



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 appoints Miles Templeman as Chairman

Miles Templeman, Director General of the Institute of Directors, has been appointed as Chairman of new, Leicester based, drinks company, Cell Drinks.

'As former Managing Director of Whitbread Beer and ex Chief Executive of Bulmers, Miles brings outstanding industry knowledge and expertise to our Board', says Cell Drinks Managing Director, Luke Pulford.

Cell Drinks has launched a unique, alcoholic drinks brand onto the market. The product comes in flexible packaging and offers both the Trade and Consumers genuine product benefits.

As well as offering 'drink spiking protection', the high quality products offer many other benefits to both nightclub staff and customers alike; the flexible packaging ensures that the product cannot be used as a weapon, also the volume of packaging waste produced by the product is a fraction of glass or plastic bottles. For consumers one of the major benefits of the product is that it is 'spill proof' and so can be taken onto the dance floor.

Luke first approached Miles when he was visiting DeMontfort University in his capacity as Director General of the Institute of Directors. Luke was studying at the University at the time;

'I remember when I first met Luke, he only had about 2 minutes to explain to me the product idea he had, but the idea was memorable and so when he approached me later with a full business plan, I took time to look it over and decided to get actively involved in the business'.

Cell Drinks are now sold in venues across the East Midlands.

For more information contact marketing@celldrinks.co.uk or call 0116 2795187