

JUICE BAR STAR

"Located in all 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."

What is healthy, delicious, energising and provides that much needed boost for retail thirsty consumers? The Energy Kitchen has the answer.

Energy Kitchen is the latest sensation to hit department Stores whose food halls are craving nutritious, healthy energisers to fuel their shoppers around the stores. The new pit-stop while you shop bar is a healthy light bite and smoothie bar that is considered a lifestyle experience for all consumers of all ages. The energy kitchen is no ordinary take-away and much more than a mere juice bar. Serving some of the most healthy and nutritionally balanced nourishment and refreshments to customers across the UK, Energy Kitchen claims to stand apart, ensuring that every one of their Pretzels, Juices, Smoothies, Soups, Salads and Sandwiches are 100 per cent pure with no added colourings, preservatives, flavourings or artificial sweeteners.

Energy Kitchen is the latest in healthy innovations to be placed in department stores across the UK. Selfridges and Harrods have indulged in the vitality of Energy Kitchen snacks and plans are to move into a variety of Department Stores across the board, giving consumers that well deserved rest and refreshment in the midst of all their shopping. The juice bar has made a real impression in stores so far and comes as retailers are looking forward to the interactive theatre elements of shops, which department stores and retailers can offer their customers in light of the steep rise in online sales.

Not wanting to miss out on sales to online competitors, Department Stores are now looking to up their game in consumer interactivity, providing the complete experience within the store. Recently we have seen stores offering personal shopping assistants, in store facials, first class dining and catwalks shows up and down the aisles of our best-loved stores. Energy Kitchen brings something new to



fruity life but they are also homing in on those health conscious consumers, who are multiplying by the minute with endless new TV documentaries, revealing the effects of bad diets and new food regulation schemes so that we know exactly what we are consuming. The healthy thinking juice bar produces freshly made beverages right before your eyes, including super vitamin boosting wheat-grass shots and juices packed full of vegetables and fruits that compliment the palette.

With summer on the Horizon, Energy Kitchen has been quick off the mark to provide their customers with a seasonal Wimbledon-esque smoothie. An inviting and truly English blend of Strawberries, with banana and super healthy berries is a great summer slurp for tennis and indeed strawberry lovers everywhere. Energy Kitchen's Philosophy is simple. They create delicious, nutritious light bites that are a combination of fresh fruits and vegetables, squeezing life and vitality into their



the department Store market. It's vibrant displays and quirky bar area's create a delicious social central point for every kind of shopper, those who wish to stop and take a break and those who simple need a juice fix on the run. Not only is the Energy Kitchen bringing Department Stores to

energising food, giving thirsty shoppers that-much needed boost after a marathon run around there most cherished Department Store. Energy Kitchens website www.energy-kitchen.co.uk provides more information on the juice bars and healthy living lifestyle tips.