

FOOD EVOLVATION – FUNCTIONAL DRINKS



Code:

Product: GRASS JELLY DRINK

Brand: *Chin Chin*

Manufacturer: *King Lucky Food Industrial Corporation*

Reference country: Taiwan

Reference trend: Functional drinks & herbal gelées

Source: Direct purchase in Ranch 99 (Texas)

Selling proposition: King Lucky Food Industrial Corporation was established in 1979 and has since developed to become one of the leaders of the food industry in Taiwan. They specialize in making drinks and canned foods. In 1985, “Chin Chin” developed under King Lucky and has made its presence in more than 40 countries around the world including North America, UK, France, Australia, and Japan. The product offers different recipes with it like fruit jelly, fruit salad, and a milkshake. It can also be mixed with soy milk to produce a milky white liquid with black strands in it.

REFERENCES: 50 Travail Road, Markham, ON L3S 3J1, Canada

INGREDIENTS AND NUTRITIONAL VALUES:

Water Grass, Jelly (Mesona Procumbes Hemsii), Cane Sugar, Corn Starch, Honey.