

# Soulfresh



**WE'RE DISRUPTING  
FOOD FOR GOOD!**

EXCLUSIVELY AVAILABLE  
FROM

*Fox*

INTRODUCING BEST SELLING AUSTRALIAN NATURAL AND ORGANIC RANGES BY

*Soulfresh*



**BRUCE™**  
GOOD. BETTER. BRUCE.



EXCLUSIVELY AVAILABLE FROM

*Fox*

# Soulfresh

Organic



Fair Trade



Meatless



Lower Sugar



Plant-based



Natural & clean label



Reducing dairy in take



Gut health



# INTRODUCING LO BROS KOMBUCHA



THE GO TO DRINK FOR EVERYDAY LIFE - LUNCH, HOME & EVENINGS OUT



# LO BROS LIVING DRINKS LINE UP

AUTHENTICALLY FERMENTED KOMBUCHA AND LIVING BEVERAGES.

NATURALLY LOW IN SUGAR AND BUBBLING WITH PROBIOTICS AND GOOD BACTERIA



## THE BOTTLES

LO BROS ORGANIC KOMBUCHA IS A REFRESHING ORGANIC SPARKLING DRINK THAT'S NATURALLY LOW IN SUGAR AND PACKED FULL OF LIVING CULTURES AND ANTIOXIDANTS; A DELICIOUS ALTERNATIVE TO SODA



## THE CANS

OUR THREE BEST SELLING KOMBUCHA FLAVOURS ARE NOW AVAILABLE IN HANDY 250ML CANS- PERFECT FOR ON THE GO!



BREWED  
IN THE U.K.



UNPASTEURISED  
AND LIVING



NATURALLY  
LOW IN SUGAR



CERTIFIED  
ORGANIC

# THE **LO-DOWN** ON OUR **BREW**

OUR KOMBUCHA IS SLOW BREWED TO BE  
FULL OF FLAVOUR AND ALIVE INSIDE



OUR KOMBUCHA IS ONE OF THE FEW  
"TRADITIONALLY BREWED" KOMBUCHAS  
IN MAINSTREAM RETAIL.

USING OUR SCOBY & ONLY ORGANIC  
OO LONG & GREEN TEA.

LO BROS HAVE DEVELOPED A NEW  
PROCESS FOR BREWING KOMBUCHA  
FUSING ANCIENT BREWING  
METHODS WITH THE LATEST  
TECHNOLOGY & IS FERMENTED FOR  
UP TO 30 DAYS.



WE THEN ADD A MIX OF THE  
FINEST FRUITS AND SPICES, THAT  
GIVES LO BROS KOMBUCHA ITS  
BOLD, FULL BODIED TASTE.



THE RESULTING BEVERAGE IS  
A FULL BODIED DELICIOUSLY  
REFRESHING, ALIVE,  
SPARKLING, NATURALLY LOW  
IN SUGAR, BOTTLE OF  
LO BROS KOMBUCHA.

**ALIVE INSIDE**

# WHY LO BROS?...



MAINSTREAM PRICE POINT



UNIQUE, ACCESSIBLE FLAVOUR RANGE & FORMATS



LOWEST SUGAR LEVELS (1.5g per 100ml)



UK BREWED – SHELF STABLE



LIVING & UNPASTEURISED



BEST-SELLING KOMBUCHA BY KEY UK WHOLESALERS AND RETAILERS



**ALIVE INSIDE**



# INTRODUCING NUTTY BRUCE





# INTRODUCING NUTTY BRUCE



## OUR BRAND

'Perfect World You' woke up at 5am and went for a run up a sand dune. Dragging a tractor tyre. 'Real World You' pushed the snooze button. Again. Again. And again.

That's because you live in the Real World. And you don't have time to be perfect.

Welcome to the world of Nutty Bruce. Nutty Bruce lives in the Real World with you, where Perfect World intentions are great, but not always so easy to achieve. Nutty Bruce helps 'Real World You' fit health and wellness into your busy life by creating a nutritious, delicious and convenient range of plant-based food and beverages.

So, ask yourself — did you cycle 60km, did your brain run a Sudoku marathon and did you floss for 20 minutes today? Probably not. Did you get your daily Bruce fix? Yes.

Then relax, 'Real World' you. Because today you're winning.

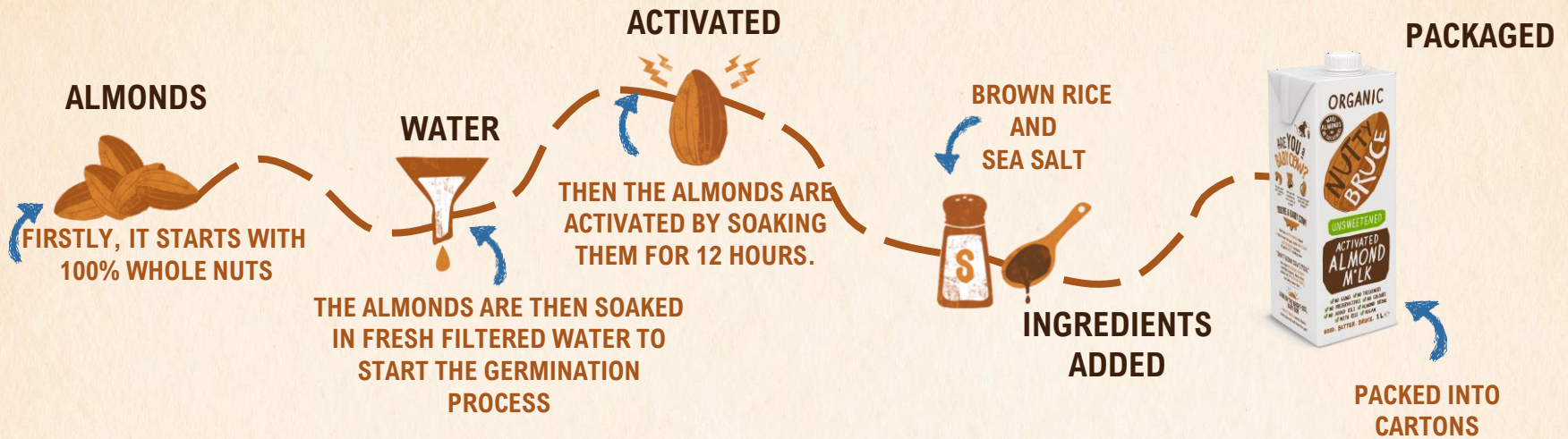


## BRUCE TICKS ALL THE BOXES

- ✓ Plant Powered
- ✓ Certified Organic
- ✓ Vegan
- ✓ No Thickeners
- ✓ No Gums
- ✓ No Preservatives
- ✓ No Colours
- ✓ No Added Oils

# WHAT MAKES BRUCE

Nutty Bruce is the ultimate nut milk: activated almonds are the next big thing.



## UNIQUE EXTRACTION PROCESS

Nutty Bruce is made using a unique extraction method to create a delicious plant milk that doesn't separate. Right on Bruce!

Activated whole organic nuts and grains are used to create Soulfresh's plant milks (unlike some other brands which use pastes or flours)



Soulfresh uses simple ingredients and use lots of them to make them shine!



The unique extraction process can be extended to extract milk from most plant sources like oats and coconuts and can be easily scaled.

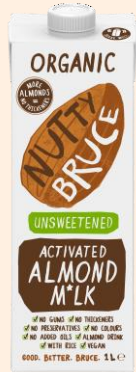


WITH 5% ACTIVATED ALMONDS!



# AS SUSTAINABLE AS POSSIBLE

## SUSTAINABLE PACKAGING



Nutty Bruce is packaged in 100% recyclable materials – the carton and shipping box can be recycled as paper, and the cap as plastic.

## 100% ORGANIC INGREDIENTS



Using 100% organic almonds from organic-certified farms. Organic farming helps to keep unnecessary pesticides out of the ecosystem and our diets

## RESPONSIBLE SOURCING



The almonds are sourced from Italy where production takes place, to minimise environmental impact.

## MINIMAL WASTE



The whole almonds are being used in production, including the skin (which is needed during the activation process). To ensure there is no wastage, any post-production residual is used for animal feed.



# GREAT TASTE AWARD WINNERS 2020



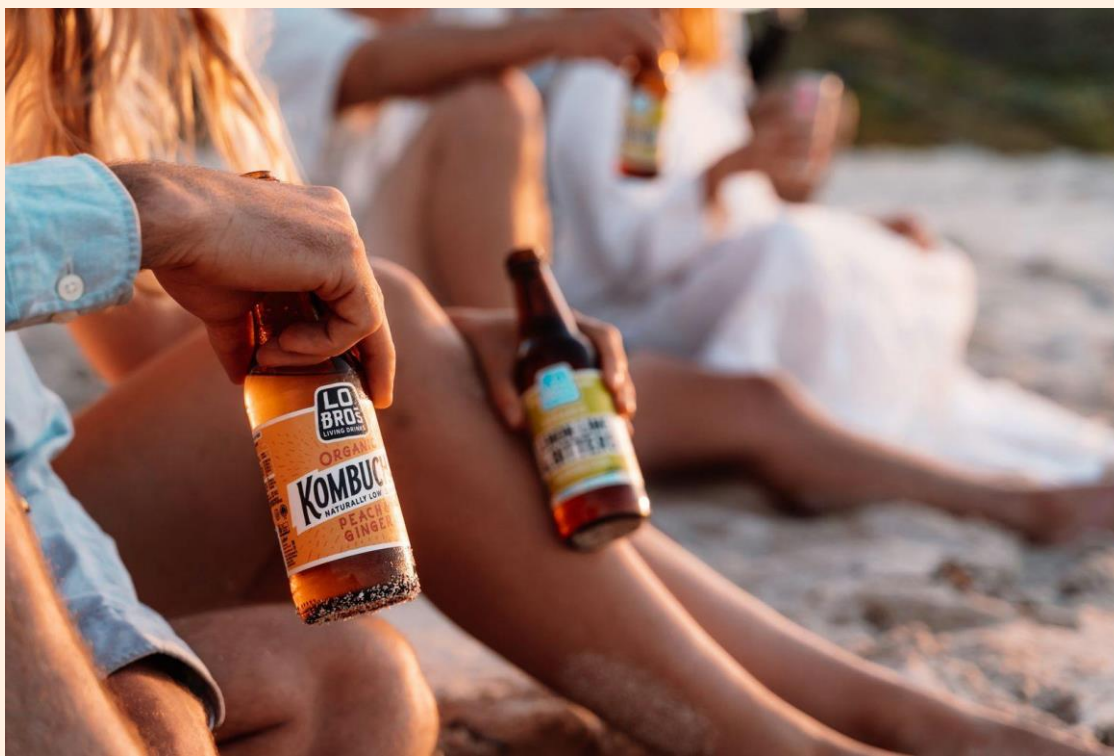
Unsweetened  
Activated  
Almond & Oat



Unsweetened  
Activated Almond &  
Coconut



BE WELL.<sup>20</sup>  
DRINK BRUCE.



For more information or to place an order, please contact your Account Manager or Fox Customer Service team:

EXCLUSIVELY AVAILABLE FROM



JJ Fox Trading Ltd



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