit juice.

THE PRODUCT

Just Juice is the second best selling longlife and shelf stable juice brand in Australia. Its manufacturer, National Foods Limited, is a wholly Australian owned public company which specialises in supplying the shelf stable and cold shelves of Australia's shops and supermarkets with well-



known and frequently market-leading brands.

Nearly 40 million litres of Just Juice product is sold annually in Australia, not counting the additional volume exported to such countries in the region as Singapore, Malaysia, Thailand and Taiwan.

The Just Juice range of products, in an extensive variety of sizes and flavours, represents the quality, value and image for which National Foods has become known.

Just Juice competes in all segments of the longlife juice market. It is available in a 200ml six pack, a 250ml six pack, a one litre brick pack, a two litre PET bottle and a three litre PET bottle.

Just Juice is available in both the grocery and route trades and is a best seller, especially in grocery.

RECENT DEVELOPMENTS

The pouring ability of a one litre brick pack of juice has always been an issue in the longlife juice market. Spillage and resealability have been issues, and ease of use has also been an issue with this type of packaging for a number of years.

In 1995, the one litre Just Juice container was launched with a spout cap made of plastic to improve pouring and make it possible to reseal the pack. This innovation has proven very effective in solving the pouring problems, and is considered to be highly user friendly by consumers.

There is a general trend in the beverage market for consumers towards larger packs. The longlife juice segment is no exception. In April 1998, National Foods launched Just Juice in a three litre bottle as a direct result of this growing trend towards larger pack sizes. The larger container is proving to be a real winner in the longlife juice market.

Recently, Just Juice was involved with the release of the film Godzilla, by way of an on-pack consumer promotion. All Just Juice grocery packs took part in this initiative, which was a 'collect and get' style promotion. Consumers were able to claim a Godzilla t-shirt after collecting a specified number of tokens. This promotion was very effective, highlighting the need to offer regular value-added elements to longlife



juice buyers.

The recent Sydney Water Crisis has also been an excellent opportunity to give Just Juice a higher profile, with advertising highlighting the fact that the juice has absolutely "No Water Added".

PROMOTION

Over the years Just Juice promotional activity has mainly relied on the launch of new flavours and sizes, as well as below the line activity.

In 1996 Just Juice conducted a "Lunch Out" sampling campaign in the CBD areas of New South Wales, Victoria, Queensland and South

Australia. During this promotion, the 250ml glass container range was re-launched with new vibrant labels and brightly coloured caps. All lunchers in the area were treated to a sandwich and a new look Just Juice 250ml product in a glass bottle. The promotion was the key to gaining distribution in

the CBD area, by encouraging trial of Just Juice.

1998 saw the launch of the Godzilla movie Australian wide and the simultaneous introduction of Just Juice's Godzilla promotion where consumers could win prizes of Godzilla t-shirts by collecting points found on any Just Juice product and mailing them in to claim their prize. The promotion was a huge success for Just Juice, taking the brand to market leadership in NSW over the promotional period.

Constant in-store promotion teamed with the continual rotation of new flavours and improvements in packaging for Just Juice have provided constant strong support for an already strong brand name.

BRAND VALUES

Just Juice has always been closely associated with consumer health and wellbeing with its 100% juice content. Simultaneously, it has also been recognised Australia wide as an outstanding producer, in the category with its wide range of flavours and varying pack sizes.

All Just Juice communication and promotional activity relies primarily on the strength of its fruit content and premium quality, along with the practicality, convenience and simplicity of the product - Just Juice is Just That!

The Just Juice market experience is testimony to the quality image of the product and the strength of the brand. In such a dynamic market, Just Juice has stood the test of time and remains a trusted and well respected brand in the category.

* A.C. Nielsen MAT Jan '99

THINGS YOU DIDN'T KNOW ABOUT JUST JUICE

- Nearly 40 million litres of Just Juice are sold every year in Australia.
- Just Juice is available in more than 50 flavour and pack size combinations.
- More than 30% of households in Australia purchase one or more Just Juice product every day of the year.
- The average annual household purchase of Just Juice is 10 litres - that's more than three 3 litre bottles per household per year.
- The Just Juice brand also exists in the UK and New Zealand, but it is owned and manufactured by different companies.
- Just Juice was the first brand to launch a green juice, namely Party Punch with Lime, available in 3 litre bottles.

