

JUICE

With a Twist

THE BIGGEST STORY IN THE JUICE CATEGORY THESE DAYS IS CONSUMER THIRST FOR whatever is new and different. With the development of so-called "New Age" beverages, particularly mineral water/fruit juice combinations, consumers can't

seem to gulp down enough, and manufacturers are responding to an increasingly competitive market with the introduction of new varieties and new flavours.

Although the carbonated water beverage category grew by leaps and bounds when products such as Koala and Clearly Canadian first hit the market, recent figures show a levelling off and a splintering of sales among the many contenders today. The category (defined by Nielsen Marketing Research as including flavoured soda water, seltzers, carbonated mineral and spring water, and fruit juice [mineral water blends] grew in volume 23 per cent in Ontario and Western Canada from 1990 to 1991, but declined four per cent in 1992. As with juice sales in general, the decline was attributed to cool summer temperatures. Nonetheless, certain brands posted growth even though the frozen juices and drinks and the carbonated water categories were down overall. At the same time, many in the industry believe the levelling off in the carbonated water category may well be an indication that although the niche market is here to stay, initial enthusiasm has died down.

"Sparkling juices are not growing at this time," says Paul Murray, president of Everfresh Canada. "The only growth is coming from new entries or new varieties."

And there are plenty of those. Everfresh recently introduced three new light varieties of their popular sparkling mineral water with fruit juice. These beverages — Strawberry Kiwi, Grape-

fruit Raspberry and Country Cherry — are calorie-reduced.

"The products are popular with health-conscious under-35 consumers," says Murray.

Response has also been good to Nabisco's grocery division. The company launched Del M Coolers in 250-ml one and McLean says the product has been "a tremendous success selling to people who are a health-conscious."

In March of this year, the Fruit Splash line hit the store shelves. "We are using a new technology, the Pop Pack. It is a shelf-stable, gable packaging," says McLean.

Fruit Splash comes in the Honey-Tangerine, Wild Blueberry and Grape-Raspberry.

Koala is confident that adding excitement to the product line helped to create the category. The company is branching out by adding product line to its list of beverages. Flavours include Peach, Raspberry Guava, Orange and the ever-popular Lemonade.

In general, early Nielsen data show that sales of carbonated beverages, a category about the size of the flavoured soft drink market, went up from last year, when bad weather put a damper on sales in every

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Winter is definitely "a busy season" for most auto body repair facilities. The early months are especially hectic as some Manitobans find out the hard way that they can't drive as fast on slippery road surfaces as they can on dry pavement.

The fact that auto body repairs are becoming increasingly complicated also contributes to the time crunch.

Consumer demand for safer, more fuel-efficient cars has led to the use of components

ON THE ROAD

Auto Body Damage

By Randall Myron, Consumer Information Officer, CAA Manitoba



Any rustproofing material damaged in a collision must be replaced to insure that part of the body is properly protected. (As this particular point of repair might be overlooked, you should discuss it with the auto body technician.)

The options and special features associated with high-level automobiles need special attention, too. Some of these models have sensors located at various points that activate air bags; others have sensors

original factory specifications. If a vehicle is not strengthened properly, it will be more susceptible to handling and braking.

Body panels used for vans present additional auto body specialists, and fenders have the most rust-free and resistant they often have to be replaced if they suffer severe damage. Technicians must use special methods on plastic and metal ones.

When used, matching repaired sections of the body is an almost impossible task. The clear-coated paint

used on these vehicles are more expensive than those used on older cars are not completely identical.

Repainted and repainted panes same color and shine it came from the factory. The fender, door or the rest of the car look it's sometimes best to completely repainted.

Material found on the car can be applied either by the manufacturer or by an aftermarket rust-protectant. It is another factor that should be considered in the repair process.

that monitor the ride of the car and electronically adjust the suspension. Checking, repairing or replacing these components and the wiring leading to them is an expensive, time-consuming process.

Safety equipment, such as air bags, can increase repair costs as well. If a vehicle is in a collision, and the air bag inflates, it can't be reused even if the car itself is repairable. The price for installing a new air bag and inflating system can range from \$600 to \$1,500.

Although the high cost of auto body repairs might tempt you to cut corners — don't. As the saying goes, "You get what you pay for," and trying to save money on repairs could compromise your safety.

To obtain guaranteed repairs at fair prices, contact one of CAA Manitoba's Approved Auto Repair Service facilities. All of the garages and auto body shops in the AARS program have been inspected by CAA Manitoba and meet our criteria for cleanliness, staff qualifications, standards of work and customer satisfaction. If there is ever a dispute between a member and an AARS facility, CAA Manitoba acts as arbitrator and its decision is final and binding on the garage. ■

You can pick up a list of all AARS facilities in the province at any CAA Manitoba office, or call the Consumer Information Department at 987-6275 for a location near you.

