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News release: Lunch! 2011 preview

Coolicious stand number: U811

Enjoy a Mango Moment with Coolicious, the premier frozen refreshment

Coolicious, the UK market leader in premium frozen refreshment, is launching two tempting new flavours of fat free frozen yogurts at Lunch! 2011 (29-30 September 2011, Old Billingsgate, London).

Mango Moment complements the existing, all fat free range of Coolicious soft serve frozen yogurt that include Sunshine Vanilla, Chocolate Bliss, Simply Strawberry, Cheeky Banana and Just Vanilla. All contain high levels of live and active healthy yogurt cultures including probiotics and at less than 90 calories per 100ml serving are very low in calories.

Visitors can also sample Coolicious Fat Free Tangy Style frozen yogurt, a premium product made with fresh, skimmed milk from British cows. Containing more live and active yogurt than any other frozen yogurt in the world, Coolicious is naturally tangy with the perfect balance of tart tangy and sweet.

"The demand for tangy frozen yogurt is creating a storm in fashionable California, with US based franchise brands like Red Mango and Pinkberry developing a cult-like following. Although frozen yogurt is already well established here - we sell over 10 million portions a year into foodservice - with Pinkberry recently announcing a major expansion into the UK, the frozen yogurt market which industry sources estimate will be worth £150 million by 2013 is set to grow dramatically." Explains Richard Drane, founder and managing director, Coolicious.

Other frozen yogurt flavours available for sampling on the Coolicious stand are Chocolate Bliss, which is a rich, indulgent product containing high quality cocoa powder, no flavouring or colour; and Just Vanilla which is a white vanilla ideal for making smoothies or thick shakes.

Coolicious soft serve frozen yogurts can be scooped or served through any commercial soft serve ice cream machine and offer exceptional profit opportunities. The Coolicious team will be on hand to give advice on how easy and profitable it is to add frozen yogurt to a food service offer. Details of the portion costs, margins and likely volume of sales will be available, together with menu

development ideas and the opportunity to see soft serve equipment from the leading manufacturers, Taylors and Electro Freeze.

Coolicious is Europe's largest manufacturer and leading brand of healthy frozen refreshment. As well as soft serve frozen yogurt, the Coolicious range includes fat free frozen yogurt smoothie bases in three scoopable flavours for making perfect blender smoothies, non-diary soft serve fruit sorbets, Granita style fruit smoothies and non-diary neutral smoothie base.

"For over 20 years we have successfully introduced more and more consumers to the sublime taste delights and highest standard, fat-free advantages of our frozen yogurt, demonstrating an unrivalled expertise in creating the innovative, great-tasting products people love." Says Richard.

For further information please visit www.coolicious.com or tel 0845 33 77 017.

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