New on the go Breakfast Product

Sunday 21 October, 2012

Launch of Be Fast new on the go breakfast product 25th October 2012

NEW….to the UK market, Lacka foods are extremely proud and very excited to be launching the all new Be Fast breakfast on the go products on Thursday 25th October 2012.

These 3 delicious drinks are made with skimmed milk and have over 6g of fibre as well as other vital vitamins and minerals. Be Fast comes in 3 delicious flavours:

• Vanilla
• Strawberry
• Chocolate

In distinct, eye catching packaging, Be Fast tastes superb and is the most convenient breakfast product available today. With over 6g of Fibre this is equivalent to almost 2 servings of big well known cereal brands in the market, and who has time for two bowls of breakfast cereal every morning?

Zoe Austin from Lacka Foods claims “Be Fast is the most convenient healthy breakfast product available for today’s busy lifestyles. We listened to consumers who wanted a healthy & easy breakfast, consumers want something that will fill them up untill lunchtime and cereal bars just don’t cut the mustard, also many people just want to get up and out of the house in the morning, spoons or hot water is just too much hassle for some and that is why we have launched Be Fast”

Zoe continued “We have identified two target markets, firstly young males aged between 15 and 25, a lot of these guys wake up late and need to get out of the house fast, or some just aren’t organised enough to have all of the stuff at home to be able to make a healthy breakfast. Secondly busy mums, they are often too concerned with getting everyone in the house out of the door on time, they neglect themselves, Be Fast is perfect for them. Also for their children who some find themselves having to force their kids to have a healthy breakfast, they know if their kids have Be Fast in the morning they won’t be hunting out unhealthy junk foods or snacks mid-morning”.

Be Fast is available in 313 Asda stores from Thursday 25th October 2012.

Check out the website http://befast.co.uk/ for more information on these great tasting breakfast drinks.

Have a lie in tomorrow, have Be Fast for breakfast!

Stop snacking mid-morning, try Be Fast tomorrow!

For any further information please contact Zoe Austin, Tel 01628 421760 or email info@befast.co.uk

Media:



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Company Contact:

Lacka Foods Limited

T. 01628421760
E. info@lackafoods.com
W. https://befast.co.uk/

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