



Press Release – January 2014

Appy Food & Drinks launches new Award Winning range of low calorie Juice Drink Pouches in B&M retail stores:

Appy Food & Drinks has unveiled the first UK range of kids' juice drinks to use Stevia instead of sugar, and feature Nickelodeon characters on the packaging. The drink pouches, created under the Appy Kids Co brand, recently won **Best Juice Product for Kids at the World Juice Awards 2013** and are now available to buy from popular UK chain B&M, which boasts 324 stores nationwide.

Appy has also recently been awarded Best Retail Packaging Innovation at the World Juice Awards 2013.



New Appy Kids Co Juice Drink pouches:

- The range won Best Juice Product for Kids at the World Juice Awards 2013, and is the UK's first to feature Nickelodeon characters SpongeBob SquarePants (Orange & Pineapple) and Teenage Mutant Ninja Turtles (Apple & Blackcurrant) on the drinks packaging. Appy will also be partnering up with Peppa Pig in 2014.
- The drink is packaged in squeezable foil pouches perfect for kids' lunch boxes, and is available in 5-packs, each retailing at £1RRP.
- The pouches are the first kids drink to use the recently acclaimed natural sweetener Stevia. Each juice pouch contains only 15 calories, which is a 1/3 of the calories contained in the majority of drinks already on the market.
- The drink is affordable yet low in fat, saturated fat, salt, sugar, and contains no artificial preservatives, making the range a healthier option for kids, and ideal to keep their thirst quenched and their little bodies hydrated so they can enjoy being active.
- All Appy products are interactive; wherever you see the Appy 'A' symbol users can scan with their smartphones to enter Appy's online world of educational fun. The clever new packaging also allows kids to create easy to cut out puppets of their favourite characters.
- Appy will also be running a competition with prizes including DVDs, plush teddies, and stationery. To enter, participants must create their customised pictures on the Appy app using the props they have scanned on the back of packages, and share the images via Twitter or Facebook using #PlayAppy. T&Cs apply.
- The brand-new Teenage Mutant Ninja Turtles movie is out in 2014 and SpongeBob SquarePants 3D movie will follow in 2015.

Bobby Patel, Founder of Appy Food & Drinks, comments: "We are excited to bring this new range of juice drinks to market. Making healthy drinks affordable is at the heart of what we do at Appy. The Nickelodeon characters and interactive packaging will appeal to kids and ensure we stand out from competitors, whilst the leading-edge use of natural sweetener Stevia at an affordable price will reassure parents."

- Ends -

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