

Coca Cola adds 'Colour' to its portfolio of Minute Maid juices

28 January 2019 | News | By Prapti Shah

Made with real black grape juice, 'Minute Maid Colour' appeals to the inherent taste buds of Tamil Nadu



To appeal to the local palate of consumers in Tamil Nadu, Coca-Cola India, one of the country's leading beverage companies has added 'Colour' to its portfolio of Minute Maid juices. Minute Maid Colour a juice-based sparkling beverage, made with real black grape juice from India and combines the goodness of real fruit juice and the fun element of sparkling.

The product has been specially designed for consumers in Tamil Nadu who have a liking for grape flavored beverages. The new beverage is in line with Coca-Cola's focus on developing products in India for the local market that are more suited to palates of a particular region, especially in terms of flavors.

Speaking at the launch, Mr. T. Krishnakumar, President, Coca-Cola India and South West Asia said, *"At Coca-Cola India, we are actively focusing on our strategy to offer consumers a wide variety of choices as per their preferences. In-line with this, we follow a hyper-local strategy and introduce localized beverages that suit the consumer preferences specific to a region. The launch of Minute Maid Colour is a step in the company's transformational journey towards becoming a total beverage company with local roots"*.

Minute Maid Colour also adds another milestone to the company's focus on 'fruit circular economy' enabling farmers to increase their yield, source pulp and launch fruit-based products.

*“Consumers in Tamil Nadu have a special love for grape flavored beverages. Minute Maid Colour is a deliciously rich grape juice drink with a few bubbles thrown in for fun. The product was developed keeping in mind local affinity and preferences. We named it ‘Colour’ since the term has a strong emotional connect & nostalgia across generations.”*says **Mr. Srideep Kesavan, Director-Juices, Coca-Cola India & South West Asia.**

The brand will soon roll out a new advertising campaign featuring Tamil movie star Keerthy Suresh. There will also be a range of on-ground activations, digital and social media engagements for the brand.