



PRESS RELEASE

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Magrini were recently the proud sponsors of The British Smoothie Championships 2011 which took place at the Lunch! Exhibition at Old Billingsgate where the prize on offer was a Vitamix Quiet One blender worth over £1200.00

Now in its third year the championship was won by Silvie Parcot from Crussh with her delicious 'Pomegranate Passion Pleasure' smoothie which combined pomegranate, banana, mango, pineapple, pineapple juice, passion fruit and yogurt all blended in less than 14 seconds in the Quiet One blender!

After knocking out defending champion (and pre-event favourite) Vimal DePala from Shaketastic in the first heat, Parcot went on to beat Oliver Wilson-Fish, co-owner of Lancaster-based Juicafe, and Daniel Gentely, owner of Elephant Juice Bar in EC1, to win the title of nation's best.

"I feel really proud to have won the British Smoothie Championship for Crussh and to be part of such a fantastic company. It is a real achievement for Crussh and a true reflection of our success in the industry!" says Silvie Parcot, the new British Smoothie Champion. "We've always been told that we do the best smoothies by our customers and it's really nice to be publicly recognised now as well!"

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