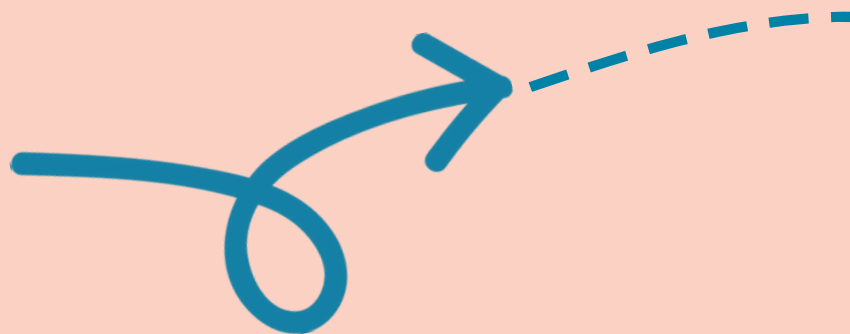


5.0 MAY EDITION



JUICY NEWS



1



UDDERLY DELICIOUS BOVINE COLOSTRUM

Dubbed liquid gold, colostrum is the milky liquid first produced by mothers after childbirth. Its packed full of nutrients that support the early days of life with antibodies, proteins, and other vital nutrients. Bovine colostrum for human consumption has been around for a while, however with consumers becoming au fait with bovine collagen, are we to see some growth in this sector also? Cowboy Colostrum hopes so, a brand that extracts the colostrum from grass fed Bovines within the first 72 hours of calving. They ensure that the calf gets what they need, and the surplus is then freeze dried and made into a powder. The benefits are still under review but early analysis shows it can boost your immune system, enhance performance and strengthen the gut.

2



DOGGY DUNKIN' DOUNUTS

1. Milk Bone the dog treat brand have joined forces with Dunkin' Donuts to create Doggy donuts, a vanilla yoghurt glaze flavoured dog biscuit. It's not the first to market but we're seeing a growing trend in 'humanisation' of pet foods. Whether that's treats reminiscent of what we would snack on, or messaging reassuring pet owners how 'human grade' our pet food is. This really echoes the growth in the pet food sector and how we, as humans want the same experiences and quality we expect for ourselves. Heading to the drive through for a Pupachino and dunkin' dounut!

3



MARKET FIRST COCO FREE CHOCOLATE

1. Its no surprise Oxfam issued a statement in advance of the World Chocolate Conference criticising the big Chocolate brands of protecting their profit margins at the detriment of consumers and coco farmers. Sustainability has always been a hot topic when it comes to coco farming and the chocolate industry is probably the most synonymous with the concept of 'Fair trade'. Win Win is the brainchild of Dr Johnny a fermentation expert, and Ahrum Pak a former banker passionate about food waste. Using a very similar fermentation process that's used with the coco bean, Win Win uses alternative raw materials such as cereals and beans to mimic the part that the coco plant would play in the process. We hear the taste is unparallel to what we know as chocolate and although in its infancy, we think this is true innovation that will in years to come shape the industry.

4



TEENY TINY APPLES

1. if we are honest its not a gap in the market we ever thought needed filling, however Rokit Apples have cultivated a mini apple, suitable for snacking. A hybrid of Gala and splendour these mini apples pack the same nutrients as you would expect in a regular apple. Their innovative packaging style not only has some shelf stand out, but its purpose is to retain crunch and freshness. Born in New Zealand they now grow and pack Rokit Apples in 10 countries across the world and are sold across thousands of stores globally. Look out in Walmart, Kroger, M&S and Waitrose.

5



OUR FAVOURITE 4/20 STUNT

Not quite a public holiday but a day that has gained momentum. 4/20 day (April 20th) celebrates all things weed, a day when fellow smokers congregate and celebrate marijuana. Over the years brands have used it as another lever to connect with consumers, this year we enjoyed the launch of The Wing Stop's new strain of T.H.C.. The Hot Chili Rub. Taking munchies to new highs, the Hot Box includes your favourite chicken sandwich plus chicken wings coated in a rub of fiery zest of chili peppers and a secret blend of herbs and spices.

6



GUT HEALTH BUT MAKE IT SEXY

Emily English (aka Em the Nutritionist) has been developing her nutritionally dense, quick, simple and delicious recipes for a few years now, she boasts over a million Instagram followers and also happens to be glowingly beautiful! It's no surprise that she has a hugely successful cookbook that went straight to number one on Amazon, however the latest product launch is one close to her heart (or gut). Epitome is a new gut health brand on the market with a huge 50 billion CFUs, it's also been developed with a relatively new technology called synbiotic duo cap. Essentially a capsule within a capsule, so as its digested stomach acids don't interfere with the efficacy and it has more chance of reaching the gut to do its business.

7



SLOW RELEASE WAKE-UP CAPSULES

1. the world's first wake-up capsules that start to work as soon as you drift off. It's an all-natural product with four active ingredients that work in conjunction with your natural sleep cycle. Containing B5, B12, Zinc and Caffeine, B-Sync have a delayed release technology, the capsule is taken when you go to sleep but timed to start to work when your body needs the motivation to jump out of bed. We're intrigued as to if this works, Sleep hygiene is becoming a hot topic and anything to help regulate sleep seems to win.. if it works!

8



KRATOM, THE NEW NOVEL SUPPLEMENT?

Step aside CBD, Yerba, Lions mane and any other novel food that's emerged in the last 10 years. Say hello to Kratom, derived from the tropical trees of Southeast-Asia it claims to enhance wellbeing, used for pain relief and has energising properties. But like with many novel foods hitting onto the market, controversy will follow. The fact it's also been used to reduce the effects of opioid withdrawal tells you a lot about its potency and effects if misused. However where there's a natural high, there's a new brand banging the drum of the positive benefits, Happy Go Leafy is a brand offering powders, capsules and gummies. They boast many different strains depending on your end goal, from energy to relaxation there is a strain for you. Like with any new natural supplement, please do your own research!

9



MULTI-SENSORY FOODS FOR TWEENS

a couple of products in the same vein have piqued our interest this month, layered flavours that give a multi sensory experiences. First up is the new Chupa chups flavour playlist XXL, a layered medley of Coca-cola, lemon, lime, cherry, strawberry and bubble-gum at the core. Secondly Bombpop Extremes, a similar product but an ice-pop that starts with an arctic blast and ends with a sweet blue raspberry flavour. Its nothing new, both are actually quite retro if you think of Fabs, Roundtree lollipops and screwballs. Come on, I'm sure we can come up with better more innovative products to satisfy the interest of gen-alpha.

10



NO SUPHATES, NO HEADACHES?

We know that wine contains sulphates, they maintain the freshness, prevent oxidation and any unwanted bacteria and yeast. But it's not possible to have a sulphate free wine as it's a naturally occurring result of fermentation. Anyhow it would be a far reach to blame your headache on the sulphates in wine, before you land on that conclusion possible reasons might be dehydration, histamines or you just had one too many. If you are susceptible to allergies then popping a Claritin before you indulge might not be a bad idea, failing that then try Uno wine wands, simply stir in your glass of wine to remove any impurities and restore the wine back to its natural state.