



## OF WILD ORCHARDS

Non-drinkers will find much to celebrate this spring with Luscombe's collection of stylish soft drinks. The sophisticated range of juices and drinks offers a varied and interesting selection, meaning that everyone - drinkers and non-drinkers alike - can relax with a great tasting drink, without alcohol, either on its own or with food.



And for those who really want to enter into the wine experience, Luscombe is presenting a selection of Red, White and Rosé fruit drinks.

Using expert skills for matching fine flavours, Luscombe has created a range of refined drinks that surpass the style of simple fruit juices. Drinks with depth and complexity more often associated with fine wines, yet entirely without alcohol. **Wild Blueberry Crush (Red)**, **Raspberry Lemonade (Rosé)** and **Wild Elderflower Bubbly (White/Champagne)** can each be drunk on their own or with food.

Dry and delicate, like a light red wine, **Luscombe Wild Blueberry Crush** melds wild blueberries, crisp cranberries and agave syrup to deliver a clean and dry drink with just a hint of sweetness. **Luscombe Raspberry Lemonade's** fresh raspberries and Sicilian lemon juice suffused with Madagascan vanilla is refreshingly light, crisp and fruity just as a good rosé should be. And for Champagne, the heady **Luscombe Wild Elderflower Bubbly** is essential. Rich floral aromas and added fizz make it the perfect alternative to bubbles or a white.

All Luscombe Drinks are just as nature intended; delicious, natural and untouched. With 16 different fruit drinks, every one goes through a meticulous production process to ensure flavours are protected and brought to the fore. Made without additives, colourings, enhancers, preservatives or short cuts of any kind, each drink is very gently pasteurised in-bottle to preserve the delicate character of the fruit.

The Luscombe team's hard work to develop innovative and refreshing adult soft drinks was rewarded at the **2009 Great Taste Awards** 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.

Sold at independent retailers nationwide and leading department stores including Harvey Nichols, Fortnum & Mason and Selfridges, Luscombe is priced from £1.50.

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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).