



# Soft Drinks\*

**FRENCH MINERAL WATERS, SPRING WATERS, SYRUPS AND FRUIT JUICES ARE DELICIOUS AND NUTRITIOUS.**

*France is overflowing with springs that have beneficial qualities, delighting consumers' tastebuds. French fruit syrup and fruit juices are now available in an ever widening variety of mouth-watering flavours. Nutritional concerns are a key focus for beverage manufacturers.*

## Natural mineral waters and spring water: a diversity servicing the wellbeing of consumers

Renowned worldwide, French natural mineral waters come from springs deep inside the earth that are untouched by human pollution.

Thanks to this origin they are microbiologically healthy and pure and their composition is constantly stable. They are natural and free of any treatment. Each natural mineral water is unique, resulting from a slow geological journey over many decades. This is how long it takes for the water to become naturally enriched with minerals and trace elements and to acquire its health benefitting properties. The natural mineral waters have a diverse mineral and trace element composition (calcium, magnesium, fluorine, bicarbonates...) allowing consumers to choose a water that corresponds to their age, their needs, lifestyle or physical activity. France has 70 different natural mineral water brands.

Spring waters also come from subterranean springs, are microbiologically healthy and protected against pollution risks. They benefit from natural geological filtration and are natural and free of any treatment. They are consumed in their natural state after having been bottled at their source. 76 springs and 60 bottling plants can be found in France and on its island territories.

## French syrups: traditional ingredients, original flavours and top quality

Syrup was created in France under the reign of Louis XIV. Thanks to this invention, we can enjoy fruit all year long in the form of refreshing drinks.

One thing that makes French syrups so delicious is the fact that they are made using excellent quality sugars, produced both in mainland France and in its island territories! The orchards in these regions provide superb fruits and other plants that lend these syrups their flavour and one-of-a-kind smoothness. French syrups have been successful in adapting to new consumer tastes and habits. Alongside traditional flavours such as grenadine, mint and lemon, we can now find apple, peach, cherry, passionfruit and raspberry syrups, as well as more exotic aromas such as rose, litchi and vanilla, to name but a few.

French syrups are not only enjoyed at home. A never-ending source of inspiration and imagination, bartenders use them as a precious ingredient in mixing up new mouth-watering cocktails that defy the limits of creativity.

The entire syrup production process is carefully controlled; the drinks are natural and must comply with strict organic specifications.

## Main Products

- Mineral water and spring water
- Fruit syrup, fruit juice syrup and plant syrup
- "100% pure squeezed fruit" fruit juice, concentrated fruit juice, concentrated "100% fruit" fruit juice and fruit nectar



## French fruit and vegetable juices: attentive to nutritional and dietary concerns

Fruit juice is unique in that it is both a drink and a food, as it is made of the fruit it comes from. People love fruit juice for its water content, nutrients (vitamins and minerals) and antioxidants. It is moderate in calories, with an average 40-55 kcal per 100 ml. Indeed, given nutritional concerns, French juice makers do not add sugar to their products.

These aspects are of central concern for French juice manufacturers. As a result, a "Voluntary Charter to Improve the Nutritional Value of Fruit Juices and Nectars" has been signed by all members of the trade association that accounts for 85% of French fruit juice production.

French fruit juices reflect the diversity of the country's fruit production, which includes apples, pears, pineapples, apricots, peaches, cherries, raspberries, other red fruits and much much more.» Direct juice represents the main market share of the french juice market. Orange juice is the first flavor produced.

In addition to high-quality industrial production, the range of artisanal and organic juices is growing steadily, in full compliance with current health, safety and hygiene legislation.



## Refreshing non-alcoholic drinks

Refreshing non-alcoholic drinks or soft drinks essentially contain water but also vegetable extracts, fruit juices, sugar or artificial colouring and aromas. They can also be sparkling (carbonated) or still: colas, fruit drinks, tea-based drinks, lemonades, tonics, bitters etc.

Soft drinks offer a large choice of flavours and tastes with various sugar contents responding to customer needs: sweet drinks which contain added sugar and/or sugars that are naturally present in fruits, reduced sugar drinks, "lite" drinks, or, no added sugar. France and its overseas territories account for 23 production sites.



## Useful websites

The Fruit Juice Industry Association

[www.jusdefruit.org](http://www.jusdefruit.org)

[www.unijus.org](http://www.unijus.org)

The French Syrups Trade Association

[www.sirops.fr](http://www.sirops.fr)

The Mineral Water Industry Association

[www.eaumineralnaturelle.fr](http://www.eaumineralnaturelle.fr)

The French Spring Water Industry Association

[www.eauxdesources.org](http://www.eauxdesources.org)

The National Soft Drinks Industry Association

<http://boissonsrafraichissantes.com/index.php>

### Key figures

**French mineral water production exceeds 6.4 million litres and spring water production more than 5 billion litres (2007 figures).**

**In 2009, French exports of mineral and spring water exceeded 2 billion litres, including nearly 600 million litres to Germany, France's n°1 customer.**

The other leading importers of French waters, listed by order of importance, are Belgium, the United Kingdom, Japan, the United States and Switzerland.

**France produced over 165 million litres of syrups in 2007. Syrup exports reached nearly 60,000 tonnes.**

The main importing countries, listed by order of importance, are Belgium, Germany, the Netherlands, the United Kingdom, Russia, Poland and Switzerland.

**France exported 164,000 tonnes of fruit juice in 2009, with a value of € 167 million.**