



MOJU'S MOST FIERY KICK, NOW AVAILABLE IN PUNCHY 60ML FORMAT

With the launch of the MOJU Extra Strength Ginger 60ml shot



MOJU, the UK's number one functional shot brand, are turning up the heat this September with their latest product, the MOJU Extra Strength Ginger 60ml shot.

With this latest offering cramming an eye-watering 25.4g of the highest quality fresh Peruvian ginger root into every shot, consumers are set to get an extra fiery kick with this super root boost.

Originally launched as a Limited Edition in 2020, the Extra Strength variant quickly became a fiery fan favourite. Its success led to the full-scale launch of the 420ml Dosing Bottle format in 2022, becoming the brand's most successful NPD to date, with rate of sale competing with that of the brand's original Ginger shot, as well as being Ocado's best performing 'branded NPD launch in chilled juice' of 2023/2024. As an on-the-go format, the hyper convenient 60ml shot format offer consumers the opportunity to add some more BOOM to their routine wherever they go.

The launch follows on from the brand's successful Poker Face Challenge at the beginning of the year, which demonstrated the uniquely potent punch of the brand's hero fresh root ingredient by dramatising the product experience of the Extra-Strength Ginger. Collaborating with brands



and business across LinkedIn and content creators on Instagram and TikTok, the campaign reached over 1.7 million with an extra fiery kick.

Rich Goldsmith, CEO & Co Founder at MOJU says: *“At MOJU, we pack the power of nature’s most potent ingredients into every shot, and our Extra Strength version is as fierce as they come. The 60ml single shot delivers our spiciest hit of fresh root Peruvian ginger, giving a quick and extra fiery boost that’s a lot more convenient, tasty and sociable than chewing on a big chunk of ginger root.”*

The 60ml format will hit the shelves of Sainsburys at the end of September, and Waitrose, Planet Organic and Whole Foods early October.

-ENDS-

SUPPORTING ASSETS:

Link to supporting assets [HERE](#)

MEDIA ENQUIRIES:

For more information, images and samples please contact the MOJU PR team:
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ABOUT MOJU:

MOJU is a nutrition brand dedicated to helping people build healthier habits that kick-start their day. It offers a range of functional shots, unrivalled in power, quality, and flavour, with 7 x 60ml SKUS - Ginger, Turmeric, Multi-Berry Immunity, Hot Mango Immunity, Raspberry Gut Health, and Tropical Gut Health and Extra Strength Ginger; and 7 x 420ml SKUS - Ginger, Turmeric, Ginger Extra Strength, Multi-Berry Immunity, Hot Mango Immunity, Raspberry Gut Health and Tropical Gut Health. MOJU are proud to have recently become a certified B Corp, reflecting our commitment to doing business responsibly.

Current MOJU stockists:

MOJU’s Extra Strength Ginger 60ml will be stocked in Sainsbury’s, Waitrose, Planet Organic and Whole Foods stores, with the wider range available at Sainsbury’s, Waitrose, ASDA, Morrisons, Ocado, Co-op, Leon, Itsu, Amazon, Whole Foods, Planet Organic, online at [MOJU.com](https://moju.com)

MORE INFO:

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