



COLDPRESS JOINS ODEXIA FAMILY

June '17 sees Coldpress Foods take yet another significant stride in its ongoing mission to reinvigorate the UK's rapidly evolving chilled juice market by announcing a welcome alliance with Odexia, an influential investor in 'game-changing' emerging brands and Marechale Capital, a specialist consumer brand advisory house.

According to Coldpress founder Andrew Gibb, *'The welcome approach of Odexia and Marechale underpins the significant and sustainable success our vibrant drinks business has enjoyed both at home and abroad in recent months. With enviable growth (67% ex-factory) and celebrated fine food custodians like Boots, Carrefour and Autogrill recently joining our 'superior juice' cause; we feel now is the perfect moment to forge ahead, expand our sales & marketing function, accelerate our unrivalled innovation pipeline (fruit & veggie juices, smoothies, almond drinks, low-calorie fruit-themed coconut & sparkling waters) and open up other influential distribution channels both at home and abroad.'*

From Odexia's perspective Coldpress certainly seemed ripe for fresh capital investment, with co-founder Carl Atkinson being, *'suitably impressed by a well-run and profitable operation that successfully taps into today's accelerating healthier living concerns. Odexia were especially encouraged by Coldpress's robust financials that are all too rare among ambitious, modern-day growth companies; a well-managed operation that sits comfortably amongst our growing family of opinion-forming disruptor brands.'*

Marechale Capital which is a JV partner with Odexia's Consumer Brand Fund, provided additional co-investment from its family-office and high net worth clients. Patrick Booth-Clibborn CEO, commenting on the investment added. *"Coldpress is the dominant brand in the European chilled juice market and we're pleased to have provided our investor clients with such a dynamic and innovative brand investment. At Marechale we are fortunate to have advised and financed some of the UK's leading consumer and leisure brands, and we are delighted to have backed Andrew, one of the leading voices within the cold pressed drinks sector, and his dynamic team"*.

About Coldpress Foods

Born back in 2006 Coldpress Foods is the undisputed pioneer in nutritionally-dense 'cold-pressure' thinking, the modern day alternative to heavy-handed 1950's pasteurisation techniques that unwittingly cook off a large number of the beneficial vitamins and minerals that made their well-meaning drinks so special in the first place.

Coldpress is hugely proud of its distinct 'juice egalitarian' status. This is not an elitist brand born in the swish deli scene of Chelsea & Knightsbridge but an everyday affordable brand that first cut its teeth in the highly competitive chiller cabinets of Waitrose & Tesco; a range that tackled the sugar wars head on by reminding consumers that the vital fight against sugar must never mean sacrificing one's essential daily nutritional intake.

In the intervening years Coldpress has evolved from 'cold pressed' juice pioneer to health conscious soft drinks specialist, entering such diverse categories as smoothies,



veggie juices, almond drinks (free from), fruit juice themed coconut waters and most recently of all low-calorie soft drinks.

Today Coldpress's reach has stretched far beyond its original supermarket heartland, encompassing a number of increasingly wellness orientated sectors: *on-trade, foodservice, hospitality, forecourts/vending, delis & coffee shops and health & beauty* (e.g. *Boots*). In addition Coldpress is now exporting its better-living message across Europe (e.g. Carrefour).

For more info visit www.cold-press.com

In the UK Coldpress is enthusiastically championed by Purple Pilchard. If you'd like some extra images/free samples or more information please don't hesitate to contact Ian: ian@purplepilchardteam.com ring 0777 333 0597