

THE PINK DRINK THAT MAKES YOU THINK

October is Breast Cancer Awareness month when thinking pink is a must. Breast cancer is by far the commonest cancer in women in the UK accounting for 31% of all cases in women. As a subject that touches many of us, and to support such an important cause, Luscombe Drinks will be donating 15p from every bottle sold of its new Cranberry Crush during September, October and November.

Through encouraging the nation to drink pink Luscombe aims to donate many thousands of pounds to Cancer Research UK, acknowledged as the world's leading cancer charity dedicated to beating cancer through research.

Right now two groundbreaking research projects are underway at Cancer Research UK. Not only is a new drug being trialled that may help prevent breast cancer in healthy post-menopausal women at increased risk of the disease but also being investigated are ways to stimulate a patient's own immune system to recognise and kill their breast cancer cells. All money raised will go towards these vital studies.

Combining the crisp sharpness of organic cranberries, the scent of Damascan rose water and the roundness of Madagascan vanilla, Luscombe has created a complex soft drink with a long dry finish.

Luscombe Drinks are natural and uncompromised by modern 'short cuts', and the new Cranberry Crush is no different. Made without additives, colourings, flavourings, concentrates, enhancers, preservatives or short cuts of any kind, it is gently pasteurised in-bottle to preserve the delicate character of the fruit.

Sold in 74cl and 32cl bottles at independent retailers nationwide and leading department stores including Harvey Nichols, Harrods, Fortnum & Mason and Selfridges, Luscombe Drinks are priced from £1.50. Look out for the range in cafés and restaurants including Le Pain Quotidien, Mark Hix's Hix Oyster and Chop House and Heston Blumenthal's The Fat Duck.



ENDS

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