
Press Release

Feeling Fruity?

Clearspring launches 100% Fruit on the Go



Clearspring, makers of authentic Japanese and Organic fine foods, has launched a range of tantalisingly tasty fruit puree squeezies, **100% Fruit on the Go**. **Healthy snacking has never been so easy!**

Available in three refreshing flavours – **Apple & Mango**, **Pear** and **Apple & Blueberry** – the new 100% Fruit on the Go squeezies are the perfect on the go snack for children and adults alike. Made using carefully selected ripe organic fruit, each fruit puree is prepared using minimal heat to retain all of the natural goodness found in nature. With no concentrates, sweeteners, preservatives or water added, each squeeze will be sure to provide a taste sensation bursting with flavour.

One serving of **100% Fruit on the Go** provides **1 of your 5 a day**, making it the perfect healthy boost on the go. These organic, vegan, wheat and nut free treats are suitable for everyone.

Enjoying **100% Fruit on the Go** is as simple as just unscrewing the top. With no need for spoons, they are the ideal way to start your day, are a great snack on the go and would even make a perfect pre-gym booster. The single serve packs make **100% Fruit on the Go** a real handbag essential. Pop one in your bag for a burst of energy on the move, give to your kids as a guilt-free treat or leave some in the office for a morning health boost.

Each **100% Fruit on the Go** puree is also hugely versatile and can be eaten alone or used as a topping for desserts or added to your favourite recipes. They can even be frozen for a refreshing summertime snack or added to a picnic basket as part of the perfect sunshine-fuelled lunch.

Clearspring's **100% Fruit on the Go** are the latest addition to their extensive Fruit Puree range, which includes **Apple & Strawberry**, **Apple & Pineapple** and **Pear & Banana**.

When you're feeling fruity, reach for a squeezezy!

RRP: 89p for one pouch

Available in independent health food stores and online at www.clearspring.co.uk from March 2014.

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For more information on Clearspring's 100% Fruit on the Go or any other products in the Clearspring range, please contact Shaun Beedle or Poppy Gaunt at CCD PR 0207 434 4100 or shaun@ccdpr.com / poppy@ccdpr.com

Notes to editors:

The Clearspring brand promises premium quality Japanese specialities and Organic Fine Foods that are authentic, versatile and support good health. Made to traditional recipes by master artisan producers, they bring you full, authentic flavours from some of the most exciting food cultures around the world.

Each product has a distinct flavour and quality that comes from using the finest quality ingredients and respecting local food traditions. Clearspring always works directly with its producers, building long-term partnerships of ethical trade that support sustainable organic farming and benefit local communities.



Authentic Japanese



Organic Fine Foods



Free From Products



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