



05 October 2011

Press Release

Coolicious tastes sweet success at British Smoothie Championships

Coolicious, the UK market leader in fat free frozen yogurt, has been hailed as the secret ingredient behind a perfect smoothie recipe following success in the British Smoothie Championships at the Lunch! Show 2011.

Judged in front of a live audience, the British Smoothie Championships brings together the finest smoothie makers from around the country, who battle it out in a bid to wow the crowd and impress the judges with their innovative smoothie creations.

One contestant who successfully progressed through to the live finals, finishing as runner-up, was Oliver Wilson-Fish, owner of Juicafe smoothie bar in Lancaster. Having entered the competition for the previous three years, Oliver was eager to impress with his latest smoothie flavour - *The Passionista*.

Speaking after the show, Oliver said: "The Passionista is a tropical mix of passionfruit, mango, banana and pineapple juice which has proved a big hit with our customers and is our consistent best seller. However, following a conversation with the guys at the Coolicious stand on the first day of the show, I decided to make a last minute adjustment to my tried and tested recipe."

"My wife had often talked about the many benefits of adding frozen yogurt to smoothies, but I had been a little sceptical about the difference it would actually make. We had always used traditional chilled yogurt in our smoothies and this had been our intention for the Championships. However, after tasting the superb quality of Coolicious' frozen yogurts on offer at the Lunch! Show, I was instantly sold by the idea of adding it to my existing recipe. I believe this was the key to our success in this year's competition."

Coolicious Fat Free Frozen Yogurt Smoothie Base creates 'blender smoothies' by simply mixing with fruit and juice to create the smoothest of smoothies with a consistent taste and quality every time. Specially designed to be easy to scoop straight from the freezer, Coolicious Smoothie Base emulsifies well with frozen fruit to form a smooth, creamy texture that enhances the taste and lightens the natural acidity of the fruit.

Following his success at this year's Smoothie Championships, Oliver has incorporated Coolicious fat free frozen yogurt into his entire menu, replacing his previous order for chilled yogurt. "Coolicious frozen yogurt offers us a number of commercial benefits in addition to the great taste. Being a frozen product, we are now able to store our yogurt more effectively, manage our stock levels easier, eliminate wastage and ensure better portion control. We have decided to introduce Coolicious' vanilla flavour into all 30 smoothies on our menu, as we have found that it adds a natural sweetness which balances perfectly with the fruity flavours." Explained Oliver.

Commenting after the show, Richard Drane, managing director of Coolicious, said: "This was our first experience of exhibiting at Lunch!, and being part of Oliver's success in the British Smoothie Championships capped off a very successful couple of days. Well done Oliver for creating such a fantastic explosion of fruity flavours!"

"We enjoyed consistently high levels of footfall throughout both days and our new Tanga Style and Mango Moment fat free frozen yogurt were exceptionally well received by the visitors. We gave away a couple of thousand samples of frozen yogurt and took a top quality lead every few minutes, all of which we are now very keen to follow up."

"Judging by the volume and quality of visitors that we saw, confirms our insight that the trend towards healthier eating continues to drive the out of home market. We were encouraged to see so many operators looking for innovative new revenue streams to help differentiate themselves from competitors and this is where our Coolicious fat free frozen yogurt can really help. Plus, we were able to introduce a number of operators like Oliver to the many benefits of using our fat free frozen yogurt smoothie base."

As the original innovators in the frozen yogurt market with over 20 years experience, Coolicious currently sell over 10 million portions a year into foodservice.

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

-Ends-

Media enquiries: Jane Newick/Tom Webb, the Wordbox 07711 611415, 01483 562244, jane@thewordbox.com

