

# Mile High Announces Antioxidant Summer Sampling Events At Prestigious London Food Hall

Submitted by: food&drink towers

Tuesday, 26 May 2009

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Boost your antioxidants by drinking delicious Mile High and chomping on Choxi+ chocolate!

Mile High (<http://www.milehighdrinks.com>), an exceptional antioxidant drink, has teamed up with chocolate brand Choxi+ (<http://www.prestat.co.uk>) to create the ultimate antioxidant sampling events in London.

The John Lewis Food Hall on Oxford Street has increased its stock of Mile High Drinks and Choxi+ in time for two sampling dates: Wednesday 27th May at 11:30am and Monday 22nd June at 11:30am.

Stuart Roberts, naturopathic nutritionist, creator of Mile High and director of the company, said: "The antioxidant sampling events will be a great opportunity for people who are interested in boosting their antioxidant levels to try two innovative and effective products. We are looking forward to meeting existing and potential customers, as we always get fantastic feedback at such events".

Cherry and red grape Mile High has been available in selected Waitrose stores nationwide since September 2008. Mile High boasts one of the highest antioxidant levels in the UK drinks market thanks to the unique combination of natural ingredients, which provide health-boosting properties and a great taste.

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.

Drink	-	Average ORAC units per 250ml
Mile High	-	3600
Apple juice (cloudy)	-	1500
Orange juice	-	1200
Tomato juice	-	275

Each 250ml bottle of Mile High is packed with cherries, red grapes, aloe vera and ginger, and is free from preservatives, additives, colourings, artificial ingredients and contains no added sugar.

Choxi+ is a 100% natural chocolate that, because of its careful processing, is rich in antioxidants to help maintain healthy blood pressure and cholesterol levels. Prestat, a chocolatier with more than 100 years of experience, recommends consumption of 10g of its Choxi+ dark chocolate a day, which has fewer calories than an apple.

Roberts said: "We have decided to team up with Choxi+ for these sampling events as we are passionate about encouraging people to become more health conscious. We aim to increase awareness of how easy it can be to increase antioxidant levels by making small but enjoyable dietary changes.

"Free radicals are highly active chemical groups that contribute to ageing both internally and

externally. They have been linked to many degenerative diseases including cancer and heart disease. They are caused by stress, pollution, some foods, such as carbonised or burnt foods, but are primarily produced in our bodies as a result of breathing oxygen. Free radicals are impossible to avoid and everyday vast numbers are produced in our bodies. They affect every area of our bodies from the appearance of wrinkles in the skin (a sign of free radical damage) to the health of our cardiovascular system, joints and brain function. The good news is that we manufacture natural defences to combat them, these are known as antioxidants and help to neutralise free radicals stopping them from causing damage.

“However, in our busy world we need all the help we can get and any substance that has antioxidant abilities will help to reduce the damage done by free radicals and thus their contribution to ageing and disease. The more effective an antioxidant substance is the less damage occurs in your body from free radicals, helping to delay the ageing process and prevent degenerative diseases. It is also better to take as many different types of antioxidant substance as possible as this has a more potent free radical neutralising effect than a single substance.”

-Ends-

Notes to editors:

For samples, high resolution images, more information on the ORAC test results, a copy of the 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>.

Sales and distribution enquiries should be directed to [info@milehighdrinks.com](mailto:info@milehighdrinks.com)  
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If you would like to visit Mile High Drinks to sample our delicious antioxidant-packed juice and chat to the founder of the company about how you can boost your antioxidant levels we'd love to see you!

John Lewis Food hall, ground floor, Oxford Street, London, W1A 1EX  
Wednesday 27th May 2009 11:30am AND Monday 22nd June 2009 11:30am