



**Balancing Human Needs With Natural Products**

**Take Refreshment.  
From Everfresh.**



**Everfresh**<sup>®</sup>

**JUICE CO.**



**FOR IMMEDIATE RELEASE**

**CONTACT:** Judi Silverman  
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312/346-7886

**EVERFRESH JUICE CO.**

**FACT SHEET**

**COMPANY HISTORY**

Everfresh Juice Co., headquartered in Franklin Park, Ill., is the North American fruit and beverage subsidiary of John Labatt Ltd. of Canada, a \$5.4 billion food and beverage giant publicly traded on the Toronto stock exchange. John Labatt Ltd. includes Labatt Brewing Company, Labatt Broadcast Group, Labatt Food Company and part-ownership of the Toronto Blue Jays.

John Labatt Ltd. entered the juice business in 1983 with the acquisition of Holiday Juice Ltd. of Windsor, Ontario. Over the next three years, Labatt purchased three U.S. beverage companies: Wagner, Boden and Everfresh. In 1988, the four companies became Everfresh Juice Co., now a major producer and marketer of fruit juices, fruit drinks, mineral water and sparkling alternative beverages in North America.

**PRODUCTS**

Everfresh Juice Co. has two major brands: Everfresh, which accounts for 80 percent of the business, and Rich 'n Ready. The Everfresh line includes 100 percent pure juices, fruit drinks, mineral waters and the company's newest product -- Everfresh Sparkling Mineral Water With Pure Fruit Juice. Everfresh has been the number one brand in Canada since 1959.

-more-



The logo for Everfresh Juice Co. is positioned at the top center. It consists of the word "Everfresh" in a white, rounded font on a dark green leaf-like background. Below it, a white banner with a green border contains the words "JUICE CO." in a green, sans-serif font. The entire logo is set against a background of various fruits including oranges, apples, a banana, a raspberry, and a strawberry, all with green leaves, arranged in a horizontal line. The background of the top section is a dark green with small white speckles, and the entire top section is framed by a thick orange border.

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**EVERFRESH SPARKLING MINERAL WATER WITH PURE FRUIT JUICE**

**PRODUCT FACTSHEET**

**PRODUCT DESCRIPTION**

Everfresh Sparkling Mineral Water With Pure Fruit Juice is an all natural blend of 70 percent fruit juice and 30 percent mineral water.

Everfresh has no added sweeteners, preservatives, colors, caffeine, sodium or other additives. It has less added carbonation and higher mineral content than many leading sparkling waters.

**PRODUCT FLAVORS**

Everfresh Sparkling Water With Pure Fruit Juice is available in seven flavors: Red Raspberry, Summer Peach, Strawberry Kiwi, Pink Grapefruit, Orange Passion Fruit, Cran-Raspberry and Wild Blackberry. The product line also includes Everfresh Sparkling Mineral Water.

**QUALITY CONTROL**

Preparation begins with clean, clear mineral water that has been purified through an ozonation process and filtered through charcoal. The finest, purest juice concentrates are then carefully blended with the mineral water and pure, natural flavors.

The water is tested according to EPA standards and the quality of Everfresh juices exceeds FDA regulations.

Every product batch is sampled and carefully analyzed for flavor, color and specified physical or chemical standards. Once approved, the products are chilled, mixed with pure carbon dioxide, bottled and capped.

-more-

Product Factsheet/Add One

QUALITY CONTROL (Cont'd.)

A special pasteurization process ensures product purity and shelf stability without damaging the delicate fruit flavors in Everfresh's proprietary formulations.

NUTRITIONAL INFORMATION (per 10-ounce serving)

Calorie counts for the flavors range from 136 to 160. The product is low in sodium (4.5 to 11 mg. range) and high in potassium (323 to 439 mg.). Carbohydrates range from 34.3 to 39.4 grams and calcium counts range from 26 to 32 milligrams. All flavors contain vitamins A and C.

PRODUCT SIZES

Everfresh Sparkling Mineral Water With Pure Fruit Juice is available in single 10-ounce glass bottles, four-packs of 10-ounce bottles and tamper-evident 23-ounce bottles.

AWARDS

Everfresh Sparkling Mineral Water With Pure Fruit Juice was named 1989 Grocery Product of the Year by CANADIAN GROCER magazine; the sole representative for 1989 Beverage of the Year by Sial in Canada; and first runner up for 1989 International Beverage of the Year by Sial in the Paris world finals.

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# Janet Diederichs & Associates, Inc.

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June 21, 1990

Mr. P.J. Bednarski  
CHICAGO SUN-TIMES  
401 N. Wabash  
Chicago, IL 60611

Dear Mr. Bednarski:

Everfresh Juice Co.'s Franklin Park plant is running 24-hours a day to keep up with consumer demand for a product that will make its American debut at Taste of Chicago June 27-July 4.

Everfresh Sparkling Mineral Water With Pure Fruit Juice, an all natural blend of 70 percent fruit juice and 30 percent mineral water, has had phenomenal success in Canada where it was introduced last August. We've sent you a sample to taste.

Now it is taking on U.S. competitors in an arena flooded with products that may confuse consumers with product claims. All products are not alike.

With case sales increasing seven-fold since January 1990, Everfresh is projecting a four-fold sales increase by the end of the year. Everfresh Juice Co.'s total 1989 sales were \$200 million.

Everfresh could be covered in a variety of ways:

- o **Seven-fold Increase In Sales:** Exploding consumer demand for alternative beverages drives new product's success.
- o **Consumers Beware:** Trendy packages and location in 'upscale' sections of stores or delis may imply that products are all natural. They're not. Consumers should read the labels for added sweeteners, preservatives, colors and caffeine.
- o **Changing Drinking Habits:** Statistics show that alcohol consumption is decreasing, especially among young adults. Alternative beverages are becoming the drinks of choice.
- o **Franklin Park Hub of Production:** Everfresh's Franklin Park manufacturing plant supplies the entire North American market with Everfresh sparkling products.

I have enclosed our media kit for your review. I will call you soon to see if you would like to schedule an interview.

Sincerely,



Kate Mitchell  
Account Executive

## Company Factsheet/Add One

### MANUFACTURING/DISTRIBUTION

Utilizing 11 manufacturing facilities throughout North America, Everfresh Juice Co. owns three production facilities in Windsor, Ontario; Warren, Mich.; and Franklin Park, Ill.

Its products are marketed through an extensive network of distributors, brokers and the Everfresh Juice Co. sales force.

Everfresh has 75 percent distribution in Canada and is aggressively increasing its U.S. penetration, debuting its new Everfresh Sparkling Mineral Water With Pure Fruit Juice in Chicago and select U.S. markets this summer.

### SALES FIGURES

In 1989, Everfresh Juice Co. reported more than \$200 million in annual sales. Since 1985, the company has experienced a 25 percent annual growth rate.

Everfresh Juice Co. has a 33 percent market share of total chilled fruit juices in Canada. Its newest product, Everfresh Sparkling Mineral Water With Pure Fruit Juice, has increased case sales seven-fold since January 1990.

### COMPANY EXECUTIVES

Hugo Powell	President and Chief Executive Officer
Gorden Putz	Vice President of Marketing
James Pratt	Vice President of Operations

### CORPORATE HEADQUARTERS

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