



## Weight loss in an instant?

**Energix Ventures Ltd** has introduced **CoffeeSlender**, an instant coffee that is claimed to help dieters lose significantly more weight than through calorie restriction or exercise alone.

The drink's weight loss effect is attributed to high levels of chlorogenic acid, a polyphenol that is present in high levels in green coffee beans. Chlorogenic acid has been associated with stabilising blood sugar levels and is also known for its antioxidant activity.

According to Energix Ventures, **CoffeeSlender** assists weight loss by reducing carbohydrate absorption, thereby lowering blood sugar levels when taken after meals. Moderate exercise with lowered blood sugar levels encourages the use of the body's own fat stores.

The coffee, which is said to look and taste like regular instant coffee, combines regular instant coffee with 200mg of the active ingredient **Svetol** per 2200mg of instant coffee powder. **Svetol**, produced by French company **Berkem SA**, is derived from green (unroasted) robusta coffee beans and contains the same natural compounds as regular coffee beans, but in higher concentrations.

Berkem cites a double-blind, placebo controlled

With an increasing emphasis on health - functionality is also set to feature big at two global congresses organised by **Zenith International** in March 2007. This year's Global Soft Drinks Congress takes place on 6-8 March in Madrid with functional presentations from **Hansen Natural Corporation**, **Beverage Innovation**, **Coca-Cola Iberia**, **Afrilex** and **Puleva Biotech**, along with market briefings on functional soft drinks, sports and energy drinks.

On 27-29 March, the company is launching its

study carried out in 2005, in which 30 overweight volunteers took 200mg of **Svetol** twice daily for 60 days while following a low-calorie diet. The dieters achieved a mean weight loss of 4.9kg compared to the average of 2.4kg that was lost by the placebo group.

Participants in an earlier study carried out at the University of Maine Department of Food Science reportedly lost an average of 1.5kg in six weeks without changing their diet or exercise habits.

**Svetol** won the bronze award at the Health Ingredients Europe 2006 awards where the panel of judges included Prof. Dr. Ir. Hans van Trijp from **Unilever Health Institute** and Henry Dixon at **Barrett Dixon Bell Ltd**.

**CoffeeSlender** was first trialed in Norway in 2004, distributed through health food stores where it has reportedly become one of the channel's top selling products.

Energix Ventures' spokesperson Martin Clark told **functionaldrinks**, "The product has been sold exclusively via health food shops in Scandinavia, so this will be the main focus in the UK, but we are also considering broader distribution, such as chemists and other multiples."

**CoffeeSlender** is priced at £11.95 for one week's supply and £29.99 for a month's supply. Martin commented, "This works out at roughly 33p per cup or £1.00 per day, considerably less than a cappuccino in your local coffee bar."

**CoffeeSlender** has been available since December 2006, and Energix Ventures is aiming for the product's UK retail debut in spring 2007. Its introduction is supported by direct marketing and PR coverage in women's magazines.

[www.coffeeslender.co.uk](http://www.coffeeslender.co.uk)

first Global Dairy Congress in Amsterdam. Functional case studies will be delivered by **Glanbia**, **Bravo!**, **Lifeway Foods**, **Valio**, **Tara** and **Alpenmilch**, followed by a functional dairy innovation briefing.

This year's beverage innovation and dairy innovation awards will be presented at each event respectively. For early bird discounted rates, online bookings and innovation award entries, visit [www.zenithinternational.com](http://www.zenithinternational.com) or [www.zipublishing.com](http://www.zipublishing.com).