

Drinks entrepreneur launches new product development business

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Press release

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Tim Day, the creator of the award winning vodka sake spirit brand 'WOKKA - FUSION VODKA', the co founder of Extreme Drinks and the creator of a number of other FMCG brands announces the launch of TDB (Tim Day Brands Ltd).

TDB (<http://www.timdaybrands.com>) (<http://www.timdaybrands.com>) is a brand consultancy focused on providing new product development services for consumer goods companies with a particular emphasis in the drinks sector.

TDB is a flexible independent agency that is focused on identifying opportunities, creating and developing brands. Tim Day commented "Our unique difference is the fact that we are able to offer a complete service of NPD, from brand creation, design and research through to distribution, PR & marketing strategy. We are now actively working with drinks companies that have sought to outsource their entire new product development requirements".

Nick Paterson-Jones, Creative Director commented "We have a proven track record of taking a concept and turning it into a category-challenging, commercially successful reality. Our 'trail blazing' approach means that we invent, evoke meaning and go into new territory, which has no marked paths."

Editorial note:

Tim Day is an entrepreneur with a voracious appetite for product creation, marketing & brand building. In May 2006 he was nominated 'Entrepreneur of the year' by O2 & Arena Magazine for his work with 'WOKKA SAKI' (<http://www.wokkasaki.com>) the award winning vodka / sake brand he created and which now is exported internationally. Prior to this he teamed up with the Extreme Group to form & launch Extreme Drinks (<http://www.extremedrinks.com>), a range of functional soft drinks. Other brands he created include BREAD - the award winning Prepaid Maestro Card (<http://www.breadcard.com>), and Swedish Navy (<http://www.swedishnavy.se>), a premium casual clothing brand launching Autumn 09 and IRONIC - spray starch (<http://www.ironicstarch.com>).

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