

Cawston Press - For A Discernibly Dry Summer

Monday 22 June, 2015

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For a refreshing treat this summer, why not try these new sparkling soft drinks – created for an adult palate - from Cawston Press?

Elderflower Lemonade and Ginger Beer are the latest launches from the premium soft drinks company and aim to satisfy the increasing demand for discernible, non-alcoholic drinks for grown-ups that aren't full of artificial flavours, colourings or preservatives.

Each variant has been specially crafted by Micah Carr-Hill, Cawston's Master Blender, and use beautifully fresh ingredients gently blended together with sparkling water and Cawston's trademark pressed apple juice. Both are perfectly balanced, not overly sweet and gently sparkled. Like all Cawston's drinks, they use juice that has come from fruit picked at the peak of ripeness and pressed within 48 hours – and are made without any concentrates, artificial sweeteners, preservatives or colourings.

- **Ginger Beer** is a twist on the classic and features two types of ginger, one sweet & citrusy and the other earthy & fiery. The result is a fruity, complex ginger flavour with a satisfying 'bite' and the perfect hit of heat for a drink that's discernibly dry. Using pressed apple juice in the blend adds a dash of acidity and fruitiness to this not-so-sweet ginger beer.

- **Elderflower Lemonade** is a refreshingly light blend with the unmistakable floral fragrance (of this quintessentially British flower), Cawston use an elderflower extract made by soaking the dried flowers in water which captures the wonderful aroma of these delicate blossoms. The sparkling water adds to the refreshment, while the squeezed Sicilian lemon juice delivers tingling citrus and with just 99 calories per can, this blend offers those wanting a lighter drink delicious flavour without any compromise in taste.

Ginger Beer and Elderflower Lemonade will join Cloudy Apple and Rhubarb in the line-up of adult sparkling drinks from Cawston Press and will be available at Waitrose and Ocado (in a six pack, RRP £4.99) and as individual 330ml cans in Pod, Whole Foods Market, As Nature Intended and Planet Organic (RRP 99p ea.), plus all good independent retailers.

ENDS

For further information or high res images or if you'd like to interview Micah about these new products, or his on-going role as Master Blender at Cawston Press, please contact Martin Ballantine or Abi Hopkins at Piracy Corporation. abi@piracycorporation.com / martin@piracycorporation.com / 01892 7703600.

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