



PRESS RELEASE – August 2017

Appy Food & Drinks to launch Gruffalo fruit drinks on Ocado.com

A new range of children's drinks featuring popular Gruffalo licensing has just been picked up by online supermarket Ocado. Created by British company Appy Food & drinks, under their rapidly growing Appy Kids Co brand, the new juices will be distributed by leading fine food importer RH Amar and stocked on the Ocado website as of this August.



The company combined delicious ingredients with the beloved Gruffalo to keep packed lunches both healthy and fun. Sweetened with innovative stevia, the range is lower in sugars than most fruit juices in the same category, and complies with government regulations for what drinks are permitted in UK Schools, making the product perfect for lunchboxes. With no GMOs, added sugars, or artificial preservatives, the drink gives parents peace of mind that their children are enjoying something wholesome without having to compromise on taste, whilst the charming Gruffalo on the packaging gives fantastic shelf appeal and create a healthy 'pester power'. In addition, the drinks have been approved by the Vegan and Vegetarian Society.

Available in either Golden Apple or Orange & Carrot flavours and packed in convenient cartons with a straw for easy drinking on-the-go, the Gruffalo range will be a great addition to the Appy Kids Co family and is sure to be a hit given the popularity of the books. The brand has also added a little magic to the drink packs by making them interactive; by downloading the free Appy app and scanning the packaging kids can access fun games and exciting stories to keep them entertained.

Bobby Patel, Founder of Appy, comments: "We are excited to be working with the Gruffalo as the brand's ethos compliments our vision of positive values, family time and great fun for kids. We are positive securing this listing with Ocado will allow our product to reach even more families from the comfort of their own homes."

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