



January 2012

## intro-juicing innocent's brand new juice blends

We've been busy in the Fruit Towers kitchen making some drinks, which are ready just in time to transport you away from the grey and miserable January skies. You can choose from our delicious **apple and raspberry** juice or totally tasty **tropical** (sorry), depending on whether you need to be whisked away to a dappled orchard or a desert island.

Our new apple and raspberry juice is a delicious blend of juicy pressed apples and whole crushed raspberries, while our tasty tropical juice is made from pressed pineapple, passion fruit, apples, oranges and a chunk of crushed mango.



Like the rest of our juice family, the new blends range can be found in their smart recyclable 900ml carafes in all good chilled aisles from February, with a RSP of £2.19.

### Ends

For a juicy chat, please drop Clemmie a line at [clemmie.nettlefold@innocentdrinks.co.uk](mailto:clemmie.nettlefold@innocentdrinks.co.uk) or call 0203 235 0509

### Notes to Editors

Launched twelve years ago, innocent is the number one smoothie brand in the UK. We sell over two million pure fruit smoothies each week in 11,000 outlets - everywhere from Boots to Sainsbury's to your local deli.

Our range has expanded to include: smoothies in little bottles and big cartons, smoothies and juice for kids, a refreshing not-from-concentrate juice range, and veg pots, a range of quick and tasty meals. The team has grown from three to 250 people who work across Europe (with products are available in 13 different countries). We turn over in excess of £100 million each year.

As a business we want to make it easy for people to do themselves some good. And to leave the planet a little bit better than we found it. This is reflected in everything we do from the use of green electricity at Fruit Towers, to sourcing fruit from places that go the extra mile in terms of looking after

the people that work on the farms, and the environment. As of 2006 we are proud to say that all our bananas come from Rainforest Alliance accredited farms. We donate 10% of profits to charity, mainly to the innocent foundation, which funds NGOs in the countries where fruit is sourced.