



Virgil's - Diet Real Cola

Virgil's Diet Real Cola has been added to the line available in the USA from Reed's Inc. Literature states, "Served alone or used as an all natural mixer for cocktails, or the perfect addition to any ice cream float, Virgil's Diet Real Cola is caffeine-free and gluten free, and contains no preservatives or artificial ingredients. Sweetened with stevia and xylitol, all-natural sweeteners, Virgil's Diet Real Cola - contains some of the best herbs, spices and fruit oils from around the world, including the finest premium kola nut from Africa, clove bud oil from India and vanilla from Madagascar." It's presented in a 12 fl. oz. long neck glass bottle and is sold in a 4-pack with a suggested retail price of \$5.99. It can also be purchased in 12-packs and 24-packs for \$19.00 and \$27.00, respectively.

Product Details

Report Number	547293
Manufacturer	Reed's Inc.
Country	USA
Industry	Beverages - Non-Alcoholic
Market	Soft Drinks
Category	Carbonates
Segments	Diet Cola
Address	Los Angeles, CA - USA
Website Address	http://www.virgils.com
Publication Date	30 Oct 2008

Product Analysis

Innovation Rating	Not Innovative
Flavor/Fragrance	Cola
Package Type	Bottle; Carrier
Package Material	Glass; Unknown
Shelving	General
Claims / Tags	Natural; No Artificial Ingredients; No Artificial Sweeteners; No Caffeine; No Gluten; No Preservatives; No Sugar; Real; Single Serving; Upscale
Price/Package Size & Units	5.99 USD - 4 Count; 19.00 USD - 12 Count; 27.00 USD - 24 Count
Total SKUs	3