



## Press Release – September 2015

### **Appy Food & Drinks announces first sampling campaign with DegustaBox**

London based healthier generations brand Appy Food & Drinks has announced that they will be doing their first ever sampling campaign via DegustaBox. The company has revealed that 1625 samples from Appy's healthier range of kids' juices under their Appy Kids Co brand will be sent out to consumers to taste-test.

Available to purchase from Ocado, and featuring SpongeBob SquarePants on the packaging, the Orange flavour juice cartons being sampled are a better option for children because they use plant-based stevia instead of sugar and therefore contain 50% less sugar and calories than other leading nectar juices currently on the market. The drink contains no added sugar, no artificial preservatives, and like all Appy's lines is 100% natural.



The DegustaBox campaign allows the everyday consumer to try a new product which they may not otherwise have reached for on the supermarket shelves, whilst giving Appy an insight into the consumers' thoughts on the product. The taste-testers are therefore encouraged to leave comments and reviews on the DegustaBox website so as to let other consumers know about the product – as well as giving Appy the opportunity to improve their range.

- Ends -

**Notes to editor:** Appy Food and 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.

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 Appy Food & Drinks