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US: Reed's launches skinny ginger brew

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Reed's, Inc. has expanded its portfolio by producing a lower calorie offering in a new sized bottle.

The company said yesterday (17 December) that its new long neck bottles of Reed's Extra Ginger Brew will be available in the off-trade in 7oz bottles, in eight packs and single serve in select on-trade venues across the US.

The 7oz-sized beverage contains fewer than 100 calories per bottle, the company said.

Reed's founder and CEO Christopher Reed added: "The addition of the 7oz offering to our product portfolio marks Reed's entrance into single serve and represents an opportunity to reach a broader audience and expand brand awareness by positioning Reed's Ginger Brew as a premium and healthy mixing alternative."

Last month, the soft drinks producer posted a rise in operating loss for its third quarter. Operating loss for the three months to the end of September soared to US\$1.5m from an operating loss of \$288,766 in the corresponding period a year earlier.

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