



A Cell Drinks
Business Box
Oswin Road
Leicester
LE3 1HR

T 01162 795 187
E info@celldrinks.co.uk
W www.celldrinks.co.uk
www.facebook.com/celldrinks

Press Release - 4/3/2011

Cell Drinks hit the dancefloor!

Cell Drinks are an exciting new brand of vodka based drinks, produced by a Leicester based company.

Cell Drinks, available in delicious Apple, Tropical and Reverb (Vodka/Caffeine) flavours, come in non spill flexible packaging which is dance friendly; they don't spill so are made for the dancefloor.

Another great thing about Cell Drinks is that the flexible packaging means you can buy them through a bespoke alcohol vending machine designed exclusively for Cell Drinks, saving time queuing at the bar!

Launching in March, Cell Drinks will be available in nightclubs and student unions across the Midlands and then launched across the UK later this year. See www.celldrinks.co.uk for launch dates in your area.

Come along to a launch night near you to try Cell Drinks. We'll have various giveaways, competitions and a chance to try a sample.

Cell Drinks and Cell Drinks Vending Machines have been a labour of love for the Leicester based company. The idea first came about a few years ago when Managing Director Luke Pulford was a student himself and saw a gap in the market,

'I noticed there were no alcoholic drinks which really stood out in bars and nightclubs so I decided to look into doing something different and realised that packaging development would be the obvious way to create a unique drinks brand. I'm really pleased that we've produced a stand out product which tastes great and has lots of consumer benefits!'

Another benefit is that Cell Drinks are fitted with a valve in the neck of the product that protects against drink spiking. The product also comes with a resealable top.

The non spill flexible packaging and refreshing taste also make Cell Drinks a great festival drink!

To find out more about Cell Drinks and where they are available visit www.celldrinks.co.uk

Follow Cell Drinks at:

www.facebook.com/celldrinks

www.twitter.com/celldrinks

Or for more information contact-Laura or Pat marketing@celldrinks.co.uk or call 01162 795187