

# Picnic Perfect Antioxidant Juice

Submitted by: Mile High Drinks

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--Mile High Drinks are ideal for our 'barbeque summer'--

Hurrah! Dust off the barbeque and roll out the picnic blanket. The Met Office predicts that we're in for a 'barbeque summer'\* and National Barbeque Week\*\* is just around the corner (25th - 31st May 2009).

This is the perfect time to crack open a bottle of Mile High, settle back and enjoy a healthy, antioxidant-packed drink\*\*\* while boosting your vitamin D levels in the sunshine\*\*\*\*.

Summer temperatures across the UK are expected to be warmer than average and predicted to soar to about 30 degrees Celsius at times. Rainfall is forecast to be near or below average for the three months of summer according to the Met Office.

With most of us choosing to holiday at home rather than fork out an extortionate amount of Euros to go abroad, our thoughts are turning to making the most of the British summer. It's not often that we get the chance to delight in hazy days, but if the predictions prove correct we'll all get a chance to indulge in some al fresco dining in the coming months.

Red grape and cherry Mile High is a refreshing, non-alcoholic drink ideal for picnics and barbeques and delicious served on the go, in a glass with ice or as a mixer. Mile High is a 100% natural juice drink packed with red grapes, cherries, aloe vera and ginger. Enjoyed by children and adults of all ages, the drink is designed to be extremely high in antioxidants, so it not only tastes great but is also very good for you.

Stuart Roberts, creator of Mile High and professional nutritionist, said: "There's nothing better than a picnic or barbeque on a hot, sunny day. It is a rare treat to enjoy a meal outside – even if it's just a quick sandwich and drink during a lunch break. Mile High Drink is picnic perfect; packed with antioxidants and deliciously flavourful, it will complement your picnic or barbeque and boost your health at the same time!"

Mile High Drinks are currently available in 33 Waitrose stores nationwide and online at <http://www.victoriahealth.com>.

Notes to editors:

\*The coming summer is 'odds on for a barbecue summer', according to long-range forecasts by the UK Meteorological Office. Summer temperatures across the UK are expected to be warmer than average and rainfall is forecast to be near or below average for the three months of summer (June, July and August). [http://www.direct.gov.uk/en/NI1/Newsroom/DG\\_177921?cid=rss](http://www.direct.gov.uk/en/NI1/Newsroom/DG_177921?cid=rss)

\*\* <http://www.nationalbbqweek.co.uk/>

\*\*\*Drinking just one bottle of Mile High provides the recommended amount of antioxidants. Antioxidant strength is measured in Oxygen Radical Absorbance Capacity (ORAC) units. ORAC measures how many oxygen radicals a specific food can absorb and deactivate. The more oxygen radicals a food absorbs, the higher its ORAC score, and the better a food is at helping our bodies fight diseases like cancer and heart disease and boosting the appearance of skin. Nutritionists suggest that people consume 3,000 to 5,000 ORAC units a day to have an impact on their health. An independent study has found that there are around 3,600 ORAC units per 250ml bottle of Mile High. To put this in perspective, published values for orange juice are around 1,100 ORAC units per 250ml serving, pomegranate and cranberry juices at around 2,250 ORAC units per 250ml.

\*\*\*\* Compared to most vitamins, vitamin D is found in relatively few foods. For many people sunlight provides most or all of the vitamin D the body needs.

For samples, high resolution images, more information on the ORAC test results, a copy of our media kit or to arrange an interview with Mile High Drinks, please contact Helen Lewis at [helen@milehighdrinks.com](mailto:helen@milehighdrinks.com) or call +44 (0) 7904801669.

Further information can also be found at <http://www.milehighdrinks.com>.  
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Additional news:

Mile High to team up with Condé Nast Traveller...

Mile High Drinks will soon announce a fabulous half-price subscription offer in conjunction with this highly respected magazine.

New look packaging!

In March 2009, Mile High Drinks launched its first bottles with a fully recyclable label in a new design. The new look paper label has replaced the previous sleeve to make the packaging 100% recyclable.