# Shaken Udder Celebrates 10 Years Of Moovellous Milkshakes

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This year marks ten years since Essex-based milkshake brand, Shaken Udder, began blending up a storm and creating delicious milkshakes for festival goers across the country.

Having started out as a product purely for music and festival fans, Shaken Udder has now become one of the UK's most popular milkshake brands with products sold in Tesco, Sainsbury's and Waitrose, as well as numerous cafes, restaurants and tourist attractions across the UK.

"When we began concocting homemade milkshakes in our kitchen at home we never dreamed we'd be making it our sole business in ten year's time," says Jodie Farran, co-founder of Shaken Udder. "We launched Shaken Udder because we loved milk and simply couldn't find any decent milkshakes in the shops. Our love of music was the reason we hit the festival circuit and the response was amazing. We still visit the major festivals even today and have a loyal following with 1000s of music lovers and some celebs!"

The brand became a retail name in 2008 when we built our bottling plant and by 2009 it was winging its way onto the shelves of Waitrose, before conquering Sainsbury's and Tesco a couple of years later. Shaken Udder has also fought off stiff competition from large multinational dairies who have bought out brands such as Wingco, Froomoo, Modern Milk, Yoo, Muller Milk and Mu, proving that quality is better than quantity. "Since we've launched many other milk-based brands have come and gone, but we've stayed true to our roots, refusing to compromise on flavour and making sure our milkshakes are always 100% natural and delicious. That's probably why we're still going strong ten years on," adds Jodie.

Having launched its children's brand, Shaken Udder Kids, last year with which it's just signed a deal to supply Beefeater restaurants across the UK, the future looks bright for Shaken Udder. "We're constantly looking at ways to improve our products and appeal to new audiences. We're in the middle of a very successful on-pack promotion with Farm Stay UK and have lots of other ideas up our sleeve for 2015 and beyond," adds Jodie.

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