

## Shaken Udder Kids Signs Deal With Beefeater Restaurants

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Top quality children's milkshake brand, Shaken Udder Kids, has just signed a contract with Whitbread to supply its Chocolate and Strawberry flavour milkshakes to all 142 Beefeater restaurants nationally.

The school approved shakes, which are packed with calcium and Vitamin B12, will feature on the new Mr Men kids menu at Beefeater, which officially launches on 14th October.

"The aim of the new menu is to introduce our new kids partnership with Mr Men & Little Miss, which launches this October as part of Beefeater's 40th Birthday celebrations. Mr Men has always been one of our most loved partnerships of the last 40-years and we're committed to bringing it back in a more modern era!" says ???, a spokesperson for Whitbread.

"The new look menu turns our current kid's menu on its head with one, two and three course options all now coming with a free drink. And with prices starting from £4.49, this offers improved value to our family diners," he/she adds.

This will be the first time that Shaken Udder Kids milkshakes have appeared on the menus of such a large restaurant chain and will provide the brand with a whole new sales avenue. "This is a very important new contract for us and we're very exciting to be involved in the launch of the new Beefeater children's menu," explains Jodie Farran, co-founder of Shaken Udder, which launched its kids brand in 2013. "Our Shaken Udder Kids milkshakes will now be visible on menus in all 142 Beefeater restaurants across the country, which is a fantastic opportunity to get our brand seen by a whole host of new consumers. Kids love milkshakes, so we're sure ours, which are 100% natural, will be a very popular choice with both children and parent's alike," adds Jodie.

The new Beefeater kids menu will also feature a 16-page activity pack providing puzzles and entertainment for all ages. For more information on the new menu visit [mrmen.beefeater.co.uk](http://mrmen.beefeater.co.uk). For further information on Shaken Udder Kids milkshakes visit [www.shakenudderkids.com](http://www.shakenudderkids.com)

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