

Press release

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Get Your Energy Back!

Try the New Delicious, Healthy Shopping-Time Food from Energy Kitchen

Shopping is one of the UK's favourite past times, but can be quite exhausting! Many of us will pop by the nearest coffee shop or pastry bar to top up the energy levels, but who wants a heavy, bloating sandwich that's more likely to make you lethargic than give you any energy, and that when you're trying on lovely skimpy numbers for your summer holiday? Step forward, Energy Kitchen, the healthy light bite and smoothie bar*.

With their exciting and ever evolving healthy foods menu, Energy Kitchen is the UK's first smoothie and light bite bar where you can pick up (take-away or sit in) delicious, nutritious and truly energising foods, while you shop. Located in all the Selfridges throughout the UK, Harrods and now in Swindon's Design Outlet, Energy Kitchen, is the ideal mid-shopping pit stop or meet-up spot for you and your shopping companions.

Try the super tasty and thirst quenching freshly squeezed juices, made-before-your-eyes refreshing smoothies, salads, fruit pots, delicious pretzels or nutritious soups – all 100% pure, with no added colourings, preservatives, flavourings or artificial sweeteners. Perfect for summer, the Cool Down smoothie is made from an irresistible blend of the finest strawberries, mango juice and banana. And to celebrate Wimbledon, Energy Kitchen has introduced a special Strawberry Serve smoothie, made from strawberries,

banana, super healthy berries - packed lots of vitamins and minerals.

With super booster shots to add to your smoothies, such as wheat grass – one of Madonna's favourites apparently – you have no excuse for running out of energy. In fact, Energy Kitchen is a favourite with many famous shoppers and if you stay long enough, you may even spot a celebrity or two drop by for their energy fix!

So, next time you are out shopping and looking for an energy boost, why not try the healthy alternative and pop into Energy Kitchen. There's plenty of room to sit down and rest your weary feet or, if there's more shopping to be done, grab one of the healthy snacks on the run.



Invite to Journalists:

The Energy Kitchen would love it if you would like to pop by one of our London Selfridges bars and try some of our delicious juices, smoothies or light bites – and it will be on us! Please call the PR team, Kate Bell or Jonita Otto on 020 7240 2444, to arrange your visit.

Notes to Editors:

With freshly made smoothies, juices and salads, as well as scrumptious pretzels and tasty soups on the menu, Energy Kitchen is more than just a juice bar, it is a lifestyle experience, offering consumers healthy food options, on the run.

Energy Kitchen is a London based company and currently has five outlets across the UK. These are in the London, Birmingham and Manchester Selfridges food halls (food hall and fourth floor café in London), Harrods 102 and a new Energy Kitchen has just opened in Swindon's Designer Outlet soon.

For more interesting health tips and fruit facts, or information on Energy Kitchen, go to www.energy-kitchen.co.uk.

Energy Kitchen Visuals for Media

More visuals available and Jpegs and Tiffs of all visuals available. Please contact Jonita Otto or Kate Bell on 020 7240 2444 Jonita@stormcom.co.uk for more visuals or Jpegs or Tiffs of these visuals.



Some Health Tips From Energy Kitchen

Juice Benefits

Our juices, fruit smoothies and juice cocktails are an excellent way of adding huge amounts of raw fruits and vegetables to your daily diet at once and getting all the essential vitamins and minerals out of it.



Beetroot

Source of: beta-carotene, calcium, folic acid, iron, potassium, vitamins B6 & C



Banana

Source of: fibre, folic acid, magnesium, potassium



Mango

Source of: beta-carotene, flavonoids, potassium, vitamin A & C



Cucumber

Source of: folic acid, potassium, silica, beta-carotene in the skin



Pineapple

Source of: enzyme bromelain, vitamin C



Celery

Source of: potassium, coumarins, vitamin C



Carrots

Source of: carotenoids, folic acid, magnesium, potassium, vitamin A More about carrots



Strawberries

Source of: beta-carotene, phytochemicals, vitamins C & E More about strawberries



Apples

Source of: carotenes, ellagic acid, pectin, potassium, vitamin C

Did you know...

Fruit sugar gives energy

Fructose and Glucose are the most common types of sugar in fruits and vegetables. Fruit sugar is a carbohydrate and the main fuel for our brain and muscles. It breaks down during digestion and gives you energy, necessary for an active and energetic life.

Fructose is the main type of sugar. It breaks down more slowly over time and is beneficial for sustained energy release to keep you active all day. Glucose is absorbed quickly and causes a rapid rise in blood levels (peak in 1/2 hour) and is beneficial for an energy kick.

Mango, the super fruit

The popularity of mango has increased dramatically in the past few years. And it is no wonder. It is not just an incredibly taste sensation but also the ultimate vitamin bomb. Mango is an excellent source for essential vitamin A (beta carotene), C and B.

The flavour profiles of different mango varieties vary, but all are sweet to slightly acidic and fruity and blends very well with other fruits and vegetables like carrot, orange or strawberries.

The Energy Kitchen Philosophy

Get energized with Energy Kitchen

Energy Kitchen is no ordinary take-away and much more than a juice bar. Energy Kitchen is a LIFESTYLE EXPERIENCE for today's demanding life. The first choice for anyone wanting better HEALTH, ENERGY AND VITALITY. So no matter what your mind, body or soul needs, GET ENERGIZED WITH US!

Energy Kitchen serves some of the most natural, healthy, and nutritionally balanced nourishment and refreshments in the UK where people with a passion for life thrive and buzz with energy. We stand apart in making sure that every one of our signature PRETZELS, JUICES, SMOOTHIES, SOUPS, SALADS and SANDWICHES is 100% pure, with no added colourings, preservatives, flavourings or artificial sweeteners. Energy Kitchen provides you with everything you'll need to live a healthy, active and energetic life.

The philosophy for our delicious, nutritious menu is easy. We take fresh fruits and vegetables and squeeze the life out of them, to add life energy and vitality to yours. Contact Jonita Otto or Kate Bell for further information, visuals or to arrange interviews:

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