NEWS | BEVERAGES

B Natural introduces refreshing tender coconut water

Since consumers are increasingly searching for drinks that aid hydration

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Since consumers are increasingly searching for drinks that aid hydration

In an endeavour to provide nature’s best refreshment in a bottle, B Natural Juices & Beverages, a brand owned ITC, has introduced packaged Tender Coconut Water across India.

It is a refreshing drink that assures hydration and provides relief from the sweltering summer. With No Added Sugar, No Artificial Flavour, and Naturally Fat-Free, B Natural Select Tender Coconut Water has been created, keeping consumer’s choices in mind.

The packaged coconut water category has emerged as a promising segment in recent years driven by convenience & consistency vectors. Industry research shows that there has been a 22% growth in households consuming bottled coconut water in the last year. ITC's expertise in the fruit beverage segment across subcategories inspired the company to foray into this segment with the launch of B Natural Select Tender Coconut Water.

B Natural Tender Coconut Water will be available in two package sizes of 200 ml & 750 ml, priced at Rs 60 and Rs 160 respectively.

Read online: https://nuffoodsspectrum.in/news/15/20027/b-natural-introduces-refreshing-tender-coconut-water.html
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