

MILE HIGH DRINKS PROPELLED INTO 13.5M HOUSEHOLDS

Submitted by: food&drink towers

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The exceptional antioxidant drink will soon be available online at OCADO

Mile High (www.milehighdrinks.com), which conveniently provides your daily antioxidant requirement in just one bottle, will soon be available to 13.5m households in the UK. The cherry and red grape drink will be on sale at Ocado (www.ocado.co.uk) from 6th July 2009.

****SPECIAL SUMMER PROMOTION:** Mile High will be sold for just £1 per bottle at Waitrose and Ocado throughout July 2009**

Stuart Roberts, naturopathic nutritionist, creator of Mile High and director of the company, said:

“Mile High is already available at selected Waitrose stores in England and Wales and is growing in popularity month-on-month. Now, we are proud to work with the award-winning online supermarket, Ocado, to ensure our drink is available to even more households nationwide”.

Cherry and red grape Mile High has been available in selected Waitrose stores since September 2008. The drink has proven popular thanks to its delicious taste and exceptionally high antioxidant levels, which appeal to the growing number of health conscious consumers in the UK.

Antioxidant comparison chart

Drink	Average published ORAC* units per 250ml
Mile High	3,600
Apple juice (cloudy)	1,500
Orange juice	1,200
Tomato juice	275

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

Roberts said: “We are aiming high with this drink, as we truly believe it is a healthy, nutritious and great tasting product that is perfect for this gorgeous summer weather. People are becoming more interested in boosting their health through nutrition and Mile High offers a convenient option for busy people. Now that Mile High is available online via Ocado we are looking forward to more and more people being able to enjoy our drink”.

-Ends-

Notes to editors:

*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.

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 or call +44 (0) 7904801669.

Mile High typically retails for £1.49 per bottle.

Mile High Drinks is an official sponsor of The Vulcan To The Sky Trust (www.vulcantothesky.org).

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

Sales and distribution enquiries should be directed to info@milehighdrinks.com

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