



Press Release – February 2016

Appy Food & Drinks appoints RH Amar as new distributor

British FMCG company Appy Food & Drinks has announced that they have appointed RH Amar as their new distributor for their healthier generations portfolio of award winning products.



RH Amar is the UK's leading distributor and importer of premium fine foods, and will be distributing Appy's popular healthier kids' lines, namely their new fruity water, their pre-School Gruffalo and Peppa Pig juice drinks, and their SpongeBob SquarePants and Teenage Mutant Ninja Turtles junior range.

They will be looking after all aspects of Appy's distribution in the following sectors:

- All major and minor retail multiples: Tesco, Sainsbury's, Asda, Morrisons, Waitrose, Marks & Spencer, Booths, Co-op, WH Smiths, and Iceland
- Online: Ocado and Amazon
- Pharmacies: Boots, Superdrug, AAH, and CLF
- Speciality and existing wholesalers: Tree of Life, Suma Wholesale, Hider Foods, Cress Co, and Holleys
- Symbol groups: Nisa, Spar, Costcutter, Booker (Premier, Londis, Budgens)
- Foodservice: Bidvest, Brakes, and CRG

Bobby Patel, founder of Appy comments: "We are thrilled to have formed a new partnership with the respected distributors RH Amar. We are confident that the union will give retailers a superior Appy brand experience, and boost our presence in the shopping isles."

- Ends -

Notes to editor:

Appy Food & 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 organically grown Stevia, and ethical methods, to create better products for generations to come.

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AppyFoodDrinks
#HealthierGenerations

Our brands:



Aloha
Goodness

