



The Noisy Drinks Company shoot for the stars and WIN exposure to 9 million consumers!!

Leading iced drinks company, The Noisy Drinks Company announced the rebranding of its new complete product range (Starslush, Starslush light, Slurp, Chiqqo and Froozie) at last year's LIW show at the Birmingham NEC. This included the creation of a whole new 'Space' theme including new 'Star Cadet' characters thus creating the best ever iced drinks product package to excite kids and parents alike.

The Noisy Drinks Company are delighted with the way the trade has responded to the new brands and are excited with the presence of the space theme and the new 'Star Cadet' characters. Just as the brand was created especially for kids, the rebranding is designed to focus on attracting a purchase from all demographics.

The new packaging has been designed to encapsulate great interest for kids of all ages. The new branding has been heavily focused with point of sale in mind with the direct aim to drive sales to the retailer.

Due to the efforts of the rebranding, The Noisy Drinks Company are delighted to announce that they are the new suppliers of iced drinks to Merlin Entertainments. Following a lengthy tender process, the quality of the Noisy Drinks package combined with the innovation of the new brands was unanimously chosen by the Merlin Management team.

The Noisy Drinks product range will continue to be available widely throughout the UK as well as being available this season in Alton Towers, Legoland, Thorpe Park, Chessington World of Adventures, Madam Tussauds, Sealife Centre, London Dungeons, Edinburgh Dungeons and York Dungeons. The Noisy Drinks Company's iced drinks brands will be exposed to over 9 Million UK consumers within the Merlin estate alone during 2009.

Since successfully winning the contract with Merlin Entertainments, The Noisy Drinks Company are now in discussions with many other major Leisure operators with the view to supplying their new and exciting product range to the ever expanding market.

During the coming months, The Noisy Drinks Company will be capitalising and developing the Starslush brand by introducing the Characters, along with their personalities, to the consumers. A new interactive website designed especially for children will be launching in the Spring/Summer of 2009 jam-packed full with games, competitions and giveaways.

Marcus Rose, The Noisy Drinks Company Director, said: "The Noisy Drinks Company's new design together with the exciting flavours has allowed us to move ahead of the competition and expand our already impressive portfolio of retail outlets across the UK."

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the UK's No.1 Iced drinks company