

Irish Drinks Brand 'VIT HIT' Now Available in Boots and Superdrug

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Irish lifestyle drinks brand **VITHIT** has extended its reach into leading healthcare retailers, Boots and Superdrug. The drinks will feature nationwide over the coming weeks and follow the recent expansion of listings throughout the Tesco estate.

The range offers a healthier alternative to sugary fruit juices and sports drinks and has become established throughout multiple retailer fixtures over the past 18 months. It is set to announce new European and international listing imminently.

Gary Lavin, founder of VITHIT, comments:

?The VITHIT brand was born out of a passion to create a drink that tasted great but didn't add excess sugar and calories to your diet. Most drinks contain over 20 gms of sugar and tons of Calories. VITHIT's unique blend contains less than 35 calories with no added sugar, 300 mgs of healthy tea , fruit juice, plus 100% of RDA of 8 vitamins. ?

The current range includes:

- Berry, Ginseng and Rooibos Tea
- Dragonfruit, Yuzu, Zinc and Ceylon Tea
- Citrus, Ginseng and White Tea
- Apple, Elderflower, Matè and L-Carnitine

Each flavour claims to offer fewer calories than a fresh apple and of competing brands.

NPD is also ongoing with new flavour profiles to be unveiled throughout 2015. VITHIT is priced from £1.45 for 500ml.

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