



## PRESS RELEASE – June 2015

### Appy Food & Drinks wins at the FSB London Awards for Business Innovation

The rapidly growing West London based company Appy Food & Drinks has been awarded at the Federation of Small Businesses London Awards for their innovation in small business. Seen as an accolade of achievement and an endorsement of hard work, determination and enterprise in business, the award will solidify Appy Food & Drinks' position as an innovative and caring brand with an already impressive list of awards to its name.



Appy Food & Drinks' desire to steer consumers, and the industry itself, towards a healthier and more natural way makes them deserving winners of the award. The brand's ongoing research to be innovative and create something new is always driven by passion, enthusiasm, and dedication, and has meant that to date they have the healthiest juice range on the market – with more innovative products in the pipeline.

Since launching the world's first stevia-based licensed kids range of juices two years ago, Appy has come a long way in making a mark within the sector and striving to be the number one go-to brand for healthier families. Their approach to lower sugar content in drinks, and to create a natural range containing 50% less sugar and calories than regular fruit juice, has begun to open other brand's eyes to the fact that many families are now looking to offer their children a better option than what was traditionally found on the supermarket shelves. The British brand's forward-thinking attitude is reflected in every aspect of the business – from the ethical ingredients used and the formulas created in-house, through to the recyclable AR packaging featuring popular licensing and use of modern apps.

Bobby Patel, founder of Appy, comments: "This award means a great deal as it's one that does not only look at what products we make, but also at the business as a whole and specifically to our approach to making delicious products naturally and in the right way."

He added: "More so than to myself or the company, I believe this award belongs to the people behind Appy, that have stuck by the project since day one, and are now rightfully being awarded for their dedication to our cause. I am humbled, privileged, and grateful to have them."

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