



Juicy Jels

100% JUICE JELS. CRAZY! SMART.

Short descriptor:

Kids love fruity gelatin and moms want less sugar. Introducing 100% juice jels. Why wasn't this thought of before? Crazy.

Core benefits:

100% fruit juice + gelatin, naturally sweetened. Good for you.

Brand identity:

Kid oriented, mom friendly. Fun and silly but legitimate.



