



Press release  
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## Froosh brings more joy and energy to spring

An active spring can accommodate many situations where you need a high-quality snack and energy. The Froosh+ product family, which contains nutrients that support well-being, will be complemented this spring with the charming and sunny Froosh+ Active. The beloved flavours of Froosh smoothies packed in glass bottles remain intact, but the products take on new, playful names.

### Cheer up active everyday life

A new addition to the Froosh+ product family with ingredients that support well-being is the vibrant yellow Froosh+ Active, which is designed to support an active lifestyle<sup>1)</sup>. This fresh and fruity smoothie combines pineapple, apple, banana and lemongrass with added vitamins C, B2, B6 and B12. As is typical of Froosh, Froosh+ Active does not contain added sugar or preservatives, and it's not made from concentrate.



In addition to the new Froosh+ Active, the Froosh+ family includes two fresh smoothies. The berry-filled Froosh+ Focus gets flavours from blackcurrant, apple, strawberry and acai, and its vitamin B5 content contributes to normal mental performance<sup>2)</sup>. The fresh green Froosh+ Immunity is made from apple, pear, kiwi and ginger, and the added vitamins B6 and B12 contribute to the normal functioning of the immune system<sup>3)</sup>. Froosh+ smoothies packed in easily recyclable 235 ml cardboard packaging are convenient to carry, making them an excellent snack for fast-paced everyday life.

According to a recent survey<sup>4)</sup>, almost 40% of Finns that buy smoothie or juice prefer to buy products with added health benefits. The most desired benefits are those affecting energy level and alertness (54%), followed by an interest for an extra boost for focus and concentration (33%). Also, vitamin and mineral fortification are widely sought benefits (26%).

### Froosh's fun-loving heritage is now reflected in the names

This spring, the familiar Frooshs packed in 250 ml glass bottles and 150 ml carton cans greet smoothie lovers with their new names bursting with joy. The taste and appearance of the beloved products remains unchanged, but each of them gets a fresh name that describes its personality.

- **Mango Mania** is an all-time favourite brimming with rich taste, combining apple, mango and orange.



- **Strawbana Swirl** swirls apple, strawberry and banana for a summery taste pleasure.
- **Berrylicious** is deliciously flavourful and gentle saviour of every day.
- **Peach Paradise** brings the feeling of faraway countries to everyday moments with a combination of pineapple, peach and passion fruit.
- **Tropical Twist** combines pineapple, banana, apple and coconut for a wonderfully soft tropical breeze.
- **Strawbie Crush** delights with its fresh apple, strawberry and lemon flavour.



"Froosh is a fun-loving, innovative brand that wants to give people energizing, positive moments. With the new names of the core products in our range, we want to bring out the personality of each product – we think they really do have one! A little extra fun in the middle of everyday life is also always welcome. Hopefully, with the new names, we will be able to bring a smile to smoothie lovers' faces," says **Erika Jureskog**, Brand Manager for Froosh.

*Froosh, owned by Fazer, is one of the leading smoothie brands in the Nordic countries. Froosh is known for its high-quality ingredients and colourful and delicious smoothies. The products are made from 100% fruit and contain no preservatives or added sugar – making them an easy way to enjoy the fruit. In addition to the Nordic countries, Froosh smoothies are also available in the Baltic countries, Iceland, Ireland, Germany, Slovakia and the Czech Republic.*

<sup>1)</sup> Vitamins C, B6, B12 and riboflavin contribute to the reduction of tiredness and fatigue and to normal energy-yielding metabolism as part of varied and balanced diet and healthy lifestyle.

<sup>2)</sup> Pantothenic acid (vitamin B5) contributes to normal mental performance as part of varied and balanced diet and healthy lifestyle.

<sup>3)</sup> Vitamins B6 and B12 contribute to the normal functioning of the immune system as part of a varied diet and healthy lifestyle.

<sup>4)</sup> Innova category survey 2024. N=1500 per country.

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