

SF launches Soda Free Summer campaign

SAN FRANCISCO (BCN) -- San Francisco Mayor Gavin Newsom is joining school district and public health officials in launching a campaign today that aims to fight obesity by challenging residents, specifically children, to make it through the summer without soda or sweetened beverages.

"Soda and other beverages sweetened by high-fructose corn syrup are standing in the way of our efforts to combat obesity," Newsom said in a prepared statement. "I urge all students and their parents to commit to a healthy, soda-free summer."

The average Bay Area resident consumes about half a pound of sugar a day and this Soda Free Summer campaign provides an opportunity for residents to cut back on their consumption, according to Shape Up San Francisco, a group that includes representatives from city government, community based organizations, businesses, schools and health care organizations.

In addition to San Francisco, the campaign is being launched in Alameda, Contra Costa, Santa Clara, San Mateo and Marin counties in conjunction with the Bay Area Nutrition and Physical Activity Collaborative.

The campaign was piloted in Alameda County last year where 42 percent of randomly polled participants said they reduced the amount of soda and sweetened beverages in their diet at the end of the summer, according to Shape Up San Francisco.

The Contra Costa County Board of Supervisors passed a resolution Tuesday declaring Soda Free Summer in the county.

"An African American or Latino child born today has a 50 percent chance of developing Type 2 diabetes," the resolution stated. "The prevention of diabetes and obesity are among the most urgent challenges of our day."

Today's beverage market new pattern emerging, but nothing more than tea drinks, carbonated drinks, bottled water, etc. category added a new brand name is more strange, many-see product name, also thought it was a novel. However, a friend familiar with the Wahaha told reporters, in 2005 showed Tau Kok Wahaha nutrition fast lane, less than two years has surpassed sales of 2 billion yuan. Really is a rare dark horse.

A name does not blame the price of 3.5 yuan to drink, why there is how the performance has aroused the interest of the author. After extensive research, the authors feel that nutrition is really fast lane inside the article!

First, accurate positioning, market segments excavated in the world

We all remember, the first half of 2005, turn on the TV, nutrition Express ads are everywhere, a section of beautiful melodies, the show is full of temptations, pure fruit juice, milk Xiangnong, 15 kinds of nutrients one-step Not only to consumers in a very direct selling point demands, while two different versions of the ads were on the city's white-collar workers will experience home and office environment, people with direct experience of feeling.

Nutrition for the fast lane of the retail price of 3.5 yuan, the Wahaha companies position are very accurate, no continuation of the circulation practices of the past, but against its target consumer group - urban white-collar workers, university and secondary school students, the characteristics of this product. From television ads to air shopping arcade in uniform large Duitou POP design, we can understand nutrition team to promote the fast lane of care and thought. The author of some of my friends have told me, did not expect, Wahaha different approach in the past, quite generous foreign enterprises to seize the terminal.

Nutrition Express to promote responsible person told this writer that this product is Wahaha difference between product development ideas a try, is also determined to win a product, from product concept of the formation, to product research and development, small test products for market research, To further amend formula for the city, then in the trial, local market testing to come into production, has experienced two years time. Facts have proved that the process for the product's success laid the foundation.

Fast moving consumer goods market after more than 10 consecutive years of rapid development, has entered a period of adjustment, on the one hand is the ever-changing external environment, raw materials, transportation and other costs increased, on the other hand the tough competitive environment, corporate homogenization of the further development of Stumbling block. Wahaha year after year despite the rapid development, but also deeply feel such pressure. To this end, a call for enterprises to internal differences to promote the development of the slogan of market segments, its sales force is also planning new changes.

Wahaha marketing for the development of their confidence, he said that Wahaha has changed from the original networks simply rely on the broad kind of thin at the situation in reverse and began standardizing network operations, regional sales responsibility, to help the network to the region, the distribution of Are formed, and regulate Internet sales, to help the network expand. In particular the differences of the past few years through the development and promotion of products to have gradually lost the city to seize back the market.

Second, studies consumer psychology, nutrition is the fundamental success of the fast lane.

Nutrition Express concept may seem very simple, milk, fruit juice +. But this is a mixed development of ideas, the industry has become one of the magic weapon. But why Wahaha first developed in this hybrid products, and market access to a great success

As we all know, currently on the market despite the spoilt, but we, including, many consumers in the consumer, there is still little things optional with emotion. Seeking Differences and Innovation, is a normal psychological consumers, but also manufacturers should be concerned with. And nutrition precisely to meet the fast lane of the consumers Innovation Seeking Difference, and the taste of conciliation, embodies the better than drink fruit juice, milk more nutrition than the characteristics.

It is worth noting that this coffee cola promotion, in fact, we note that the market is to follow the rules of marketing. The first one, with its very location features a second, its promotion of nutrition Express Carnival , in a rapidly produced a sensational effect. In the super-large to the intensity of display terminals, making consumers feel products everywhere. More importantly, their taste than a lot of products, the author of a number of close male friends and nutrition have become the fast lane of faithful consumers, this is a very fast lane of nutrition is successful. A senior told the author, drink, taste is the last word.

This case is incalculable. Gas explosion was fruit of its alternative advertising, avant-garde packaging, attracted a group of Xinxinrenlei. However, the strange taste, has never been able to cultivate consumer loyalty, this is one of the incentive for its failure. If the gas explosion fruit flavors in the first place to work hard again, I am afraid, will be more than one carbonated drinks is looking forward to the product.

It appears that the success of the fast lane nutrition many manufacturers worthy of serious consideration. How to meet the real needs of consumers constantly updated, is the real market-oriented.

Three, three-dimensional offensive, boosting urbanization in product development

City of products, in the final analysis is how to seize the students, white-collar workers, how are occupied with the super-special-. Nutrition Express are some of the mysteries of these movements won.

Nutrition drink the fast lane, Break QQ fantasy. Coca-Cola in cooperation with the World of Warcraft was going when the fast lane of nutrition and Tencent QQ illusion of cooperation in high-profile interactive

Its significance lies in the fact that National Express is not only goods and national sales network products industry cooperation in trying to vary, while the fast lane as a nutrient essential to the blood props embedded in the game, this is a pioneering undertaking. This pioneering move not only makes seamless cooperation between the two sides: Players in the real world of drink products in a virtual world where you can buy the same nutrition fast lane this blood props at the same time, its significance lies in the cooperation goes beyond the Coca-Cola and Warcraft Patterns of cooperation, making the products more closely with.

Cooperation on the basis of the network, Tencent and Wahaha on the ground with great fanfare. The two sides stationed in the development of the national team in the company s reunification, under the coordination of Internet cafes in both inside and outside the campus and outside the depth of cooperation. This will not only enhance the bilateral cooperation, the netizens, is a new experience.

The new promotional ideas, nutrition propelled into the fast lane of young people in particular, employees of the pro-Lai. Rich in nutrition supplies, three tempting taste, nutrition makes the fast lane really become a breakfast drink a bottle, a spirit of the morning the best choice.

Research, I feel that innovation in enterprises continue to support the development of an essential nature. The dark horse is

About the Author

From abclocal.go.com:

Web site for Nutrition Express for Dummy, All about Nutrition, Heath, Diet and Excercise.

Learning Zone Express offers innovative educational materials on topics including nutrition child development family living and character.

One prime example is of a doctor with training in anesthesiology passing himself off as an expert in nutrition. Express mail Many companies.

Offers sports nutrition and body building products, vitamins, herbs, diet products, whey protein, soy protein, bars, and creatine.

Nutrition Express is a quarterly newsletter to participating teachers and educators in the Youth Nutrition Program. It highlights.

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