



## GINGER, PEARS AND APPLES RARE

Luscombe Drinks, soft drinks for discerning grown ups, will soon be putting the finishing touches to its collection of apple juices, a range of sophisticated freshly pressed drinks that blend organically grown apples, sourced from small orchards, with a single carefully chosen ingredient.



Using expert skills for matching fine flavours Luscombe has refreshed and updated the traditional apple juice, injecting it with tantalising new aromas and textures. Take Apple & Ginger, for example; velveteen smooth apple juice is set alight with fiery root ginger to create a satisfying hit of sweetness and spice. Or the more mellow Apple & Apricot that weaves together whole pulped apricots and pure apple juice in a deliciously rich drink.

Other flavours include award-winning Apple & Pear and Apple & Elderflower, and with a meticulous production process to ensure flavours are protected and brought to the fore. Luscombe's collection of apple juices can be enjoyed as an alcohol free alternative to wine either on their own or to accompany food.

The Luscombe team's hard work to develop innovative and refreshing adult soft drinks has just been rewarded at the **2009 Great Taste Awards** (July 09) winning two highly coveted two-star Gold Awards for Sicilian Lemonade and Raspberry Lemonade. Described as the epicurean equivalent of the Booker prize, the Great Taste Awards are the acknowledged benchmark of speciality food and drink.

Made without additives, colourings, enhancers, preservatives or short cuts of any kind, each Luscombe drink is very gently pasteurised in-bottle to preserve the delicate character of the fruit. It all helps to create a depth and complexity of flavour that goes beyond a simple fruit juice.

Luscombe Drinks' apple juices are available at Selfridges, Harvey Nichols, Whole Foods and independent retailers nationwide (RRP £1.50 - £4.00).

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**ENDS**

For further information, samples and photography please contact Joss Price (01872 243560) at Wild Card. [Joss.price@wildcard.co.uk](mailto:Joss.price@wildcard.co.uk).