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Smoothie maker eyes growth after cash injection

Ilkley-based smoothie manufacturer Frut has secured funding from HSBC to support its plans to introduce bottles, foil packs and Tetra into UK distributors, supermarkets, coffee chains and the education sector.

Founded in 2009 by Michael Booth, Frut said it expects turnover to grow to within £4m over the next four years.

"We are an ambitious business and we needed a banking partner who shared our vision for the future," said Frut director John Phillipson.

"Through continuous investment and with HSBC as our new banking partner, we are well positioned to sustain our success into the next year and beyond."

HSBC's Mark Vines added: "Frut has established itself in a crowded market, achieving rapid growth in just two years. Its success is testament to the entrepreneurial flair of its founders and a forward thinking approach to ensure continued growth. We look forward to working with the company as it continues to expand."

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