NEWS | ALLIED INDUSTRY

FIL Industries launches Acute Fruit Energizers

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By **Guest** | September 12, 2017



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The product is developed in collaboration with Monarch Beverages (France), Acute Fruit Energizer. FIL representative said this is a part of the new generation of healthier alternative beverages. “Thanks to a unique energizing formula, the beverages offer your body a sustained energy boost. With no carbonation and innovative on-the-go packaging”, further adding that it is ideal for young, dynamic people looking for a refreshing energy boost any time of the day”.

The drink was named “Acute Fruit Energizer” as it resounds with the intrinsic quality of the drink sharp, serious profound incisive energy out of the fruits. The drink is made from a combination of Red fruits flavour & Apple Concentrate from the apples of Kashmir Valley, unique Energy Blend that stimulates the body and mixture of vitamins B3, B5, B6 & B12.

Monarch Beverages is an international beverage company based in the US, headquartered in Paris, France. The Monarch portfolio includes more than 100 formulas that span the New Age, Carbonated and Ready-To-Drink beverage categories present in over 50 countries globally. Monarch’s international experience and deep knowledge of the Indian market by FIL Industries Limited has drawn the framework for a long and sustainable national strategy for Acute Fruit Energizer in India.

This strategic alliance will reinforce FIL’s position as an innovative brand leader and further new concepts will be developed, new flavors will be launched and the brand will be introduced to other states in India in time.

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