

Get in shape for summer the healthy way

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AOK's nutritionist would like to talk to you!

--AOK Drinks MD and naturopathic nutritionist, Stuart Roberts, is offering you the chance to have a tailor-made nutrition consultation--

Spring has (finally) sprung and we're looking forward to the longer days and summer holidays to put a smile on our sun-starved faces. For many of us, this time of year sparks a renewed interest in getting fit and healthy. Perhaps it's the thought of squeezing into last year's summer wardrobe or just the appeal of having more energy to get through these busy days? Either way, addressing your health via nutrition is a perfect place to start and Stuart Roberts, MD at AOK Drinks and creator of the red grape, cherry, aloe vera and ginger juice drink is keen to help you!

If you're a journalist with an interest in health/food/drink and would like to have a free 45-minute nutrition consultation along with a sample or two of AOK please get in touch. "Gaining a stronger understanding of the importance of long-term nutritional changes – and what a healthier diet could do for you – is a much better way of getting in shape for summer than attempting a fad diet," says Stuart Roberts who is a personal fitness trainer as well as naturopathic nutritionist and MD at AOK Drinks.

We're offering the media this limited opportunity to get a bespoke nutrition plan in place with the aim of spreading the word about the nutritional benefits of AOK. Each 250ml bottle contains your daily recommended amount of antioxidants at just 145 calories. Available at more than 110 Waitrose stores nationwide, selected health food stores and via Ocado.com, AOK has been described as 'delish' by the lovely Gizzi Erskine in Company magazine and is supported by television favourite Dr Christian Jessen. The 45-minute nutrition consultation can be arranged by telephone, or face to face if you're based in London/Kent, at your convenience.

If you've not already tried AOK we'd also love to send you a bottle so you can taste it for yourself (and get your day's antioxidants). Our hope is that you'll like the drink enough to recommend it in your publication.

In the meantime, please don't hesitate to get in touch if we can be of assistance with any health/nutrition/fitness/drink features you're currently working on.

Channel 4's respected celebrity doctor, Christian Jessen, has been impressed by AOK and its carefully thought out combination of natural ingredients since January 2009, when he was first introduced to the drink by Stuart Roberts. Dr Christian Jessen says: "Unlike many other juices, AOK supplies the body with multiple antioxidants, substances that may protect your cells against the damaging effects of free radicals. These are molecules that can damage cells and may play a role in heart disease, cancer, ageing and other diseases.

“It’s great taken on a daily basis as well as when you feel you need an extra something as at only 145 calories and with no hidden nasties it really is something you can add to a healthy eating and exercise plan.”

-Ends-

MEDIA NOTES:

From August 2010, AOk Drinks is now available on shelves following a total overhaul of the Mile High brand. AOk Drinks first launched as Mile High in the UK in September 2008. It has since attained nationwide distribution via a listing with Ocado and is now sold in more than 100 Waitrose stores in England and Wales. Mile High Drinks also achieved a listing with health food and drink distributor Tree of Life in 2009, so the drink is now available in all good health stores nationwide. The 250ml bottle of AOk retails at a recommended price of £1.69.

Stuart Roberts, managing director at AOk Drinks and naturopathic nutritionist, will open his AOk Nutrition Surgery (telephone consultations available) from May 2011.

Samples, images, nutrition consultations and interviews can be arranged through Helen Lewis, Helen@aokdrinks.com, +44 (0)7904801669.