

LITTLE MIRACLES

THANKS FOR LITTLE MIRACLES

DETAILS


**Little Miracles
Drinks Ltd.**
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KEY CONTACTS

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KEY BRANDS

Little Miracles

 The Little Miracles brand is invigorating the natural energy sector and driving incremental growth within the soft drinks category with new listings on the high street.

The brand appeals to a wide consumer demographic and in particular female consumers looking for natural alternatives to give them energy, who have perhaps been neglected by the mainstream energy drinks currently available.

Little Miracles director Frederik Senger comments: "Available in three ginseng and açai blends; Green Tea & Pomegranate, White Tea & Cherry and Black Tea & Peach, Little Miracles offers something unique – a refreshing lift, in a stylishly vibrant juice drink.

"The Little Miracles blends respond to a need for energy free from artificial colours, flavours and sweeteners and contain less than 90 calories a bottle."

ORGANIC GROWTH

The brand has already achieved significant support from customers since launch and has continued to gain

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momentum with high street, wholesale, convenience and grocery customers now confirmed as stockists in addition to a large number of existing independent health stores. These include: Bestway, Boots, Easy Jet, Holland & Barrett, Nisa, Superdrug, Waitrose and Sainsbury's."

AN EXCITING FUTURE

Little Miracles has big ambitions and plans to become the global market leader in the natural energy drinks category. The brand's unique positioning has already seen it perform exceptionally well across over 20 European countries with customers seeing excellent repeat rates, purchasing levels and incremental category sales.

Little Miracles will be supporting stockists with the roll out with a marketing investment which includes in store promotions, PR and digital to drive awareness, and sampling to drive engagement and trial. There are also product innovation plans to extend the range with an exciting NPD launch.

Senger concludes: "We are delighted with the response and support we have received from both consumers and customers alike. We recently started selling Little Miracles on Easy Jet flights as part of their Healthy Alternatives menu. Sales have absolutely flown and delivered 20% incremental growth. This is just one of many great examples that we have to demonstrate how we work with customers to realise the sales potential of Little Miracles within the Natural Energy Drinks sector as a whole."



ORGANIC LITTLE MIRACLES

A boost of organic energy



**Little
Miracles™**

Drinks to do you good

At under 90 calories, free from artificial colours, flavours and sweeteners, Little Miracles can help you through the day. No matter what you've planned.

Check out what we are up to and tell us what you think...

info@drinklittlemiracles.com  facebook.com/drinklittlemiracles  @OrganicMiracles

Available at Bestway, Boots, Harrods, Nisa, Sainsburys Local, Superdrug, Tree of Life, Wholefoods and many independent health shops.

drinklittlemiracles.com

