

Luscombe Drinks Announces New Managing Director

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Leading artisan soft drinks producer, Luscombe Drinks has announced the appointment of Adrian Collins as its new managing director. Adrian's appointment comes after holding the role as director general manager since March 2015 at the highly respected South Devon-based soft drinks firm.

Commenting on his new role, Adrian Collins says: "I am incredibly proud to be leading and guiding such a committed and talented team through an immense amount of change, investment and growth." Adrian continues: "It is an incredibly exciting new phase for Luscombe Drinks and I am hugely looking forward to taking such an already established company and brand to a new level, pushing boundaries and further transforming the artisan soft drinks sector, driving Luscombe to an even brighter future."

A specialist in business leadership, change management and employee engagement, Adrian has a successful background in providing business improvement platforms in market sectors including food and drink. Adrian will work closely with Luscombe's loyal, motivated team and partners across its supply chain to bring maximum benefit and reward to all, whilst further developing brand ambassadors and leading change.

Founder of Luscombe Drinks, Gabriel David, takes the new title of chairman and enters a new phase of board leadership. Building the brand over the last 30 years, Gabriel's fanatical attention to detail has driven Luscombe Drinks to become the award-winning soft drinks producer with an extraordinary range of 22 soft drinks that it is today. In his new role as chairman, Gabriel will focus attention on creative and innovative new product development and ingredient procurement sourcing the best organic ingredients.

For further information on Luscombe Drinks please visit www.luscombe.co.uk, email info@luscombe.co.uk or call 01364 643036. Follow Luscombe on Twitter: @luscombedrinks and 'Like' on Facebook.

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Notes for Editors

Luscombe Drinks

1. Established in 1975, Luscombe Drinks is a leading artisan producer of soft drinks. A multi award-winning business based on a farm in South Devon.
2. The range is hand-made in small batches and will have variations in sediments or colour depending on the conditions their growers encountered during the season, giving evidence of their authenticity and proof that Luscombe uses as few juicing processes as possible.
3. Luscombe Drinks are long term favourites of independents nationwide, they have chosen not to supply supermarkets.
4. Luscombe Drinks' extraordinary range of 22 soft drinks has now received 50 Great Taste Awards.

For further information, photography or an interview with Adrian Collins, managing director or Gabriel David, founder of Luscombe Drinks, please contact:

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