



## Press Release – September 2016

### Appy Food & Drinks to exhibit at FHC China show

Multi-award winning FMCG company Appy Food & Drinks has announced that they will be exhibiting their range of healthy Appy Kids Co branded products at FHC China, the global food and hospitality trade show.

Taking place from the 7<sup>th</sup> until the 9<sup>th</sup> November in Shanghai's New International Expo Centre, FHC China is the **biggest and most influential food and drink show in China**. Now in its 22<sup>nd</sup> year, the exhibition was attended by over 50k visitors last year, and the show is expecting distributors from 66+ countries to participate.



Situated in FHC's British Pavilion, Appy Food & Drinks will be launching the following new product lines:

- Disney and Minions licensed Family Value Range Juice drinks (not from concentrate)
- Rebranded Peppa Pig licensed Lunchbox Range fruit drinks (not from concentrate)
- Roald Dahl licensed 'Learn with Me' 100% fruit juice range that provides 1 of your 5 a day (not from concentrate)
- 'Fruity Vitamin Drink' range featuring range of Disney and Nickelodeon characters (not from concentrate)
- 'Mini Fruits' Organic range with Minions, Frozen, Cars, and Peppa Pig licensing

The British company prides itself on only producing **all-natural healthy products** that do not contain any GMOs, artificial ingredients, or preservatives. In addition, **all Appy Kids Co drinks are made from pure squeezed fruits, never from concentrate.**

FHC China will also give Appy Food & Drinks the opportunity to showcase their new corporate presentation video, and they will be unveiling a new commercial for their Organic Dried Fruit range of drinks.

**Appy Food & Drinks will be available for meetings and product samples in the British Pavilion, Stand 3BC 03. For meetings from the 5<sup>th</sup> November until the end of the show, please contact the head of global marketing Irine Gujabidze directly at [irine@appyco.com](mailto:irine@appyco.com)**

- Ends -

**Notes to editor:** Appy Food and Drinks is the multi-award winning FMCG company that believes in making healthier products the right way – always with honesty and transparency. They bring over 10 years of market knowledge and passion to develop their own formulations, using the most innovative and natural ingredients, such as ethically grown Stevia, to create better products for healthier generations to come.

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