



Issued on behalf of Tesco Stores
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PURER SMOOTHIES ARRIVE AT TESCO

Dundonald-based Barefruit Products Ltd has received a major boost from Tesco, who will be stocking the company's Puro Smoothies in selected stores across Northern Ireland. This unique range has been developed using advanced scientific methods to maintain their vitamin, mineral and fibre content.

Barefruit Products has been in business for just eighteen months and has received tremendous recognition for its award-winning smoothie brand Puro. Proprietor Rosemary Cowan explained: "I saw an opportunity in the market to produce a tasty smoothie made with whole fresh fruits, just as you would make at home or purchase at a juice bar, but that could be packaged and sold in a convenience retail environment.

"I wanted to use natural whole fresh fruit for the most flavoursome drink. Through Invest Northern Ireland links, we have been working with Dr Margaret Patterson, Principal Scientific Officer at the Agri-Food and Biosciences Institute (AFBI) to develop our unique way of manufacturing the smoothies.

"Initially, we prepare all the fruit, blend and bottle the drinks at our Dundonald premises. We then transfer the bottles to AFBI where they are submerged in ambient water in a high pressure processing machine. This is how our smoothies stay fresh in the bottle for a shelf-life of more than 21 days. To maintain this longevity, other manufacturers pasteurise the fruit, by heating it to temperatures of more than 72 degrees, which can destroy precious Vitamin C by up to 30%."

Dr Margaret Patterson of the AFBI explains: "We are delighted to work with local companies, such as Barefruit Products, to help the Northern Ireland food industry translate science into realistic benefits.

“The pressurisation method used for the Puro Smoothies ensures that the product maintains all the health benefits, as well as the whole fruit taste, making Puro Smoothies the ideal healthy snack.”

Rosemary Cowan added: “Thanks to the business with Tesco and our planned growth strategy, we will be doubling our 2,000sq ft premises in Dundonald Enterprise Park to a 4,000sq ft unit in September. We also expect to take on further employees and will acquire new machinery, including our own high pressurisation machine, which will mean that we can complete the manufacturing process at our own premises.”

Neil Greaves, senior buying manager for Tesco said: “We work with many local suppliers and Barefruit Products Ltd is a prime example of the innovation that many local companies show.

”Their smoothies are extremely tasty, whilst remaining natural and maintaining the health benefits of whole fruit. I am sure our customers will not only enjoy the product but with its high vitamin, mineral and fibre content a Puro Smoothie can count towards their five fruit and vegetables a day target.”

Rosemary Cowan continued: “We are confident sales will go well and have initially launched three flavours, Berry Fantasia, Kiwi & Mango Fusion and Strawberry Tropic in 250ml bottles, into stores. We look forward to continuing to work with the local support team at Tesco to develop further ranges that will meet customers’ evolving tastes.”

Further information about Puro Smoothies can be found on the website www.purofruits.com.

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