Gusto is bringing ethical and delicious to Christmas 2021!

Submitted by: Mackinder Consulting
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Award-winning brand Gusto Organic delivers a refreshing change in the adult soft drinks space this festive season.

Great Taste Award winners and purveyors of premium, organic and Fairtrade drinks Gusto Organic deliver a range of eight tantalising adult-focused soft drinks, guaranteed to bring a sense of occasion to celebrations this Christmas.

Perfect when experienced alone, as a thirst-quenching treat or accompanying the finest premium spirit as a mixer. Each drink offers a unique mix of flavours created from the finest ingredients, free from artificial colours, flavours and sweeteners and guaranteed to bring pleasure in every sip.

All plant-based and vegan, Gusto's drinks are not only made with an ethical conscience by supporting farmers around the world with its Fairtrade mission but are also packed to the brim with taste, making them the perfect tipple for every guest.

Start Christmas Day with Buck's Fizz by pairing Sicilian Blood Orange with Champagne or Prosecco, a traditional drink to kick start festivities. Gusto's Sicilian Blood Orange is made with organic blood oranges from the slopes of Mount Etna in Sicily, using whole orange pith and peel, blended with blood orange juice, creating a super orange blast from the sun-drenched South, bringing a wonderfully diverse zesty flavour.

Designed for discerning drinkers and citrus lovers, Gusto Organic boasts the world's finest lemonade as a healthier alternative to mainstream lemonades - Sicilian Lemon with Yuzu blends a hint of yuzu magic, sweetened with Fairtrade agave, Fairtrade apple juice and a light touch of organic grape juice and with just 100 calories per bottle and its low GI won't leave you with a sugar high. It's also the perfect partner for Gin this Christmas.

For those thirsty for a more complex, quintessential adult soft drink, Fiery Ginger with Chipotle is sweet, hot, zingy and dry. It is also a superb mixer with Vodka, or for that legendary 'Dark n Stormy' with Rum. Made with organic ginger juice from China, blended with ginger from both Nigeria and Indonesia and sweetened with organic, Fairtrade apple juice and organic, Fairtrade blue agave from Jalisco in Mexico. To elevate the taste further, it packs a punch with Mexican chipotle – a wonderful smoked chilli that offers heat, a little smoke and a wonderful hum on the taste buds.

For the cola nuts around the Christmas table, Gusto's award-winning Real Cola, Naturally Slim Cola and indulgent Real Cherry Cola, use Cola nut from the rainforests of Africa, which balances the flavour of its cola drinks, adding a bitter note to counterbalance the sweetness of the agave. Cola nut also mildly stimulates and revives you in a completely natural way. While many big brand colas use synthetic caffeine derived from ammonia and phosphoric acid, known to damage bones, Gusto Organic uses the revered cola nut for its natural active ingredient theobromine to stimulate, which translates as 'Food of the Gods'. Gusto's Naturally Slim Cola sits at only 55 calories a bottle, also one to reach for calorie reduction,

based on natural plant-based ingredients only and no artificial sweeteners.

Coined ‘the perfect hangover cure, its Original Energy and Lemon Energy drinks should be the go-to drinks to boost energy levels naturally, enjoyed over ice, or as the ultimate mixer. Gusto Original Energy is a unique energy drink– ‘no nasties’ 100% natural and powered by Amazon guarana, African cola nut and 14 Chinese herbs for strength, focus and wellbeing. For a different tangy taste sensation but the same stimulation, Lemon Energy contains whole crushed organic lemons, including crushed peel with Amazon guarana, powerful adaptogen Siberian ginseng and a sweetening blend of organic grape, agave nectar and apple to keep you partying without the hangover!

Founded by Craig Sams, (the entrepreneur behind Green & Blacks) and Will Fugard, CEO and alchemist in chief, Gusto Organic has harnessed both European and global markets with their organic, Fairtrade and refined sugar-free soft drinks. Not only possessing a raft of Great Taste Awards, the brand was voted the No.1 Ethical Best Buy Soft Drinks brand in 2020 by Ethical Consumer Magazine and are also a proud sponsor of sporting events across the calendar year.

‘At Gusto Organic we pride ourselves on producing the finest tasting soft drinks, which are the antithesis to mainstream fizzy drinks, our organic and Fairtrade drinks offer complex aromatic flavours with ingredients of exceptional provenance. No weird chemicals, artificial sweeteners or excess sugar; there’s a Gusto for every Christmas moment. Every one of our fully recyclable glass bottles supports Fairtrade farming projects around the world, they taste great, and they do good, the Gusto way.”
Will Fugard, CEO Gusto Organic.

The Gusto Organic range is available online from Ocado, Abel & Cole, Amazon, Holland & Barrett, Farmdrop, Gusto Shop and at Fortnum & Mason, Waitrose Farm Shop, Wholefoods, Eversfield Organic and many premium natural trade retailers & farm shops across the UK. RRP from £1.89

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For more information contact: jen@drinkgusto.com - samples available on request
www.drinkgusto.com
FB / Insta @gustoorganic #gustoorganic

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e: info@responsesource.com t: 020 3426 4051 f: 0345 370 7776 w: https://www.responsesource.com