

Starbucks Doubleshot Coffee & Protein

Starbucks Coffee Co. released Double shot Coffee & Protein. The ready-to-drink coffee brand extension is available in Dark Chocolate, Vanilla Bean and Coffee varieties. Each coffee-protein combo drink contains 20 grams of dairy protein in an 11-ounce can. The Coffee variety also features milk to deliver a smooth, creamy flavor, the company says.

Food Panda has acquired Eat Oye!

According to the business recorder in Pakistan the acquisition deal was signed in February 2015. As per the deal, Eat Oye! The online food delivery and restaurant reservation portal will now be under Food Panda.

The Express Tribune spoke to the President of the Pakistan Software Houses Association (Pasha) Jehan Ara to get more insight on the acquisition. She said "Local companies shouldn't be scared of being acquired," .. "These guys don't only have just one idea. In fact, Jamal Khan and Rai Umair already have several ideas." "They now have the money to invest in new ideas," she added.

Jehan Ara said acquisitions should not be seen negatively, as they create a dynamic environment for the industry. Further, she said what matters are how the company being acquired is valued. She said she believes Eat Oye! Was not undervalued, otherwise the duo would not have accepted the offer.

The new acquisition is expected to boost the number of restaurants listed at Food Panda. Currently Food Panda lists close to 750 restaurants while the freshly acquired firm boasts over 1,000 listings.

"Even with the overlap, Eat Oye! Appears to have a more diverse mix of restaurants that can aid any hyper local plays by the Rocket Internet Company", according to PakStarted, a website which reports on start-ups in Pakistan.

Eat Oye! Was initially established as Food Connection Pakistan, by Rai Umair and Nauman Sikander. The IT industry

muckraker said that Food Panda would keep the founding duo and their team even after the acquisition. A company source speaking on condition of anonymity confirmed to Business Recorder that both portals would function under unified management.

Nankhatais now in a packet by CBL

With Pakistan named one of the top 10 growth markets in the biscuits category and a forecast compound annual growth rate (CAGR) of 11% in 2015 (Source: Nielsen Pakistan Retail Index, 2013-14), Continental Biscuits Limited (CBL) continued their tradition of innovation by launching Bakeri Nankhatai



Nielsen Pakistan estimates the value of Pakistan's biscuit industry at Rs 51 to 52 billion, 90 to 95% of which constitutes branded biscuits, the balance constituting unbranded biscuits sold out of bakeries. According to Rafey Nisar Zuberi, Director Marketing, CBL, "Controlling over 45% of the market, English Biscuits Manufacturers is the category leader, thanks mainly to their flagship brand Sooper. CBL is a close second at 30%."

Bakeri Nankhatai aims to reinvigorate the category by offering the original taste of a product which, according to Rizavi, "is culturally-rooted in Pakistan. We added our LU magic and have brought the biscuit to market as a convenient, accessible and hygienic product."

Being part of Mondeléz International (previously Kraft Foods), known for its innovative food recipes, has helped CBL create brands such as Bakeri. According to Zuberi, "Bakeri was conceived as a portfolio brand which would draw inspiration from conventional bakery items and transform them into commercially-viable brands." Market research conducted by CBL revealed that the recipe's popularity transcends demographic and geographic boundaries and is appreciated

by a cross-section of age groups. CBL recognized the advantage of launching such a widely recognized product given that both market awareness and consumer demand for nankhatais already existed. "The challenge," Rizavi points out, "was to get the 'right' recipe and ingredients to recreate its sweet taste and crumbly texture without charging a premium."

Sprite re-launches Sprite LeBron's Mix

Following last year's launch of Sprite 6 Mix by LeBron James, the brand of Atlanta-based The Coca-Cola Co. and the NBA superstar have given the limited-edition flavor a new look and a new name: Sprite LeBron's Mix.



Sprite LeBron's Mix combines the taste of traditional Sprite with a splash of natural cherry and orange flavors. The new packaging features a bold red color base with James' initials in the background. In addition, crown iconography and dashes of gold symbolize the superstar's popular nickname: "King James."

"Since Sprite began its relationship with LeBron in 2003, we have worked together with the goal of creating fan experiences no other brand can offer," said Kimberly Paige, vice president of Sprite brands and flavors for Coca-Cola North America, in a statement. "Sprite LeBron's Mix is a true reflection of our mutual desire to constantly innovate and connect with fans in authentic and original ways."

Sprite LeBron's Mix now is available in 20-ounce and 2-liter bottles as well as 16-ounce cans in convenience, value and mass-merchandise locations nationwide.

"This collaboration with Sprite was all about showing gratitude to my fans by sharing one of my personal favorites Sprite with cherry and orange," James said in a statement. "I'm excited to continue my partnership with Sprite and bring it back this year, because sometimes things are even better the second time around." ♦