

BEVERAGE TRENDS

New Cocoa Varieties Answer Women's Cravings

(NAPSA)—When the need for a pick-me-up is brewing, most women turn to chocolate and caffeine. At least that's the finding of a recent survey.

When it comes to quick pick-me-ups, it seems there are still few things that can compete with chocolate and caffeine—especially during the colder months.

The survey by Swiss Miss found that nearly 70 percent of women ages 25 to 44 said chocolate was their favorite sweet treat, especially when they're stressed, in need of a pick-me-up or experiencing PMS. And almost seven in 10 women consume caffeine at least once a day, often turning to caffeine for those mid-morning and mid-afternoon lulls.

But many women are also looking for a nutritional boost to get them through the day. More than half (54 percent) of women asked said they don't think they're getting enough nutrients from their daily diet. They look to fortified foods to help bridge the gap and to give them the energy boost they need.

Now women can help satisfy their chocolate cravings and get more of what they want—namely, a pick-me-up to get them through the day and nutrients from the foods they indulge in—from a warm and inviting cup of hot cocoa.

What Women Want

For instance, Swiss Miss Pick-Me-Up™ Cocoa boasts a smooth and creamy chocolate taste with as much caffeine as a cup of coffee, plus as much calcium and vitamin D as a glass of milk. Addi-



New cocoas provide additional benefits such as caffeine and vitamins.

tionally, the company's Great Start Cocoa begins with smooth and creamy imported cocoa and then adds 15 essential vitamins and minerals. Both varieties are a natural source of antioxidants.

Better for You

And there's more good news in these new cocoas: both contain just 110 calories and two grams of fat per cup. Women can enjoy their craving for something sweet and indulgent but without all the fat and calories typically found in ice cream, cookies, candy and sweetened coffee drinks made with cream and sugar. Plus, the company's hot cocoa mix is made from fresh milk that's dried and blended with premium imported cocoas.

The survey was conducted to better understand how women get themselves going each day as they face their busy lives. To learn more, visit www.conagrafoods.com.