

Enterprise: Dynamic nature of business

INNOCENT DRINKS TIMELINE

Businesses are dynamic, responding to customer needs. The following activities make up a timeline for Innocent drinks but they're a bit muddled. Can you put them in order?

Year	Activity
1998	A. Coca cola invests in Innocent.
1999	B. Collected market research using Yes and No bins at festivals
2000	C. Innocent launch 750ml bottles 'big smoothies'.
2001	D. Innocent drinks turns 18.
2002	E. The slogan 'Tastes good, does good' is born.
2003	F. Innocent becomes Europe's best selling smoothie.
2004	G. Innocent launch kids smoothies, in cartons with their own straw.
2005	H. New bottles are now produced from 100% recycled plastic.
2006	I. Waitrose agree a product trial of the smoothies in 10 stores
2007	J. Started trading
2008	K. Innocent launch their very own café in Shoreditch.
2009	L. The three founders set down from running the company. The first launches by the new board are noodle pots, kid's juices and extra juicy smoothies.
2010	M. Innocent launch a 'sow and grow' schools campaign to encourage kids to grow some their own food.
2011	N. Innocent launched coconut water and an 'Innocent bubbles' range, a blend of sparkling water and fruit juice.
2012	O. Innocent are the official smoothie and juice of the London Olympics.
2013	P. Innocent run their first advertising campaign called 'Made by Nature'. They organise 5 poster sites – right outside the head offices of 5 main supermarkets.
2014	Q. Innocent expands into food with the launch of veg pots.
2015	R. Innocent have their first TV advert (one they filmed themselves).
2016	S. Innocent launch the Innocent foundation, promising 10% of profits to do good things.
2017	T. Innocent launch a juice range 'Really love juices'.

meet the family



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