



Press Release – July 2015

Award winning Appy Food & Drinks has been approved by the Vegetarian Society

Appy Food & Drinks has announced that their range of healthy juice drinks under the Appy Kids Co brand has now been Vegetarian Society approved. This is great news for the growing brand and will give their product lines a broader appeal and help them reach out to new consumers.

The first range by Appy to be approved, and therefore have the Vegetarian approved trademark badge on its packaging, is their low calorie stevia-based juice cartons featuring Peppa Pig, SpongeBob SquarePants, and Teenage Mutant Ninja Turtles licensing – with The Gruffalo being added to the line this year. The juices are a healthier option for children as they contain 50% less sugar and calories than regular fruit juices on the market.

Appy Food & Drinks is the multi-award winning company that believes in making healthier products the right way. Their ethos to only create natural and delicious products using their own unique formulations, and the most innovative ingredients, such as the zero calorie plant-based sweetener stevia, ensures that whenever you pick up an Appy product it will be low in sugar & calories, 100% natural, and always approved by the family.

For an ethical and caring brand such as Appy, the approval by such a respected organisation is of great importance as we know customers have great confidence in the Vegetarian Society and trust its logo when choosing products on the shelves. The addition of the vegetarian approved badge on packaging, and marketing materials, will give customers peace of mind that they can enjoy Appy's range of healthier family products without compromising on their ethical beliefs.



Bobby Patel, Co- Founder of Appy, comments: "Having been a proud vegetarian all my life, I am excited to now own a brand that is Vegetarian Society approved. It is fantastic knowing that our products can now be enjoyed by more consumers who want to embrace Appy's healthier lifestyle."

- Ends -

Contact: For more information or images contact Appy PR: press@appyco.com | +44 (0)844 840 0016

140 Wales Farm Road
London, W3 6UG, UK

t: +44(0)8448400016
f: +44(0)8448400015

e: hi@appyco.com
w: www.appyco.com



@AppyFoodDrinks
#HealthierGenerations

 Appy Food & Drinks