



## Press Release – June 2014

### Award Winning Appy Food & Drinks to launch new Peppa Pig licensed Juice drinks in Tesco stores

From this week, shoppers will be able to pick up Appy Food & Drinks' healthy range of juice drinks, created under their Appy Kids Co brand, in 800+ Tesco stores nationwide.

The range of fruit drinks feature Entertainment One licence Peppa Pig and are sure to be a hit with young piggy fans. Made with all-natural ingredients the drinks are perfect for lunchboxes to keep kids hydrated the naturally delicious way.

Appy was recently awarded for Best Retail Packaging Innovation and Best Juice Product for Kids at the World Juice Awards.



#### **New Peppa Pig Juice Drink:**

- The Apple & Summer Berries drink is created from 50% fruit juice and contains 50% less sugar and calories than most of the leading nectar juices currently on the market.
- The innovative packaging features easy to cut out Peppa Pig characters so children can make their own fun puppets to play with their friends!
- 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.

Bobby Patel, Co- Founder of Appy Food and Drinks, comments: "We are thrilled to bring our new Peppa Pig juice drink to Tesco. Peppa Pig is extremely popular and will therefore appeal to the kids market. Ensuring parents are happy is of real importance to us and the fact our juice is Schools approved and contains 50% less sugar, than other leading juices on the market, will reassure them and encourage repeat sales."

Gail Scotland, Marketing Manager at Tetra Pak UK & Ireland added: "Appy's juice range is a truly inventive, fun product, which through augmented reality packaging, allows kids' favourite cartoon characters to come alive in their hands. We are delighted that the range is extending into Tesco, a clear demonstration of how popular the school-approved juice is with families."

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