

CAWSTON PRESS GROWS ITS RANGE

During 2011 Cawston Press have expanded on the developments and learnings of the previous year with an exciting range of NPD. The award-winning Apple & Beetroot has shown that a fruit and vegetable blend can receive a very positive response. Building on this success they added to the range with a carefully crafted Apple & Carrot recipe - using their pressed apple juice as a base, they blend it with pressed carrots and a gentle kick of ginger. A light refreshing healthy drink based on the big seller in juice bars across the country.

Their very latest delicious blend captures the essence of the summer – Apple Lemonade. They follow the time honoured recipe for traditional still lemonade but with a twist of Cawston Press but adding some pressed apple juice and whereas most lemonades use lemon concentrate they use squeezed lemon juice for a fruitier, fresher flavour.

Their 4 biggest selling blends – Apple, Apple & Elderflower, Apple & Ginger and Apple & Rhubarb will also now be available in convenient on-the-go 250ml mini-cartons. Perfect for the independent trade, farm shops and cafes.

You can now choose from **8 delicious award-winning blends** all made with 100% pressed juice, using only the very freshest fruit and vegetables, picked at the peak of their ripeness so the full flavour is captured. Using the latest technology their apples are gently pressed within 48 hours to obtain the purest juice, with less sediment. The special Tetra Pak cartons they use, which are better for the environment, preserve the juice with no risk of deterioration and seal in the great flavour. The fact it's ambient is a big benefit for shopkeepers as this reduces the possible risk of wastage.



Cawston Press is available in a range of 8 delicious blends- Apple, Apple & Ginger, Apple & Elderflower, Apple & Rhubarb, Apple & Blackcurrant, Apple & Beetroot, Apple & Carrot and Apple Lemonade.

RRP: £2.09 for 1 litre, available in Waitrose, Booths and good independent stores, and online at Ocado.com

RRP: 99p for the 250ml mini cartons, in Apple, Apple & Ginger, Apple & Elderflower and Apple & Rhubarb. Available from [Ocado](http://Ocado.com), good independent stores and cafes.

www.cawstonpress.com

**For further press enquiries, please contact Cluny Brown at Cawston Press:
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Cawston Press Facts & Figures:

- The UK Soft Drinks Market is worth £13bn*.
- Fruit juice accounts for £1.9bn* of the Soft Drink Market.
- Apple juice represents 14%* of the fruit juice market (whilst Orange is 53%* of the market). Apple juice continues to grow and is a clear second to orange and twice that of any other fruit.
- Cawston Press only ever use whole fresh, pressed apples to make their juices – never concentrates.
- Not from concentrate (NFC) now represents 45%* of chilled juice sales, yet only 2.5%* of ambient juice sales. There's a huge opportunity for Cawston Press to add premium value to the ambient fixture.
- Cawston Press pick their apples at the peak of their ripeness and press them all within 48 hours.
- You'll find 10 whole apples in every pack.
- A 200ml serving gives you 1 of your 5 a day.
- The Cawston Press apple juice is made from an expertly balanced blend of Bramley, Cox's Orange Pippin, Jonagold, Gala, Golden Delicious and Braeburn.
- Cawston Press score highly in taste tests and have won several coveted awards including 1 Great Taste Award in 2011, 3 Great Taste Awards in 2010, the Grocer Branded Excellence Award 2009 and Quality Food Awards 2008.
- Cawston Press is available in Waitrose, Booths and good independent stores and online at Ocado.com.

* Source – Zenith International