

# functionaldrinks

zenithinternational newsletter

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This issue at a glance...



Page three  
Fruit-based energy drink expanded



Page five  
New shot offers powerful punch



Page four  
Glowing beauty product launched



Page seven  
Herbal drink with heart benefits



functional dairy

United States

## Dairy drink with attitude!

**Attitude Drinks**, a premium brand development company and creator of VisViva energy drink, has entered into partnership with **Nutraceutical Discoveries** to develop a new enriched beverage designed to boost metabolic health.

With effect from August 2008, the two incumbents are developing a dairy based drink designed to help boost metabolic health as well as aid with heart health thanks to the use of Innutria, a specific blend of naturally occurring nutrients.

The Innutria branded blend was developed by Dr Michael Zemel at the University of



Tennessee, who first discovered, by chance, the link between dietary calcium and weight control in the 1980s. His

finding was made while researching the effects that dairy rich diets have on blood pressure, where he observed that those individuals on a high calcium diet not only saw their blood pressure decrease, but also unexpectedly lost weight even though they consumed the same calories as the control group who did not lose weight.

After conducting extensive research, Dr Zemel concluded that calcium, especially that derived from dairy products, helps suppress calcitriol, a hormone that acts as a 'switch' for fat metabolism. When calcium levels are too low, calcitriol tells the body it needs to hold on to its fat, tricking it into believing it is being starved and needs to curb fat metabolism. This could explain why dieters on low dairy calcium diets frequently have trouble losing weight.

Zemel's research group has since gone on to seek other naturally occurring food components that control fat metabolism and boost heart health. Innutria, a mixture that stimulates fat burning and has unique cardio-protective benefits, is the result.

The new, milk based beverage to be developed by Attitude Drinks and Nutraceutical Discoveries, which has yet to be named, will be predominantly targeted towards baby boomers. However, other demographic groups could also benefit from improved metabolic health, according to Roy Warren, Chief Executive Officer of Attitude Drinks and one of the founders of **Bravo! Brands**.

The metabolism-boosting blend is scheduled for launch in April 2009 and will follow extensive sampling and PR activities in collaboration with Dr Zemel.

To be rolled out in a chocolate flavour initially, two additional variants will reportedly be introduced later in 2009. The drink will be available in an innovative 8oz aluminium resealable bottle and will retail for approximately US\$10 for a four-pack.

[www.attitudedrinks.com](http://www.attitudedrinks.com)

**attitude**drink  
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