



Press release
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Froosh launches Green Dream smoothie and a vitaminised citrus smoothie

Healthiness and great taste are increasingly guiding the choices of Finns, and smoothies have become an essential part of many people's diets – often enjoyed as a breakfast or snack. Froosh's selection is expanding this autumn: Green Dream brings green freshness with a blend of apple, mango, grape and kiwi, while the Orange, Mandarin, Apple & Lemon in a larger package offers an option fortified with vitamins C and D. Both novelties are free from additives and contain no added sugar.

The choice of food and beverages is often based on their impact on maintaining health, and this strong trend is expected to continue to grow¹⁾. A survey commissioned by Fazer²⁾ showed that healthiness and ease of use are the features that smoothie buyers most often associate with smoothies. Great taste, on the other hand, was considered the most important purchase criterion.

"Froosh smoothies are the perfect choice when you need something tasty and made from high-quality ingredients to quickly recharge your energy – between meetings, after a workout, at afternoon coffee or simply in the everyday moments that call for a boost. We call these moments 'Froosh time'," says **Julia Weijola**, Marketing Manager at Froosh.

Dreamy Green Dream

The refreshingly green Froosh Smoothie Green Dream combines smoothie lovers' favourite flavours apple and mango with a twist of grape and kiwi. The novelty comes in a 250 ml deposit glass bottle.

"Green Dream is a great addition to our colourful Froosh product range. Consumers have been asking for a delicious green smoothie. Like all Froosh smoothies, this newcomer contains no additives and no added sugar," Weijola says.





Zesty citrus in a larger package

Those who prefer larger smoothie packs will be delighted by the vibrant orange Froosh novelty Orange, Mandarin, Apple & Lemon, available in a 750 ml package. This refreshing blend of orange, mandarin, apple and lemon is enriched with vitamins C and D. The recyclable carton package is easy to carry home from the store and has a carbon footprint that is up to 82% lower than that of a same-sized recyclable glass bottle³⁾.



Froosh, owned by Fazer, is one of the leading smoothie brands in the Nordics. Froosh is known for its high-quality ingredients and colorful and delicious smoothies. The products are made from fruits and berries and contain no added sugar or preservatives. In addition to the Nordic countries, Froosh smoothies are also available in the Baltic countries, Iceland, Ireland, Germany, Slovakia and the Czech Republic.

¹⁾ Source Norstat Survey on smoothies, SE, N=206, Feb 2025

²⁾ Red Note Brand Tracking 2024, N=4000 in Finland and N=4000 in Sweden

³⁾ Tetra Pak, IFEU LCA 2019.

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Fazer Group

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