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## Canita

Eat, Inc.

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URL: <http://www.canita.com/>

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Created: 11/15/2002 5:32:12 AM / Last Update: 4/20/2005 12:33:59 PM

**Manufacturer's Brand Overview:** The preparation of Aguas Frescas is a tradition in Latin American homes and that's why, while studying an MBA at the University of North Carolina at Chapel Hill, Jorge Goldsmit thought it would be a good idea to commercialize this type of beverage. What started as a school project is now a company with a very clear philosophy: To bottle "Aguas Frescas" made with natural ingredients, following a tradition of various countries in Latin America.

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## Jamaica Hibiscus

Added: 12/17/2002 4:58:03 PM ;Updated: 10/29/2004 3:59:39 PM

### BevNET Review:

Jamaica Hibiscus is very clean mixture of water, hibiscus, and sugar. This flavor will be familiar to people who drink herbal tea as hibiscus is often used in herbal blends. It has a very flower-like aroma to it with a flavor that is lightly bitter with a sweet finish. The flavor was recently tweaked a bit and is now a bit more mainstream. In fact, in our tests we found that this product tastes almost like a mild grape juice beverage. Eat Inc. also wisely reduced the bottle size to 16 ounces which should definitely improve its commercial viability. This is a refreshing, authentic beverage that we definitely recommend.

**Category:** Other New Age Drinks; **Packaging:** 20 fl oz glass

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### Tamarindo

Added: 12/17/2002 4:58:03 PM ;Updated: 10/29/2004 4:03:50 PM

#### BevNET Review:

Just like the name implies, Tamarindo is flavored with tamarind. In case you are not familiar with the flavor of tamarind, it's a tart flavor that almost resembles a Latin American version of sweet and sour sauce. This product is very clean and simple -- just water, sugar, and tamarind. Recently this product was reformulated with a new variety of tamarind (from another country). We're not quite sure what exactly this means, but we can tell you that our panel found the new variety to be quite pleasing. In addition, this flavor tastes much more mainstream than the previous formulation. Eat Inc. wisely took our suggestion to reduce its package size which should definitely improve this product's distribution. Overall, great stuff.

Category: Other New Age Drinks; Packaging: 20 fl oz glass

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