



Press Release – January 2017

Award winning Appy Food & Drinks to exhibit at the Gulfood 2017 show:

London-based Appy Food & Drinks has announced that they will be showcasing their Appy Kids Co range of healthy products at the Gulfood Show in Dubai. Known as the world's biggest annual food & hospitality show, Gulfood 2017 will take place at the Dubai World Trade Centre from 26th Feb – 2nd March. The award winning company will be available for meetings and product samples in the British Pavilion, on stand number S-M45.

Appy Food & Drinks is committed to making better products that are accessible to all communities; their ethos to believe in people before profit guarantees they create products using their own formulations and the most innovative natural ingredients, such as Stevia and ethically grown premium fruits. All Appy Kids Co products are made with 100% natural ingredients and contain no GMOs, added sugars, or artificial preservatives. In addition, the goods are Halal certified, and approved by the Vegetarian Society.



Appy will be showcasing their following all-natural products at the Gulfood show:

- **Appy Kids Co - Family Value Range:** healthy, low calorie, and affordable juice pouches featuring Nickelodeon and Disney licensing including Paw Patrol and Frozen.
- **Appy Kids Co – School Approved Range:** featuring Paw Patrol and the Gruffalo licensing these Tetra Pak cartons are perfect for little ones' lunchboxes and contain 50% less sugar and calories than regular fruit juice.
- **Appy Kids Co – Mini Fruits Range:** healthy snacks made from organic handpicked dried fruits, featuring Peppa Pig and Disney characters on the packaging.

Bobby Patel, Founder of Appy, comments: “We are proud to be able to showcase our own range of healthy and innovative products to other influential decision makers in the industry and hopefully gain brand exposure in the Middle East.”

- Ends -

Notes to editor: Appy Kids Co School Approved Range complies with government regulations for UK Schools.

Contact: For more information or images contact Appy PR: Carla Piras - carla@appyco.com | +44 (0)844 840 0016

140 Wales Farm Road
London, W3 6UG, UK

t: +44(0)8448400016
f: +44(0)8448400015

e: hi@appyco.com
w: www.appyco.com



@AppyFoodDrinks
#HealthierGenerations

 Appy Food & Drinks