



## Spiritual energy

US-based **lin3Trinity** celebrates the first anniversary of its eponymous energy drink.

Targeted at the Christian market, lin3Trinity energy drink has proved to be a success, appealing to men and women across all age groups, promising to 'energize your mind and your body' with the 'Fruit of the Spirit.'



The pomegranate and grape flavoured energy drink appears to be the only known energy drink with a religious positioning. The lightly carbonated drink contains vitamins B3, B12, B6 and B5 and C, in addition to taurine, caffeine, ginseng and ginkgo biloba, and boasts just 10 calories per serving.

functionaldrinks spoke to lin3Trinity President Paula Masters and she confessed that they did not as such celebrate the first year of their energy drink. Masters commented, "We consider everyday a celebration and a blessing because we are doing what we love doing and communicating a message of hope and love to people all over the world!"

We also asked Masters about what future plans she holds for the future, to which she responded, "From a distribution perspective when we first launched the drink, we took a grass roots approach. Early this fall we did our first trade show and as a result, we have been picked up by some big players in the beverage distribution world. Over the next few months we will be inking other deals with regional and national distributors."

lin3Trinity can be found through the company's website, in convenience stores, Christian cafés and through a franchise of fitness juice shops. Each 8.4oz slim can retails for US\$1.99.

[www.lin3trinity.com](http://www.lin3trinity.com)



## Himalayas inspire new drink

US-based importer of gourmet food products, **Brandstorm**, has launched its first Goji based fruit juice.



Using only freshly pressed goji berries, Gojilania appears to be the only fruit juice to contain the berry as its main ingredient. Goji berries were first discovered 5,000 years ago in the Himalayas and are rich in age-defying antioxidants, minerals and vitamins, and have been used in Traditional Chinese Medicine ever since. According to an old herbalist saying, 'Goji preserves people's health,' and a bowl of fresh goji berries is part of the daily life of the Tibetan monks.

Although the taste of goji berries is rather strong and can be unpalatable,

the company worked hard to develop a product that meets the highest standards in taste, purity and quality. For this reason, Gojilania also features natural citrus flavouring, to balance taste.

functionaldrinks spoke to Claire Bernole from Brandstorm, and she told us that, "The response to Gojilania has been great so far. People are attracted to the fact that the juice is made from fresh pressed Goji, instead of dried Goji or powder. The fact that these are 100% natural is also a big plus."

Proof of the rising popularity of the fruit is the fact that Gojilania can already be found nationwide through Whole Foods Market and Wild Oats Market stores as well as many local gourmet and health food stores.

Bernole also revealed that the company is looking to expand its range of Goji berry products in the near future, either by introducing new sizes or different variants.

First unveiled in Spring 2007 at the Expo East Natural food show, Gojilania Natural Goji juice is available in 50cl PET bottles. Meanwhile, Gojilania Organic Goji juice is available in 75cl PET format.

[www.gojilania.com](http://www.gojilania.com)  
[www.brandstorminc.com](http://www.brandstorminc.com)