

# New from Chivas, Van Loveren and Danone

 By [Lauren Hartzenberg](#)

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In #FreshOnTheShelf, we round up some of our favourite food and beverage products that have hit the shelves recently.

## Chivas XV

Premium Scotch whisky brand Chivas Regal, part of the Pernod Ricard stable, has launched a new blend, Chivas XV. The new iteration is aged for a minimum of 15 years and selectively finished in Grande Champagne Cognac casks, bringing together two of the world's most prestigious spirits.

The use of Grande Champagne Cognac casks delivers a rich, refined and velvety interpretation of the traditional Chivas house style. This combination provides a versatile taste profile that complements a variety of experimental and contemporary serving styles.

The new expression has also been designed as a celebratory drink. "South Africans love to celebrate with a glass of their favourite drink, and the Chivas XV was created for whisky drinkers to raise a glass of their preferred spirit at the next celebration," says Blue Masoka, brand manager for Chivas South Africa.

Chivas XV, named in a nod to both the age statement and the style of traditional Cognac classification, features a contemporary new look, while also sharing the same iconic bottle shape that helps to make Chivas whiskies so recognisable around the world. It's available in an eye-catching clear bottle with a gold outer carton, making it ideal as a celebratory purchase or gift.



Chivas XV retails for R579.95 per bottle at leading liquor outlets across the country, including Makro, Ultra, Liquor City, Lifestyle Liquormarket, Spar Tops, Checkers, Shoprite, Picardi Rebel and Diamonds.

## Almost Zero red and rosé

Van Loveren Family Vineyards has extended the range of its popular lower-kilojoule, de-alcoholised wine-like drink, Almost Zero. A Ravishing Rosé and Radiant Red now joins the [original Wonderful White](#). The Ravishing Rosé boasts flavours of Turkish delight, while the Radiant Red is fruit-forward with notes of ripe mulberry prominent on the palate.

Almost Zero looks like wine and tastes like wine but has less than 0,4% alcohol. The alcohol in one glass of wine is, therefore, equivalent to 38 glasses of Almost Zero. Perfectly suited to the health-conscious wine lover, every glass has 75% less kilojoules than normal, meaning that one entire bottle of Almost Zero has the same kilojoules as just one glass of regular wine. Also, there's only 2.2g/100g of sugar and 4.2g/100g of carbohydrates in each bottle.



The near-absence of alcohol means by law it can't be called wine, although this de-alcoholised drink begins life as such. To remove the alcohol, it is gently spun, allowing the wine to spread thinly across steel cones and the alcohol to evaporate. High precision ensures that what's left is distinctive wine body, colour and flavour.

Almost Zero is available across South Africa at a RRP of R69.99 from retailers including Pick 'n Pay, Makro, Spar, Checkers and Ultra Liquors.



#FreshOnTheShelf: New from Leopard's Leap, BOS, Tinkies and Food Lover's

Lauren Hartzenberg 4 Jun 2019



## Danone protein-powered yoghurt

Food and beverage giant Danone has launched DanPro, a protein-powered yoghurt and drinking yoghurt range designed to fuel active lifestyles. DanPro has 10g to 20g of protein per serving, contains no artificial sweeteners, and is available in low or medium fat. DanPro comes to South Africa following its successful launch in the USA and Australia (under the brand name 'YoPRO').

The drinking product (300ml for R21.99) is available in flavours Strawberry, Banana and Vanilla while the spoonable yoghurt (150g for R13.99) comes in Peach & Mango, Blueberry, Vanilla, Strawberry and Plain.



For those aiming to build muscle, DanPro Drinkable is a convenient source of concentrated whey protein with 69% whey and 20g protein in each bottle – the equivalent of 3 eggs. It's currently the only product supported by the Sports Science Institute of South Africa with more protein than other yoghurts. It's also touted as a source of all 9 essential amino acids, which help to build muscle and aid recovery.

Not just for athletes, it's also a convenient option for busy people on the go who want sustained energy.

DanPro is available in stores from 8 July at all leading grocery stores and convenience outlets.

## ABOUT LAUREN HARTZENBERG

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