

SUPERMARKET FIRST FOR EQ8, THE NATURAL ENERGY DRINK

EQ8, the natural energy drink, has gained its first supermarket listing, making it available to buy in over 250 Morrisons stores nationwide.

Made from natural ingredients to give a natural energy lift, EQ8 is the first FMCG product from AirAsia founders and entrepreneurs Tony Fernandes and Kamarudin Meranun. Developed by their newly created soft drinks company in Norfolk, the listing in Morrisons follows hot on the heels of the product's launch at selected Holland & Barrett stores nationwide.

EQ8's juice-based natural energy drinks come in two refreshing variants; EQ8 Cranberry & Apple (one of your five-a-day) and EQ8 Orange & Passion Fruit. EQ8 supported its launch into Morrisons with in-store sampling in 175 stores nationwide and a £1 introductory price promotion (standard price £1.29 for a 250ml can).

Commenting on the news, Tony Fernandes said: "One of the questions I am most asked is how I keep going, with grands prix and AirAsia routes around the world giving me a body clock that has completely stopped trying to keep up. Now I have the perfect natural solution to those times when I need a lift. EQ8 gives me just the right amount of energy to get through the day."

To encourage trials of EQ8 - and demonstrate the drinks versatility - specially designed EQ8 Morrisons recipe cards were created for the in-store sampling events.

Created by chef and EQ8 brand ambassador Chris Coubrough, recipes featured included EQ8 Orange & Passion Fruit glazed ham and EQ8 Cranberry & Apple chutney. Selected stores also sampled EQ8 alongside Morrisons Cava to create a refreshing and sophisticated aperitif.

The Official Drink of Caterham F1 Team, EQ8 has been formulated to provide a natural energy lift by combining natural caffeine with natural low GI fruit sugars. With moderate levels of natural caffeine (no high-caffeine content warning) and no taurine, the emphasis is on providing a natural balance of mind and body.

EQ8 is part of a diverse and successful group including Caterham F1 Team, AirAsia, Caterham Cars, Tune Group and Queens Park Rangers FC.

**For more information on EQ8
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The EQ8 team introduce another busy mum to their fruity, natural energy drink.