

PRESS RELEASE - JULY 2009

SCHOOLS FOOD TRUST COMPLIANT - THE NOISY DRINKS COMPANY



Making a NOISE in school is good for you!

Since the launch of The Noisy Drinks Company's fantastic range of iced drinks, 'Slurp' and 'Froozie' have fast become major drinks brands purchased by parents and children throughout the UK.

Why? they tick all the boxes....Froozie and Slurp are not only Schools Food Trust Compliant but they also meet the new voluntary code of practice.

'Slurp' being 90% semi-skimmed milk, with less than 1.8% fat, contains up to 30% of your daily calcium requirement. Slurp is the healthier thick milk shake option.

'Froozie' is a 100% fruit iced drink which contains no artificial ingredients whatsoever! Both of which are now featured in over 900 schools and colleges nationwide. Slurp is available in four unforgettable flavours: Chocolate, Banana, Strawberry and Vanilla. Froozie is available in very refreshing Orange & Mango, Strawberry Split and Citrus Blast.

Government warnings regarding unhealthy eating, obesity and parents struggling to understand children's diets have put pressure on the education sector to offer alternatives to 'Fizzy and Sweetened Drinks' which have very little or absolutely no nutritional value. Schools are now only allowed to offer water, fruit, semi-skimmed or skimmed milk or yogurt drinks with less than 5% added sugar for sale in schools.

As a result there has been a race to produce school friendly products by the major manufacturers.

The Noisy Drinks Company has been leading the way in Iced Drinks and Iced Shakes for a number of years, offering products throughout the Holiday and Leisure Industry including: The Merlin Group - Haven Holidays - Butlins Group and many more outlets throughout the UK.

The Noisy Drinks Company recognises the benefits of offering children an alternative drink with No Artificial Flavours or Sweeteners.

Marcus Rose, Director of The Noisy Drinks Company, comments, "We are delighted and also very proud to offer our healthier milk and iced fruit drinks to children of all ages. As a parent myself, I understand the importance of a good diet at home and also outside of the home, whether that be school or leisure time. We are committed to maintaining our brand position, meeting the latest health standards and continuing to provide a fantastic range of iced fruit drinks which are school compliant".

Noisy Drinks research indicates 11-16 year olds are being taught more and more about healthy eating in school and felt the choice of healthy drinks available in schools was limited. Thankfully, with the launch of 'Slurp' and 'Froozie' across the UK, school children now have options of an alternative to fizzy, unhealthy drinks.

With the support of new branding and an extensive advertising campaign, The Noisy Drinks Company are delighted with the response from more than 900 schools and are set to become a best-seller within the drinks market, being sold in all sectors across the UK.

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make some noise today!

the UK's No.1 Iced drinks company

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