squeezeit launches Blue Raspberry flavour in its iconic nostalgic packaging

Monday 31 March, 2025

squeezeit, one of the UK's fastest-growing kids' drinks brands, is launching its newest flavour—Blue Raspberry—this March, to capitalise on the nation's love for nostalgic, sweet-shop-inspired beverages. This latest addition to the squeezeit range delivers a tangy-sweet punch in a bold, bright blue packaging.

squeezeit has experienced double-digit growth in the market over the past two years, demonstrating the success of its fun-first, playful approach in capturing the attention of Gen Alpha, families and nostalgic adults alike. Building on the success of its Bubblegum flavour, which became one of the brands' bestsellers after first hitting shelves in 2023, the launch of Blue Raspberry is now supported by a nationwide social media campaign, featuring leading family-focused creators and kid-fluencers. The bold new flavour is expected to bring forth widespread user-generated content and viral excitement.

"We're incredibly excited to launch our new Blue Raspberry flavour" says Kurt Hofer, owner and CEO at squeezeit. **"We've seen a phenomenal response to our candy-inspired flavour Bubblegum, and with the current interest in nostalgic tastes, we're confident that Blue Raspberry will be a hit with consumers across the UK."**

Available nationwide from April in major supermarkets and cash-and-carries such as ASDA, Home Bargains, B&M, Iceland and many more, squeezeit Blue Raspberry is set to be a must-have new flavour this year. **For stocking inquiries, contact Oliver Stone at** oliver.stone@squeezeit.com **today.**

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