



innocent drinks launches veg packed smoothie duo

- innocent Drinks launches Cucumber, Lemon, Apple & Spinach and Cherry, Beetroot, Apple & Spinach smoothies, as it expands into high-veg content smoothies
- The drinks deliver a high veg content (25% and 27%), whilst staying fruit-led to offer a tasty way of getting more veg into people's diets
- The smoothies contain no added sugar, count towards one of your five a day, and provide a source of vitamin C, potassium, and fibre

London, September 2025: innocent drinks, Europe's leading healthy drinks company, expands its core offering with new high-veg smoothies as it advances its mission to help people live well through the delicious goodness of fruit and veg.

The smoothie duo are packed with over 25% vegetables whilst still being fruit-led. The result is a delicious smoothie, with no added sugar, that provides a source of vitamin C, potassium, and fibre.

They are available in Sainsbury's now and will be available across all major supermarkets in the coming months. They are available in 750ml and 250ml serving sizes.

Innovating to meet consumer needs

The expansion into high-veg smoothies comes as innocent continues to innovate to meet evolving consumer needs, ensuring it offers a portfolio of choice to all its drinkers. The World Health Organisation (WHO) recommends eating 400g of fruit and veg a day, but only 12% of Europeans are achieving this.

Taste and health benefits are key consumer priorities, with an increasing number considering the nutritional balance of the snacks they purchase.



The new range has been carefully formulated to meet this demand: a higher veg drink, with no added sugar which still tastes delicious. The newest additions to innocent's portfolio, help to contribute to increasing fruit and veg consumption, with a deliciously refreshing, less-sweet taste that outperforms competitors.

Delivering Green and Red Goodness

The two smoothies to launch as part of this range are the Cucumber, Lemon, Apple & Spinach and Cherry, Beetroot, Apple & Spinach smoothies. Both drinks have a high veg content of 25%+, with less than 10g/100ml of naturally occurring sugar, and count towards one of your five a day.

Cucumber, Lemon, Apple & Spinach is a refreshing smoothie packed full of veg goodness with spinach, cucumber and courgette, carefully balanced with the tart sweetness of apple, mandarin, and lemon. The addition of mint leaves a cool taste in the mouth, and extra splashes of goodness come from turmeric and spirulina. It has 25% vegetable inclusion.

Cherry, Beetroot, Apple & Spinach offers earthy and tart notes from the beetroot and cherry, and the veg taste of spinach, courgette, and carrot. Rich in flavour, colour, and in nutrients, it contains vitamin C, potassium and fibre and has a 27% vegetable inclusion.

Sarah Munday, Head of Research and Development, said: *"Over the years our tastebuds have evolved, and we've found that not everyone is on the lookout for a sweet-tasting smoothie. That's why we've been busy in the background crafting our highest ever, veg content smoothie - that has no added sugar and offers delicious taste. We're on a mission to get more of us eating fruit and veg, so whether drinkers opt for a green or a red smoothie, they can be sure they're getting a drink packed full of goodness."*



To find out more about the innocent drinks range, please visit our website:

<https://www.innocentdrinks.co.uk/things-we-make>

About innocent drinks

Founded in 1999, innocent is now Europe's leading brand of juices and smoothies. Our purpose is simple: to make it easier for people to live well by sharing the deliciousness of fruit and veg. We're on a mission to add one billion extra portions of fruit and veg to people's diets by 2030.

Our drinks are natural and tasty - from smoothies and juices to our kids' range, coconut water, shots, innocent plus, and bubbles (our lightly sparkling fruit juices). You'll find us in over 18 countries, spreading the goodness of fruit and veg.

Doing business the right way has always been at our core. We became a certified B Corp in 2018 and were re-certified with a proud score of 105.2 in 2021. We always donate 10% of our profit to good causes. In 2021 we built an all-electric, renewably powered drinks factory (we call it the blender). Through our Farmer Innovation Fund we offer a pot of £1m to our ingredients suppliers to support them in adopting regenerative agriculture practices, and we will never stop looking for ways to make our packaging more recyclable.

