



Press release
4 April 2023

The new Froosh smoothie contains vitamins and nutrients that contribute to well-being

Interest in functional foods that increase physical performance and benefit health is continuously growing¹⁾. The Froosh+ smoothies – fruit smoothies made of first-class ingredients with added nutrients that support well-being – respond well to this demand. The latest addition to the Froosh+ family is Froosh+ Focus with added iron, zinc, and vitamin B5.

Many are gradually shifting towards an approach that views health more comprehensively, and in addition to physical health, the significance of mental well-being is growing²⁾. Two in three Europeans believe that functional foods are effective, and the most interesting ingredients are those with a positive effect on cognitive performance, for example focus and vigilance. People are also interested in foods that promote immunity and gut health.

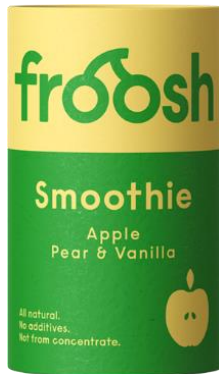
Froosh's spring novelty Froosh+ Focus is a fresh smoothie with the flavours of blackcurrant, strawberry, and acai, known also as a superfood. Vitamin B5 as well as iron and zinc that contribute to normal cognitive function³⁾ have been added to the smoothie. This berry bomb will be available from late March 2023.

From the Froosh+ product family, Froosh+ Immunity gives extra support for the immune system, in particular⁴⁾. Froosh+ Immunity is a refreshingly green smoothie with apple, pear, kiwifruit, and ginger flavours, and it contains vitamins B6, B12, and C.

The zingy and energetic pink Froosh+ Feel Good is a source of fibre, and it has a delicious pineapple, beetroot, and aloe vera flavour with a touch of ginger.

All Froosh+ smoothies are packed in refundable 250-millilitre glass bottles that are easy to recognise by their fresh striped look. The smoothies' flavours and special characteristics are clearly visible on the labels.





Another new Froosh product this spring is the Apple, Pear & Vanilla, which is a perfect match for when you need a smaller package size. This soft-flavoured smoothie is packed in a 150-millilitre carton, and it will be available as of March 2023.

“Our new smoothie with a balanced flavour combination of apple, pear, and vanilla is a perfect snack for excursions and picnics and for maintaining your energy levels in the afternoon,” says **Erika Jureskog**, Brand Manager of Froosh.

Owned by Fazer, Froosh is one of the leading smoothie brands in the Nordic countries. The brand is known for its high-quality ingredients and colourful and tasty smoothies. The products contain no added sugar, preservatives, or additives. In addition to the Nordic countries, the products are available also in the Baltic countries, Iceland, Ireland, Germany, Slovakia, and in the Czech Republic.

- 1) Source: Top Trends for 2021, Innova Market Insight
- 2) Source: Innova Insight platform/Innova consumer research 2021-2022 and Innova product launches 2021-2022
- 3) Iron and zinc contribute to normal cognitive function as part of a diverse and balanced diet and healthy lifestyle.
- 4) Vitamins B6 and B12 contribute to the normal function of the immune system as part of a diverse and balanced diet and healthy lifestyle.

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