

SURYA

Big Up - Latest energy drinks brand competes with conventional soft drinks on price

SPORTS and energy drinks have quickly become big business, although recent research* suggests the biggest barrier to consumption is their comparatively high price when compared to conventional soft drinks.



One of the latest brands on the market this year has quickly closed the gap, however, with the **'Big Up'** Caribbean inspired energy drinks range coming in with an RRP of **59p per 250ml** can.

Positioning itself mid-point in the market, the range, already occupying shelf space in Tesco, is aimed at the young urban set and is already capturing a niche within this rapidly growing sector.

The product's recently launched interactive website www.BigUpPower.com is another step to engage its growing fan base and further cement Big Up's relationship with the young urban, energy drink market.

Harry Dulai, CEO at Surya Foods - the drink's producers who plan to make the range a multimillion pound brand within 2 years - said: *"We could see a big price difference in the market between soft and energy drinks and we wanted to bridge the gap without compromising on quality, look and taste of the drink itself."*

Building on the success of 'Big Up Original Energy Drink', during the Summer, the brand introduced two new invigorating flavours to the range – 'Big Up Wild Ginger Energy Drink' and 'Big Up Fruit Punch Energy Drink'.

Dulai continues: *"The reaction to the launch of the Original flavour was very encouraging, and being in a unique position with no competition to speak of in this space, we wanted to continue building on the Caribbean heritage of Big Up, launching Wild Ginger and Fruit Punch in July. The reaction to the Wild Ginger, through our trade engagement has been phenomenal and we are pleased to be giving the market a real boost with two new fresh and unique flavour combinations.*

"The new variants are incredibly versatile, giving audiences scope to use them as mixers with Whisky, Bourbon and Rum as well as Vodka, as well as being great bases for a host of delicious cocktails."

Big Up also contains fewer calories than its rivals on the energy drink market, providing a healthier alternative, without compromising on taste.

Surya Foods specialises in bringing authentic food and drink products from around the world into the UK including Afro-Caribbean, Asian, Oriental, Kosher, Polish and Halal foods. For further details on stocking Big Up, please contact **Surya Foods on Tel: 01255 553 652** or sales@suryafoods.com

***Mintel report 2012**

Around two fifths of consumers drink sports and energy drinks, but one of the biggest barriers to consumption is their comparatively high price when compared to a conventional soft drink

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Notes to Editors

- Established in the 1980's, Surya is a rapidly expanding, family run business with an annual turnover of £100 million and an employee base of 600. It supplies a variety of high quality, authentic ethnic products ranging from rice, flour, spices and sauces to snacks and savouries that are sold in over 30 countries worldwide.

- Surya is a leading authentic basmati rice supplier to the UK multiple trade, and has a comprehensive world foods portfolio of authentic brands stocked both in local, multiple and foodservice channels.

- Surya operates from several different areas in UK, and has its distribution centres spread across Europe, as well as buying offices around the globe. Its main hub is an 11 acre site in Harwich - home to its head office and some 500,000 sq ft of storage space.

- Surya's evolving ranges cater to the South Asian, Oriental, Afro-Caribbean, African and Polish communities. Widely known for their superior quality and authenticity, the brands are popular with the public consumer as well as chefs in ethnic restaurants.

- With 2,000 products available, Surya represents over 50 agency lines from some of the world's leading companies as well as its own popular house-brands, including Laila, Salaam, Apna, Jamaica's Pride, Reggae Kitchen and Island Sun.

- With a fleet of over 100 vehicles, Surya has been able to maintain highly efficient service levels throughout Europe and now boasts a client account base of 2500 - distributing its products to supermarket chains, independent stores, cash and carrys, wholesalers and food service businesses throughout the UK and the world.

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