BerryWhite® Awarded 'Best Juice Drink'

Tuesday 24 September, 2013

BerryWhite® organic drinks is pleased to announce the receipt of its sixth award having picked up the prestigious Best Juice Drink prize at the 'Beverage Innovation Awards @ Drinktec'.

The expert judging panel analysed over 370 entries from 40 countries in 29 categories.

"This year's awards have been our biggest awards scheme to date which proves that innovation is driving the beverage industry," said FoodBev Media's Bill Bruce. "This was evident from the overwhelming amount of entries, range of new products and packaging ideas, use of new ingredients, great new marketing campaigns and huge variety of nutrition and environmental projects as well as brilliant manufacturing and technology innovations which are set to change the industry.

Significantly BerryWhite® won the Best New Drink award in 2012, and has received a slew of other awards for taste, design and charitable giving from leading industry bodies.

Founder and CEO Andrew Jennings sold his first BerryWhite® bottle just 18 months ago and is rapidly developing local and international markets, with exports to 23 countries in the short time since inception.

Blended, bottled, and made in the UK, BerryWhite® drinks marry organic credentials with appealing flavour combinations, tapping into the trend to make healthy options more appealing to the mass market.

Described as a light refreshing non-carbonated organic soft drink, each flavor combination is made from known fruits, super fruits, and white tea extract.

Mr. Jennings designed the BerryWhite® brand on the ethos of, 'Looks good, tastes good, good for you, and good for others' and BerryWhite® makes a donation to the charity Global Angels for every bottle sold, pledging 10% of profits.

Seonaid Hyslop-Parsons

Tel: +44 (0) 203 551 2939 http://www.berrywhite.com??

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For further information please contact:
Andrew Jennings
Tel: 07500 833163
Email: Andrew@berrywhite.com

Media:



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Scan Me:

Company Contact:

Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

View Online

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