

Lindemans Early Harvest Wines

LINDEMANS Early Harvest wine is crisp and refreshing, as well as being, on average, 30% lighter in alcohol than most standard wines. Lindemans Early Harvest is ideal for those who love the full taste and body of classic Australian wines, but want to avoid a sluggish start the following day. The Lindemans Early Harvest Semillon Sauvignon Blanc, Shiraz and Rose sit at just 9% alcohol – most significantly, however, they do not compromise on taste. The resulting wines are crisp, light, deliciously refreshing, easy to drink, but still grown up.



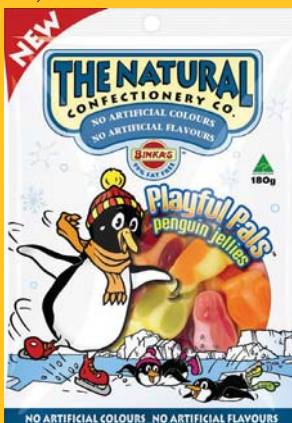
State Magazine Launches

STATE is a brand new quality Irish monthly music magazine, with emphasis on in-depth coverage of music and popular culture, as well as strong visual impact. State's content will reflect the best of established music, both in Ireland and internationally, as well as unearthing the finest prospects for the future. All of this will be rolled together with the best and most extensive games, books, film and music reviews ever seen in Ireland, alongside a stunningly fresh, cutting edge design.



Playful Pals

THE Natural Confectionery Company has extended its family bag range with the launch of Playful Pals. Children of all ages will love these new Penguin shaped treats, with their unique fluffy foam and jelly combination, in six great flavours, while parents who want a guilt-reduced treat to share with their family can rest easy with The Natural Confectionery Company promise of no artificial colours or flavourings in all their range. The launch of Playful Pals coincides with a new TV ad and a brand partnership with Imaginosity, Ireland's first children's interactive museum, based in Dublin.



Glad Zip 'N Steam Microwaveable Bags

QUICK and simple to use, Glad Zip 'N Steam Microwaveable Bags cook food thoroughly and evenly from fresh or frozen, retaining more flavour and goodness than any other cooking method. Consumers don't even have to wash up afterwards! Combining the taste and nutritional benefits of steam cooking with all the convenience of the microwave, they keep the taste and freshness in. Glad Zip 'N Steam Microwaveable Bags also contain a free recipe booklet inside, available from Irish Merchants Ltd.



Kliklok Packs McVitie's Jaffa Cakes

KLIKLOK-WOODMAN will soon be installing their new high-speed stainless steel cartoning machine, the CELOX, at United Biscuits' McVitie's factory in Manchester. Increased production and a need for higher efficiency prompted the requirement for a high performance, fully automatic, end load cartoner to handle single, double & triple packs of the ever-popular McVitie's Jaffa Cakes. Kliklok will be exhibiting the new CELOX cartoner at the forthcoming Interpack show in Dusseldorf, April 24-30, Hall 17, stand A44.



Mi Juice Boost

MIWADI'S ready-to-drink Mi Juice Boost is the bee's knees when it comes to choosing a convenient, healthy juice that is the ideal thirst quencher for active children. Mi Juice Boosts are made with a delicious blend of zingy, natural fruit juices that are out of this world. Mi Juice Boosts are packed with vitamins B,C and D, with no added sugar and high juice content, while the brightly coloured packaging, exotic fruity flavours and sports resealable caps make Mi Juice Boosts perfect for providing refreshment for kids whether at playtime or during school breaks.

