



Press Release – July 2014

Appy Food & Drinks launches new Peppa Pig licensed Juice drink at Ocado.com

Award winning Appy Food & Drinks has launched their new range of Appy Kids Co branded juice drinks, featuring Entertainment One licence Peppa Pig, at Ocado.com - with the range rolling out into mass market later in 2014.

Appy is the company that believes in making being healthy more affordable for all by creating naturally healthy and delicious products using the most innovative ingredients such as the zero calorie plant stevia.



New Peppa Pig Juice Drink:

- The Peppa Pig range is available online at Ocado.com and will be extended into mass market from June 2014.
- The drink comes in refreshing Apple & Summer Berries flavour and is created from 50% fruit juice and 50% spring water.
- The range contains 50% less sugar and calories than 100% juice drinks - with no added sugar, no artificial preservatives and totally 100% natural!
- The juice cartons come in a convenient 4-pack and are packed in the UK in the Tetra Prisma® Aseptic 200ml carton by Tetra Pak - made primarily from paperboard, a 100% renewable material. Tetra Pak cartons are also widely recyclable, low carbon and are FSC certified.

Bobby Patel, Co- Founder of Appy Food & Drinks, comments: “We are thrilled with the acquisition of this new licence. Peppa Pig is extremely popular and will therefore appeal to the kids’ juice market. Ensuring parents are happy is of real importance to us, and the fact our drinks contain 50% less sugar than 100% juice drinks on the market will reassure them, and encourage repeat sales.”

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Our brands:



Aloha
Goodness

