



Eager Fruit Juice – It’s Willing to be Drunk!

“Eager Apple Juice was born from a desire to recreate the crisp, clean taste of the vodka and apple that I discovered in Eastern Europe. When I got back home all I tasted was sweet apple when what I craved was tart. And so my search for the perfect apple juice began”

Eager fruit juice was founded by **Ed Rigg** in June 2005 and the business was launched in November 2005. Targeting the 18-35 year old market via a network of bars, clubs and pubs, today the brand is selling to 150 on-trade establishments around the UK, a number that is constantly growing. The ethos behind **Eager** fruit juice is to produce an **alternative, original, fun and humorous** brand that incorporates all the goodness and quality needed for today’s competitive juice market which is currently worth **£1.4 billion** per annum. Mintel market research suggests that the non-concentrate, pure juice market is **growing 10% a year**.

With good business acumen and understanding of the market, Ed Rigg has produced a range of juices that offer people the opportunity to enjoy **100% natural juice** and the option to avoid carbonated drinks. With short life juices prone to wastage, Eager has produced a selection of high quality natural juices that **has the taste of a short life juice but with 1 year shelf life properties**, which means it can be stored at an ambient temperature. The brand has the ability to add value to the barman’s prepared cocktail both in terms of price, taste and consumer desire to repeat the experience.

The Eager juice range is not made from concentrate (NFC) pure juice. The fruit juices are specifically sourced from around the world and imported to the UK, where they are gently pasteurised and simply packaged brightly coloured to give excellent “stand out” on the bar shelves. Eager follows a simple philosophy, good quality fruit juices with simple but appropriate packaging that is designed to create maximum interest, quality and impact.

Eager Fruit Juices are available in, **Apple, Orange, Cranberry, Grapefruit, Pineapple and Tomato** and are available at retail prices ranging from £12 - £15 per case of 12 litres.

For further information and product samples to ‘try and test’, please contact Jo Reynolds or Laura Dooley @ Iroquois Public Relations on Tel: 020 7404 7388 Email: jo@iroquois.co.uk; laura@iroquois.co.uk

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