**Monday 27th July**

**COSTA TO TRIAL SUPERDAY SMOOTHIES IN SELECTED AREAS**

Costa is trialling a new SuperDay Smoothies range across two areas in the UK as the nation’s favourite coffee shop looks to build upon its barista crafted cold drinks range from this month.

As a brand, Costa strive to offer its customers choice, and SuperDay Smoothies has been created to answer a growing trend for UK consumers who search out real and healthy alternatives that help them stay refreshed during Summer.

The new Costa SuperDay Smoothies range is chilled containing real fruit, freshly blended with apple juice and ice which is then handcrafted by Costa’s baristas into a Smoothie that contains 2 of the recommended 5 a day. The SuperDay Smoothies are available in:

* Grape, Watermelon and Strawberry
* Melon, Apple, Kiwi and Pineapple
* Melon, Mango and Passion fruit

**Carol Welch, Group Brand & Innovation Director at Costa said**, “We are excited about the trial which answers a real customer challenge. Eating a balanced diet is something we all strive to do. Extending the handcrafting skills of our baristas to offer fresh fruit smoothies containing 2 of your 5 a day provides even greater choice for our customers.”

Costa’s SuperDay Smoothies will be available to customers across 35 stores in South Yorkshire and South East London from now until the end of September priced from £3.50. Costa’s full Summer food and iced drink range is available in stores now.

**ENDS**

For further information please contact the Costa Press Office at [Costateam@onegreenbean.com](mailto:Costateam@onegreenbean.com)

or call 0207 017 1014

**Notes to Editor:**

Stores participating in the trial across South Yorkshire and South East London include:

1. Sheffield, Heeley RP, Chesterfield Rd
2. Sheffield, Division St
3. Sheffield, Meadowhall Shopping Centre x 2
4. Sheffield, Pinstone St
5. Sheffield, WHS, Meadowhall
6. Sheffield, Meadowhall Drive Thru
7. Sheffield, Meadowhall Next
8. Wakefield, Westgate Stn,
9. Wakefield, Northgate
10. Wakefield, Trinity Walk
11. Barnsley, Queen St
12. Huddersfield, Kingsgate Shopping Centre
13. Huddersfield, Leeds Road
14. Huddersfield, New Street
15. Rotherham, Parkgate
16. Beckenham, High St
17. Beckenham, Tesco, Elmers End
18. Bexleyheath, Broadway Shopping Centre
19. Bromley, Market Sq
20. Chislehurst
21. London, Camberwell, Denmark Hill
22. London, Crayford, NEXT
23. London, Sydenham, NEXT
24. London, Blackheath, Tranquil Vale
25. London, Eltham, High St
26. London, Crystal Palace, Westow St
27. London, New Capital Quay
28. London, Greenwich Church St
29. London, Greenwich Peninsula Sq
30. London, Lewisham Shopping Centre
31. London, Next, Greenwich
32. Orpington, Tesco, Augustus Lane
33. Sidcup, TESCO, Edgington Way
34. Welling, Tesco, Embassy Court

**About Costa**

Costa is the UK’s favourite coffee shop, having been awarded “Best Branded Coffee Shop Chain in the UK and Ireland" by Allegra Strategies for five years running (2010, 2011, 2012, 2013 & November 2014).

Winner of “Best Branded Coffee Chain in Europe” Allegra Strategies 2010, 2011, 2012, 2013 and 2014.

With over 1,800 coffee shops in the UK and more than 1,100 overseas, Costa is the fastest growing coffee shop business in the UK and the second largest coffee shop operator in the world.  Founded in London by Italian brothers Sergio and Bruno Costa in 1971, Costa has become the UK’s favourite coffee shop chain and diversified into both the at-home and gourmet self-serve markets.

Costa employs over 12,000 people and is creating around 1,500 jobs this year and over 4,500 jobs in the next three years in the UK. We continue to be part of the Sunday Times Best Companies To Work For list.

Costa is committed to looking after coffee-growers. That's why we've established The Costa Foundation, a registered charity. The Costa Foundation's aims are to relieve poverty, advance education and the health and environment of coffee-