

Coca-Cola Amatil launches flavoured water for kids

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Coca-Cola Amatil has launched a new line of flavoured water for children under its Mount Franklin brand in Australia.

'Mount Franklin' is making water more exciting and fun for kids, launching a new range of pure Australian spring water, with just a hint of natural flavour, and with no sugar, no sweeteners and no preservatives.

The new Mount Franklin range features three crowd pleasing natural fruit flavours – Pineapple, Apple and Lemon & Lime, in a 250ml bottle with a pop-top cap for convenience on-the-go.

Gaelle Boutellier, Director Strategy & Marketing, Coca-Cola Amatil said this innovation was perfect for parents seeking a no sugar, flavoured drink that is good to keep little ones refreshed this summer, coupled with the confidence of purchasing from Australia's favourite and most trusted water brand.

"Parents are clear they want great tasting flavours without sugar, sweeteners and preservatives to help increase kids water consumption, Mount Franklin Kids delivers on this opportunity, in time for summer and in a perfect kidsized 250ml bottle with a convenient pop-top cap." Ms Boutellier said.

The Mount Franklin Kids product features the recently launched Aussie-innovation 'pop-top' SyLon closure. This closure was developed at Coca-Cola Amatil's Eastern Creek facility and has all three components made of the same high-density polyethylene material which creates a cleaner recycling stream. The bottle and closure are 100% recyclable.