

# SUNNY D

## Revival Leaves BITTER Taste with HEALTH CAMPAIGNERS

**R**emember Sunny Delight? It was a controversial soft drink cleverly marketed to appeal to kids and to their parents, many of whom assumed it was some sort of healthy fruit juice blend. Now the brand is planning a relaunch.

The Sunny Delight brand (also affectionately known as Sunny D) was marketed by Proctor and Gamble here in the UK and was hugely successful in its day. So why the sudden slump in popularity? Because reading the small print on the label revealed the product contained outrageous amounts of sugar.

In itself, not a disaster – and certainly no worse than many other soft drinks. But the real issue was this: the product had been marketed in a way that suggested it was a healthy alternative to traditional soft drinks. Indeed, many thought it was just another brand of fruit juice.

The Sunny D brand was sold to American private equity group J.W.Childs last year and now they're planning a huge relaunch. Although sugar levels have been reduced, health campaigners are still concerned about the juice as it returns to the marketplace.

The original drink contained 9.3g of sugar per 100ml. The new product contains 8.6g – hardly a significant decrease - and according to Food Standards Agency guidelines, 7.5g of sugar per 100ml is considered 'high'. So the new improved Sunny D will still be a super sweet soft drink but let's face it, if it was relaunched as a full-on healthy option, it just wouldn't be the Sunny D we all know and love.

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