Export Plans For Shaken Udder Milkshakes

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With two brands under its belt, Shaken Udder and Shaken Udder Kids, and listings in Tesco, Sainsbury's and Waitrose, Shaken Udder is ready to take on its next challenge and begin shipping its premium milkshakes across the world.

"We are starting our export journey with an initial focus on Ireland and Europe for now," explains Shaken Udder co-founder, Jodie Farran. "However, we've also had interest from China, Dubai and Hong Kong so there are clear opportunities for the brand beyond Europe."

With an initial target to achieve 10% of new sales growth from export over the next 12 months, Shaken Udder is working with UKTI to get an export plan in place to guide them through this new route of business throughout 2015.

"Shaken Udder has just celebrated its ten year anniversary and up until now our focus has always been on domestic sales opportunities. However, export is an important and exciting new area for us and one that we are very keen to pursue," continues Jodie.

"We expect the next 12 months to be a real learning curve, but we are very excited at the prospect of our products being enjoyed by people all over the world and not just those in the UK," she adds.

For more information on Shaken Udder and its products visitwww.shakenudder.com

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