



Press Release – February 2017

Appy Food & Drinks to take part in food & beverage market visit to Jamaica

The award-winning Appy Food & Drinks will be taking part in a food & beverage market visit to Jamaica. As one of the largest buyers of goods and services in the English-speaking Caribbean, Jamaica's food and drink market offers substantial business opportunities for suppliers. In 2014, the total value of food imports to Jamaica was US\$841 million.

The visit will include briefings from Government Officials, meetings with distributors, and culminate with a Food & Beverage Exhibition attended by The Hon. Kamina Johnson-Smith, Minister of Foreign Affairs & Foreign Trade, and The Hon. Karl Samuda, Minister of Industry, Commerce, Agriculture & Fisheries. Taking place at the Jamaica Pegasus in Kingston, Jamaica, on the 16th March 2017, the exhibition will be a fantastic opportunity for Appy Food & Drinks to showcase its portfolio of healthy products to buyers and distributors from Trinidad and Tobago, Jamaica, Barbados & the Eastern Caribbean, Guyana and Surinam.

The British company is committed to making better products that are accessible to all communities; their ethos to believe in people before profit guarantees they create products using their own formulations and the most innovative ingredients, such as Stevia and ethically grown premium fruits.



Appy will have their following products on show:

- **Appy Kids Co - Family Value Range:** healthy, low calorie, and affordable juice pouches featuring Nickelodeon and Disney licensing including Paw Patrol, Minions, and Dora the Explorer.
- **Appy Kids Co – School Approved Range:** featuring Peppa Pig and the Gruffalo licensing these Tetra Pak cartons are perfect for little ones' lunchboxes and contain 50% less sugar and calories than regular fruit juice.
- **Appy Kids Co - Fruit Crisps Range:** wholesome snack made from British grown fruits created using a unique air-drying process, featuring Peppa Pig and Minions licensing.
- **Appy Kids Co – Organic Mini Fruits Range:** delicious snack made from premium dried fruits that provides kids with 1 of their 5-a-day and features Peppa Pig and Minions licensing.

- Ends –

Notes to editor: Appy Kids Co School Approved Range complies with government regulations for UK Schools.

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