

Relish some exotic cold pressed juices by Fresh & Pure

100% pure juice with **NO** added sugar, water, preservatives, chemicals, additives and concentrates

National, 20th June 2018: Fresh & Pure by Future Consumer Limited offers a wide range of food products sourced in its most natural form. Expanding its offering, Fresh & Pure launches cold pressed juices made from the finest quality fresh produce. The introductory range includes three exotic juices in flavours like tangy **Orange**, sweet & spicy **Guava Chilli** and refreshing fruity **Apple Lemon Mint**. These are 100% juices and are free from any added sugar, preservatives, added water, chemicals, additives and not made from concentrates.

Fresh & Pure cold presses juices allows you to enjoy a fruit in the form of a drink in its purest form. Cold pressed is a unique technique where no extra heat is applied during the juicing process, hence the nutrients are preserved in it unlike in other forms of packed juices.



Speaking about the new launch **Sadashiv Nayak, CEO – Food Business, Future Group** says, “Today, everyone wants to live a healthy lifestyle and their first preference is purity and quality. Fresh & Pure, range of cold pressed juices are in its purest form and are made from best quality fresh fruits. Keeping the brand promise, Fresh & Pure offers a range of food products that are maintained in their natural form. With cold pressed juices, we provide one more offering from Fresh & Pure to ensure a fit lifestyle.”

Fresh & Pure cold pressed juices come in 250 ml packs and are available in three variants. Guava Chilli is priced at Rs. 75, Orange at Rs. 95 and Apple Lemon Mint at Rs.75. These products are available at select Big Bazaar, Big Bazaar GEN NXT, HyperCity and Foodhall stores in the country.

ABOUT FRESH & PURE

Fresh & Pure is a manifestation of the thought, 'Nature's bounty in its most original form'. It includes a range of products that reintroduce us to natural intactness and are complete in their form at source. It provides you the access to agricultural products in their pristine state i.e. no additive, no flavors or color added to it. Characterized by minimal processing and true

to its name, these products are prized for their purity and freshness. The brand offers a range of products in Tea, Coffee, Honey and Preserves of various kind.

ABOUT FUTURE CONSUMER LIMITED (FCL)

FCL is India's first sourcing-to-supermarket food company by Future Group and is built on the virtue of sharing. Starting from the seeding of food at the farm to consumption from the plate, FCL acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – FCL strikes a widespread cord between the lives of the farmer, a factory laborer, a worker on the shop floor and the housewife.

Food means sharing in India. It starts at the farms where neighbors, kith and kin join hands in tilling, sowing and harvesting of crops. Women come together to further process and prepare food. Recipes are passed down as heirlooms, shared by friends and neighbors and now on television by celebrity chefs. Under FCL's spectrum, the company sources best quality commodities from world over, comprises of extensive portfolio of established brands in food and HPC space, builds urban convenience store for key metros and cash-n-carry rural distribution models for other cities across India. (Integrated front end to back end).

FOR MORE INFORMATION, CONTACT:

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